Again in 1950, WLS received well over a million letters from loyal listeners throughout the rich four-state Midwest area. The year's total of 1,298,008 represents one of the largest mail responses in the station's history!

WLS has always proved its audience, and the responsiveness of that audience, by letters from listeners. No extraordinary incentives are used...only the usual program offers. This response, one of our greatest, proves again that the WLS audience is not being led away—that it continues to listen and to act on what it hears over the 50,000 watt voice of WLS.

This listener loyalty—and acceptance—is a treasured part of our daily operation. WLS programs build listener loyalty...advertising results are predicated on listener loyalty.

For case histories on how this responsiveness has produced sales for WLS advertisers over the years, write WLS—or call any John Blair man today!

22 MILLION LETTERS
IN 21 YEARS

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7
LOUISVILLE WRESTLING
with WHAS-TV Sports Director Jimmy Finnegan
Louisville's only live TV wrestling is the fast moving weekly feature that earned for Jimmy Finnegan a Billboard citation for "Network Caliber" wrestling commentary.

KENTUCKY FOOTBALL
Coach Paul Bryant called the plays
This weekly film showing of all Kentucky Wildcat football games was a spectacular sports special in the WHAS tradition. Coach Bryant analyzed each play from season beginning through Sugar Bowl triumph.

Kentuckians, with more than their share of sports winners, take their sports news seriously! "Sportraits" gives Louisville viewers what they want—a rundown of all local and national scores and sports news . . . film briefs of recent sports events . . . and interviews with a steady parade of such sports figures as Peewee Reese, Mary Hartwick, Happy Chandler, Strangler Lewis, Shorty Jamerson, Betty Rowland.

Basic CBS interconnected Affiliate

Serving a market of more than 75,000 television homes
IS THE STATION THAT COVERS ALL SOUTHERN CALIFORNIA LIKE A 38-STATION NETWORK

It is a fact that you could buy 38 stations in Southern California and not get the power, the coverage, or the listening audience that KMPC alone will give you.

KMPC Los Angeles • 710 KC

In KMPC's 50,000-watt half millivolt coverage area are
5,472,411 people; 1,538,533 radio homes; 1,187,088 car radios.
50,000 WATTS DAYTIME, 10,000 WATTS NIGHTTIME.

JOHN F. PATT, President, R. O. REYNOLDS, V.P. & Gen. Mgr.
REPRESENTED BY H-R REPRESENTATIVES
AFFILIATE, LIBERTY BROADCASTING SYSTEM
BLUE BOOK for TV now looms on FCC horizon. But this time, unlike handling of radio Blue Book in 1946, it appears stations will get chance to speak their piece beforehand. It's understood FCC currently planning to issue temporary extensions to TV stations coming up for renewal Feb. 1, then invite all TV stations to conference on their public service responsibilities. Plans should be announced within 10 days.

NEW SENATE leadership lineup bodes no good for those, inside government and out, who would block communications legislation. With Arizona's Earthy Ernest McFarland as majority leader and Texas' Lyndon B. Johnson as majority whip, Senate committee embarks on tough and knowledgeable brains on radio and regulatory processes. Now Edward Cooper, Senate's communications expert for more than decade, joins Sen. McFarland as chief executive assistant (see story page 26). To insiders that says all.

ON HOUSE side, radio observers are watching closely activities of freshman Rep. Frank T. Bow, Ohio Republican who ran select committee investigation of FCC in 80th Congress. So far Mr. Bow has kept his own counsel as plebe Congressmen usually do, but he's boning up on state of radio nation and is watching particularly overall color situation.

LONG-DELAYED Census Bureau estimates of radio and TV sets by four major divisions, expected in December, can't be finished until spring because bureau is swamped with government demands for quick statistics. Preliminary estimates to be based on samples.

FORMATION of "completely autonomous NAB-TV" operating under aegis of NAB, but to act as its own "court of last resort," was unanimously voted late Friday at special meeting of TV licensees at Stevens Hotel, Chicago. Nine television broadcasters were elected to 13-man NAB-TV board created Friday (early story page 23). There were 18 nominations for nine TV broadcaster posts.

New board set March 15 as latest date for formalization of NAB-TV.

There was immediate speculation on selection of general manager for NAB-TV, selected as working title of new organization. There was spontaneous discussion of Leo J. Fitzpatrick, former NAB president, for assignment.

In whirlwind one-day session, nation's telecasters completed consideration of every item on agenda. Under Miller, president of NAB, kicked off proceedings with exposition of its scope and principles and turned gavel over to Chairman Harold Hough, WBAP-TV Fort Worth, who reminded delegates that "our No. 1 responsibility is to the American home. We must be prepared professionally to meet that responsibility."

E. K. Jett, WMAR-TV Baltimore, nominated early in proceedings, asked that his name be withdrawn because of his preoccupation not only with Swappers' TV station but also his duties at Pentagon on international allocations matters which entail three days of work week for next 10 weeks.

The voting took place after various segments of TV industry-independent operators, networks and those who have TV stations along with sound broadcasting--had agreed with Paul Raabourn, chairman of TBA committee appointed to study feasibility of single trade association under NAB auspices, that "autonomy cannot exist unless each group under NAB umbrella." Immediately following formalization of NAB-TV, new autonomous board elected Eugene S. Thomas, WOR-TV New York, as chairman, with Robert D. Sweeney, WDSU-TV New Orleans, as vice chairman. Both are members of NAB board and, by virtue of NAB's by-laws, will resign their posts. Successors will be elected, it is indicated, following forthcoming NAB general board meeting in Florida Jan. 31-Feb. 2.

The officers, along with George B. Storer, president, Port Industry Co., were named coordinating committee to marshal new organization. Board has set as its immediate target such matters as allocations for educational stations, ASCAP problem, banning of telecasts by collegiate football and excess profit taxes relief.

The new three-man steering committee has authorized the board to act and will meet in Miami prior to NAB board sessions.

It is expected that at that time executive or coordinating committee will be selected to bridge gap between two autonomous organizations. This group probably will comprise three NAB-AM directors and equal number of TV directors, with President Miller as seventh member. New board will hold office until April 15, 1952.

Mr. Raabourn told Broadcasting: "Television that 'having achieved the autonomy it desired, TVA will in near future wind up its affairs."

John W. Kennedy, WSAZ-TV Huntington, W. Va., was authorized to continue chairman-ship of TBA's voluntary committee on taxation concerned with hearings on Capitol Hill relating to excess profits.

Elected to board of directors were Mr. Raabourn, of KTLA Los Angeles, and W. D. Rodgers Jr., KEYL San Antonio, representing TV-only stations, and following who are associated with both aural and video operations.

(Continued on page 90)
advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell your product. Write for information and rates.

Represented by
ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO
Friendship—Four Thousand Miles Apart

Never quite got the hang of how to play chess myself, but I'll say this for the game—it started one of the strongest friendships I know of; between Dad Wilson in our town and a fellow in Sudbury, England.

The two of them have never met or seen each other—but for eight or nine years they've been playing chess by mail together. Dad puzzles over the Englishman's latest letter, takes a couple of days to think it over, and then arranges a chart of his next move.

Dad always thinks best with a mellow glass of beer beside his chessboard. And the fellow in England writes that he does the same. "Almost as if we were in the same room," says Dad contentedly.

From where I sit, you can talk of diplomacy and foreign policy, but it's often little friendly things—like a game of chess or a glass of beer—that make for tolerance and understanding...between people of different nations, or folks here at home.

Joe Marsh
MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS—

BUT . . .

YOU NEED THE FETZER STATIONS TO CAPTURE KALAMAZOO-GRAND RAPIDS!

WHETHER you use radio or television, there are very few areas in the U. S. where the choice of the best stations is so easy and obvious to make.

WKZO-WJEF, a sure-fire CBS combination, deliver about 57% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet cost 20% less! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes! WKZO-WJEF’s unduplicated BMB Daytime audience has increased 46.7% over 1946 . . . their Night-time audience, 52.8%!

WKZO-TV is Channel 3, the official Basic CBS Outlet for Kalamazoo-Grand Rapids. As of November 1, there were more than 90,000 TV receivers within 50 miles of WKZO-TV—and the number is growing rapidly. WKZO-TV, a multiple-market station, reaches five Western Michigan and Northern Indiana markets representing a buying income of more than one and a half billion dollars!

Get all the facts on the job the Fetzer stations can do for you in Western Michigan!

*On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.

WJEF

WKZO-TV

WKZO

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY.KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners ... potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:00 to 7:30 PM.

This excellent time availability is supported by a strong promotion campaign ... and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

---

IT'S news when a newscaster happily admits: "Sure, I've got the worst voice on the air." And it's news when a competing station manager says another station's newscaster is the most outstanding radio personality in his city.

That's Al Sigl, popular, folksy commentator on WHEC Rochester—self-styled "worst voice on the air" and the man cited by William Fay, manager of rival WHAM, as Rochester's outstanding radio personality. Mr. Sigl celebrated his 20th year in radio this month.

Al Sigl has become a habit to Rochester area listeners. His gravel-voiced newscasts at 12:15 p.m. and later in the afternoon reportedly draw a bigger Hoorapating than any other afternoon local show and compare favorably, rating-wise, with many of the nighttime network shows.

When he first got into radio, it was definitely against his better judgment, Mr. Sigl says. Recently, when he received a crank note which called him a "lowbrow hillbilly" and demanded that the Rochester Times-Union throw him "off the air," he reacted in his usual unperturbed manner. He read the letter on his program and told his listeners: "You can give me a swell Christmas present by urging our managing editor to do exactly as that letter suggests."

Mr. Sigl's initial apathy toward radio stemmed from a feeling of being in a "goldfish bowl" but he continues: "Pretty soon I grew amazed at the way people would act on requests I'd made on the air for the unfortunate. It's simply astounding how people will pitch in and take care of others who are in need of listeners, your listeners, Al Sigl celebrates 20th year on air.

---

**Strictly Business**

**GIVE** John North a sales job any sales job—and he'll chalk up a record performance.

For six years prior to World War II, the new vice president of Radio Representatives Inc. dealt in paper. He won the 1940 "Distinguished Salesman Award" of the St. Louis Chamber of Commerce for his work with Butler Paper Co. there. He won a vice presidency that year with Butler in St. Louis.

In his first two weeks as commercial manager of KANS Wichita, after the war, his rapid-fire sale of Wichita's National Semi-Pro Baseball Tourney to a local water-softering concern was followed closely by his signing of a Chevrolet dealer to sponsor H. V. Kallenborn across-the-board.

This brand of footwork catapulted John North into the big-time of radio sales within a few months of the spring day in 1946 when he hung up his AAP uniform and joined KANS. He was called by the nation's national representatives, Taylor-Howe-Snowden, to be account executive in its Chicago office. His move to vice president and Chicago manager of the newly-formed Radio Representatives Inc. followed in September 1948.

A fast-moving individual whose clipped speech is in the military manner, John Eugene North got that way at St. John's Military Academy, Delafield, Wis. Born in St. Louis Sept. 29, 1906, son of the late Dr. Emmett-P. North, famous... (Continued on page 75)

---

In Milwaukee, WISN is the biggest value, because WISN gives you more listeners for less money than any other station.

Let your KATZ Man show you how easily (and economically) WISN can solve your Milwaukee market problem.

You'll like doing business with WISN.
...you can't cover California's Bonanza Beeline without on-the-spot radio

To sew up the Beeline, make sure you use its own stations—the five BEELINE stations located right in inland California and western Nevada. Because the Beeline is an independent market, well removed from coastal California influence. And Beeliners naturally prefer their own, on-the-spot stations to distant Los Angeles and San Francisco stations.

Use all five BEELINE stations, and you cover the whole Beeline—a market with more buying power than Detroit... higher total retail sales than Philadelphia.* Choose best availabilities on each station without line costs or clearance problems. Or use the BEELINE stations individually, to blanket a major Beeline trading area. For instance...

KFBK SACRAMENTO
Delivers solid coverage of the whole 19-county billion-dollar Sacramento market. Recent BMB shows KPEK's 1946-49 audience increase as 50.4% daytime, 49.5% at night, with a 32.5% growth in radio families. Affiliated with inland California's leading paper—The Sacramento Bee. Has lowest cost per listener in its area.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

KFBK SACRAMENTO (ABC) 50,000 watts 1530 kc.
KOH RENO (NBC) 5000 watts, day 1000 watts, night 630 kc.
KERN BAKERSFIELD (CBS) 1000 watts 1410 kc.
KWG STOCKTON (ABC) 250 watts 1230 kc.
KMJ FRESNO (NBC) 5000 watts 1580 kc.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
JUST HOW BIG IS A PRIZE-WINNING FISH?

That depends on what you're fishing for. Is it Blue-fin Tuna at 927 pounds or Wall-Eyed Pike tipping the scales at a husky 22?

Fish or sales campaign, the prize winner for you is the one that matches your own specifications. And whether your budget is modest or mammoth, whether you sell in one market or all markets, Spot radio shapes itself to give you precisely what you need.

Spot does it, of course, on front rank stations like these.

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THE YANKEE NETWORK
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

January 22, 1951 • Page 11
JERRY STOLZOFF, vice president in charge of radio-TV Cramer-Krasselt Co., Milwaukee, resigns to join Chicago staff Food Cone & Belding as radio-TV production supervisor. ROGER LeGRAND, associate radio-TV director at Cramer-Krasselt, appointed director.

H. KENNETH JONES, member of plans board Brooks Smith, French & Dorrance, Detroit, appointed vice president. C. ALLISON MONROE, account executive N. Y. office of agency, appointed vice president. ROSA RITA M. HUMES to creative staff.

HERBERT W. COHON, in charge of business development Joseph P. Schneider Inc., N. Y., appoints vice president. He will handle planning and administrative duties.

JAMES S. CAMPBELL and JULIAN PACE, BBDO, N. Y., to Kenyon & Eckhardt, N. Y., in radio and TV commercial department.

MRS. FLORENCE GOLDIN, with Grey Advertising Inc., N. Y., for past 11 years, appointed vice president.

MORE THAN CBS!
You get more than CBS and 50 kilowatts when you buy KOMA. You get the results obtainable on a station that maintains HIGH STANDARDS OF LOCAL OPERATION... The KOMA production department contributes the many professional touches of good radio that keeps a high gloss on our local programming. KOMA talent is of network caliber from Production Manager to announcers... An aggressive promotion department keeps KOMA names household in the high-income Oklahoma market... And our merchandising efforts follow through on that 50 kilowatt punch to sell them solid!... For airchecks, success stories and other data, call an Avery Knodel man or contact J. J. Bernard V.P. and General Manager

KOMA
Outlet for the Columbia Broadcasting System

MERLE MYERS, timebuyer at Russell M. Seeds Agency, Chicago, didn't need to lose the eight pounds she dropped during two hectic months of buying $300,000 worth of time for the American Medical Assn.'s recent campaign. Trim and attractive, Merle did, however, need a morale buildup after the AMA siege, so she bought a new coat.

The AMA toll was heavy on her agency assistants, too. One loyal worker struggled to work on crutches for three weeks, after spraining an ankle, because she was in the midst of lining up 1,000 stations for the two-week saturation campaign in October. The department worked 10 hours a day, seven days weekly, for about two months. Now, two months later, two assistants are still working full-time on the account.

Merle has been timebuying in Chicago for about 10 years, the last seven at Seeds. She began there as assistant timebuyer in 1948, and was promoted to buying chief two years ago. She was in the timebuying department at the H. W. Rastor & Sons agency, J. Walter Thompson and Ruthrauff & Ryan.

Her first advertising job, at R & R, was landed through an employment agency. Starting as typist and switchboard operator, Merle was soon promoted into research, and then ventured into media and buying.

The switchboard know-how was picked up casually, when she lived in a dormitory at the U. of Illinois in Urbana, and more purposefully later at the Katzinger Co., Chicago manufacturer of kitchen utensils. "Souvenir" of the Katzinger era still lurk in the kitchen drawers of her four-room apartment.

The apartment in suburban Park Ridge is a handy 15th hole for Merle's golfing crowd during the balmy months. Inasmuch as "you have to go through Park Ridge to get to any good course on the North or West side," Merle has a steady traffic of golfers in for breakfast each Saturday during the summer. She shoots in the low 90s.

MERLE's parents and brother live in Chicago, where Merle was born and reared. She and her brother, Bill, were graduated from Senn High School, where he was the ace dramatic star and worked in theaters with Screen Star Hugh Marlowe. Bill was the villain on Jack (Continued on page 11)

on all accounts

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beat

CARL K. TESTER, JAY KOUHAL and RAY CLINTON acquire Philip J. Meany Co., L. A., from PHILIP J. MEANY, president-founder, who retires. Mr. Tester, vice president and general manager, elected president. Mr. Koupal, vice president and art director, will continue in same capacity. Mr. Clinton, vice president in charge of media and production, becomes secretary-treasurer, along with other duties. Mr. Meany will continue in advisory capacity on certain account.

JAYNE SHANNON, timebuyer J. Walter Thompson, N. Y., is in Monroe County General Hospital, East Stroudsburg, Pa., as result of broken leg suffered in skiing accident Jan. 13.

ROBERT L. INGOLD, Philadelphia office of Albert Frank-Guenther Law Inc., appointed vice president.

JAY N. CRANDALL, Jr., agency's timebuyer Dancer-Fitzgerald-Sample and J. Walter Thompson agencies in Chicago and well known freelance radio writer, appointed media director Aubrey, Moore & Wallace, Chicago. He succeeds the late JOHN H. NORTH.

VERNE LAUSTSEN appointed assistant radio and TV director to GERALD SEAMAN, Bert S. Gittins Agency, Milwaukee.

JOHN M. FLYNN, Huber Hogue & Sons, N. Y., to Federal Adv., N. Y., as account executive.

ZONABELLE SAMSON, timebuyer Honig-Cooper Co., S. F., appointed manager Forjoe & Co. S. F. office.

C. BURT OLIVER and STEPHEN R. WILHELM, co-managers Foote, Cone & Belding's Houston office, appointed vice presidents.

WARNER MICHEL, TV producer CBS-TV, to Kenyon & Eckhardt, N. Y., production staff in radio and TV department.

JACK MUNHALL, radio-TV director, Huber, Hogue & Sons, N. Y., to Benton & Bowles, N. Y., publicity department.

WILLIAM L. RECH, copy supervisor Federal Adv., N. Y., appointed vice president and director of copy.

JAMES W. BRIDGES, manager and account executive in Dayton offices Guenther, Brown & Berne Inc., appointed vice president in charge of that office.

FREDRIC GRAESER, editor and publisher Montclairian, Oakland neighborhood paper, copy department Guild, Bascom & Benfigli, S. F.

A. McKIE DONNAN, vice president and copy chief Brisacher, Wheeler & Staff, S. F., to agency's L. A. office in same capacity. Lester Friedman appointed copy chief of S. F. office.

ERWIN H. KLAUS, marketing director Buchanan & Co., S. F., resigns. Future plans not announced. Mr. Klaus is Pacific Coast director of National Management Council.

FREDERICK GOLDMAN, Harry Feigenbaum Adv., Phila., to Adrian Bauer Adv., same city, as copy chief. DORIS SCHEUER appointed to agency's copy department in charge of radio. She was with Feigenbaum Agency. Adrian Bauer has taken additional space at 1528 Walnut St. to accommodate copy and TV staff.

RALPH SADLER, vice president and copy chief John Mather Lupton Co., N. Y., appointed director.

THE PEOPLE make a basketball team . . . and TEAMWORK makes a winner. So it is with radio . . . and particularly with WMBD. It's the PEOPLE at WMBD, working as a team, that account for its outstanding dominance in a competitive market.

National CBS shows are popular, of course . . . but it's skillful local programming with widely popular personalities that's responsible for the lion's share of the warm-hearted welcome WMBD receives in this prosperous market.

The latest Hooper radio audience index (Oct.-Nov., 1950) shows WMBD has a phenomenal share of the audience! Mornings, 52.2; afternoons, 46.5; evenings, 54.6. Obviously, WMBD has a greater share of the audience in these periods than ALL OTHER PEORIA STATIONS COMBINED!

Charles C. Coley
Vice Pres. and Gen. Mgr.
Don D. Kynaston
Director of Sales

WMBD Dominates the Rich Peoria Area Market

Obviously OUTSTANDING

PEOPLE at WMBD, one of the largest furniture store . . . is also sponsored by Standard Oil Co. (Ind.) on another newcast.

BROOKS WATSON, Peoria's favorite newscaster, rounded out in 1950 his 17th CONTINUOUS YEAR of news reporting for Central Illinois' largest furniture store . . . is also sponsored by Standard Oil Co. (Ind.) on another newcast.

See Free & Peters

WMBD
CBS Affiliate
5000 Watts

FIRST in the Heart of Illinois

January 22, 1951 - Page 13
WAN

HARRISON PRODUCTS Inc., S. F. (NoDoz Awakeners), appoints Sidney Garfield & Assoc., S. F., for advertising on new Shut-Eye product. Radio will be used; TV, possibly.

MILADY BRASSIERE & CORSET Co., N. Y., (Fruit of the Loom Ladyform Bras and Kling-eex Girdles), names Wextron Co., N. Y., to handle its advertising. Radio will be used.

BELL BROOK DAIRIES Inc., S. F., appoints Botsford, Constantine & Gardner, S. F., to handle advertising. Radio and TV will be used.

ERSKIN Mfg. Corp., Erskin, Minn. (snow equipment), appoints Barney Lavin Inc., Fargo N. D., to handle advertising. Radio and other media will be used. Harold Flint and Richard Rosenthal are account executives.


HALE BROS., S. F., department stores, appoints McCann-Erickson Inc., S. F., to handle advertising. Radio and TV will be used. Burton Granicher is account executive.

SHIRRIF'S Ltd., Toronto (food products), starts transcribed weekly variety show on 20 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

PHILIP MORRIS & Co., N. Y., adds three additional stations to 31 now carrying TV film version of Truth or Consequences. Effective Jan. 30, series starts on KSL-TV Salt Lake City; Feb. 1, KRKD-TV Dallas; Feb. 4, WTVJ-TV Miami. All contracts 13 weeks. Other stations recently signed by sponsor to carry series are WMCT-TV Memphis, WSBD-TV Toledo, WKY-TV Oklahoma City, WHBF-TV Binghamton, N. Y., KFMB-TV San Diego. Agency: Blau Co. Inc., N. Y.


Network Accounts... 


MUTUAL BENEFIT, HEALTH & ACCIDENT Assn., Omaha, Neb., in addition to its sponsorship of NBC radio program, On the Line with Bob Considine, Jan. 20 started TV version of program using same name, and featuring Bob Considine, NBC commentator and INS columnist, over NBC-TV, Saturday, 9:45-10 p.m. Effective Jan. 21, radio program moved to spot on Sunday, 2:30 p.m. Agency: Bozell & Jacobs Inc., Omaha.

STERLING DRUG Co. Inc., Wheeling, W. Va., renews for third year Okay Mother, featuring Dennis James, over eastern leg of DuMont network, Mon.-Fri., 1:30-3 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

DOUBLEDAY & Co. Inc., N. Y., for its Dollar Book Club yesterday (Sunday) started quarter-hour program featuring Hollywood news commentary of Radio Harris Sunday, 8:45-9 p.m. (PST), over ABC Pacific Coast radio network. Agency: Thwing & Altman Inc., N. Y.

U. S. ARMY and AIR FORCE sponsor 9:30-10 p.m. segment of Saturday Night at the Garden, telecasts of Madison Square Garden sport events (Continued on page 75)
A WINNING MARKET!
Mr. Harry D. Sims, Jr., of Chandler & Rudd Company, Cleveland, wins the grand prize in the first CBS-WGAR display contest. Sponsors using WGAR reach another winning market in Northern Ohio. Population up 15.4%. Radio homes up 27.8%. And WGAR first with listeners in 29 out of 44 daytime rated quarter-hours...more than all other Cleveland stations combined!

OPERATION SNOWBOUND!
WGAR dug in as Northern Ohio dug out of the greatest snowstorm in years. What PRICE cooperation? Even Georgie Price, noted comedian in town for an engagement, pitched in with WGAR personnel answering 44,550 telephone distress calls in a three-day period. Letters poured in saying "Thanks for your superb public service!"

in Northern Ohio...WGAR
the SPOT for SPOT RADIO

MR. MERVIN B. FRANCE (left) president of Society for Savings, Cleveland, has served on committees for the American Bankers Association, National Association of Mutual Savings Banks, and Investment Bankers Association. He is a trustee of University Hospital and Mount Union College. Dr. Rudolph Ringwall (right), associate conductor of the Cleveland Orchestra, presents Sunday afternoon recorded concerts for Society for Savings.

RADIO...AMERICA'S GREATEST ADVERTISING MEDIUM
WGAR...Cleveland...50,000 watts...CBS...Represented Nationally by Edward Petry & Company

NEWS, MUSIC, SPORTS...
listeners like all sorts. Take your choice. Jack Dooley reports the news nightly at 11:00 P.M. Paul Wilcox scores with sports at 11:10 P.M. And Morgan's Musical Inn opens at 11:15 P.M. Reach a responsive nighttime audience with these wide-awake features.
Wayne King — a great name in show business
a great name in radio
an all-time favorite of radio audiences

Now the sales-power and
prestige of this name is yours.

"The Wayne King Serenade" is a fully scripted show, combining the music that has made Wayne King famous and the personality that has attracted millions of loyal customers for advertisers throughout the nation. The program gives THESAURUS subscribers another exclusive musical package—teeming with sponsor-appeal and constantly refreshed through additional THESAURUS releases.
SELL FOR SPONSORS

half-hour show

starring "The Waltz King" and his Orchestra
featuring
HARRY HALL
GLORIA VAN  JACQUELINE JAMES
THE WAYNE KING CHORUS

another
audience-building
money-making
"NEW ERA"
Thesaurus
feature

SELL TO SPONSORS

... YOUR hard-hitting sponsor-selling brochure
... YOUR complete audience-building promotion kit
... YOUR convincing sales-clinching audition disc

SELL FOR SPONSORS

... YOUR SPONSOR gets product identification at the beginning and end of every program. Wayne King opens and closes each show and introduces featured artists.
... YOUR SPONSOR's three full-length commercials are more effective because Wayne King introduces the local announcer on each broadcast.
... YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by Wayne King and featured artists.

THESAURUS SALES DEPT.
RCA Recorded Program Services
120 East 23rd Street, New York 10, N. Y.

Send complete information on THESAURUS—with its library of over 5000 selections and 50 selections per month—plus its new sponsor-selling feature,"THE WAYNE KING SERENADE."

NAME........................................... TITLE
STATION OR AGENCY......................................
ADDRESS..........................................................
SHREVEPORT is the second city in Louisiana and KWKH is way ahead of all other competition here. On Weekday Evenings, for example, Hoopers show that KWKH actually gets 89.7% as many listeners as all other Shreveport stations combined!

But Shreveport alone is no true measure of KWKH. The city itself has 33,280 radio families, whereas KWKH's 1949 BMB Daytime Audience is 303,230 families (and 227,701 of these are "average daily listeners"!) 

Let us or The Branham Company give you all the facts about our rich tri-state area and the job that KWKH know-how can do for you.

KWKH

50,000 Watts • CBS

The Branham Company
Representatives
Henry Clay, General Manager
TIME SALES UP

By RUFUS CRATER & TYLER Nourse

RADIO and television time sales continued their upward march in 1949 to reach an estimated total well over $537.3 million, according to the 1951 Broadcasting & Teletcasting Yearbook, which is slated to be mailed to subscribers starting about Feb. 1.

Radio time sales gained 6.6% while TV advertising revenues were being tripled to lift the combined total 18.6% above 1949's and put it into the $500 million class for the first time, the Yearbook estimates. There were no auditable figures on FM advertising.

The more than $377.3 million radio-TV total compares with less than $452.9 million in 1949. The Yearbook breaks it down as follows:

- Radio—$453.6 million, compared with $425.4 million in 1949.
- Television—Almost $83.8 million, compared with $27.5 million in 1949.

These figures include commissions paid to agencies, representatives, etc., which broadcasters count as an expense of sale.

Radio's 6.6% increase follows a 1948 gain of 2.6%. In dollar volume, radio gained more than $28 million while television moved ahead by more than $56 million. Radio's increase compares with an 8.6 million advance in 1949, and, coming in the face of approximately $38.8 million in TV time expenditures, may be regarded as a forceful answer to those who had feared TV already was making deep inroads into AM revenues.

Gross Billings Estimate

Radio's gross billings—advertising volume at the one-rate time—are estimated at nearly $676.5 million, against $629 million in 1949.

Net revenues according to class of business—network, national and regional non-network (spot), and local—are shown for radio in Table I, and for television in Table II.

The Yearbook figures show that local advertising strengthened its position as radio's chief source of revenues, while spot business drew almost as well as with national network time sales.

Local and spot advertising registered strong gains both percentage and dollarwise. Local business was up 23.5 million, or 12.9%, bringing the total to $205.6 million.

<table>
<thead>
<tr>
<th>TABLE I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of Business</td>
</tr>
<tr>
<td>National Network</td>
</tr>
<tr>
<td>Regional &amp; Misc. Network</td>
</tr>
<tr>
<td>Non-Network</td>
</tr>
<tr>
<td>Local</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

* Includes miscellaneous network and stations.

<table>
<thead>
<tr>
<th>TABLE II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of Business</td>
</tr>
<tr>
<td>Network</td>
</tr>
<tr>
<td>Spot</td>
</tr>
<tr>
<td>Local</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

* 1950 figures estimated.

1950 Total of Over $537 Million Estimated

Even if revenues from sources other than the sale of time—from talent sales, etc.—no more than equalled the 1949 figures of $38.7 million in radio and over $10.8 million in TV, gross radio-TV revenues would be considerably beyond $386.8 million. Additionally, the Yearbook estimates that about $55 million was spent by radio and TV advertisers for talent and programs on their own account, bringing total 1950 expenditures for radio and television advertising to more than $581.8 million.

The 1950 gains came in a year marked by war jitters and the uncertainties that come with a national rearmament program.

Other media also showed gains. Newspaper lineage figures supplied by Media Records Inc. for the first 11 months of 1950 indicated a 6.1% increase over the same period of the preceding year. An 11-month report of Publishers Information Bureau indicated an overall 4.6% increase for general magazines, farm magazines, and Sunday supplements.

Five product groups once more contributed three-fourths of the radio networks' gross billings in 1950, according to estimates projected from Publishers Information Bureau 10-month figures. Food & Food Products continued in the No. 1 position with an estimated $44.5 million, representing 24.4% of the total.

Toiletries remained in second place with almost $25.5 million (14.5%), while the Drugs & Remedies group moved from fourth to third by virtue of $3.2 million increase which brought its total to $24.5 million (13.3%). Smoking Materials took fourth place with almost $22.7 million (12.5%), and Soaps, Cleansers & Polishes were fifth with $20.5 million (11.2%).

Other Features

The Yearbook also presents a product-group breakdown of estimated gross expenditures ($32,706,800) for time on ABC-TV, CBS-TV, and NBC-TV. Comparative figures were not available for Dumont Television Network. Even on a three-network basis, the table shows reduced expenditures for only two product groups, and in most instances substantial increases over 1949 four-network totals were recorded.

The business analysis is only one of many features of the 1951 Yearbook, whose approximately 580 pages make it the largest ever published.

Many of the directories and compilations have been greatly expanded.

The up-to-date state directory of AM, FM, and TV stations and their key officials, for instance, has been extended to show the names of up to nine executives of each station, including the news, sports, women's, and farm editors wherever possible.

The directories of networks, national and spot radio and TV advertisers are the largest ever published. The station representatives' and advertising agencies' directories have been extended by the ad-
KELLOGG BILLINGS UP

KELLOGG Co., Battle Creek, Mich., heavy radio advertiser for the past two decades, has tripled its billing in the past three months in radio and television. Firm is currently spending approximately $8 million in both media, marking the largest broadcasting advertising outlay in the history of the company.

In radio, Kellogg is sponsoring a full hour, three times weekly on MBS, divided into three programs, "Mark Trail," 5:30-6:30 p.m., through Kenyon & Eckhardt; "Clyde Beatty," 6:30-7:30 p.m., through Leo Burnett & Co.; and Victor Borge Time, 7:30-8:30 p.m., also through K & E. In addition, Leo Burnett has placed a radio spot campaign for the company.

Canada Schedule

In Canada, starting Feb. 5, "Clyde Beatty and Mark Trail will be heard on 14 stations. Another half hour program, "Magic Disc," will start Feb. 10 in three cities in French Canadian territory. Latter program is written in French including the commercials. All the Canadian business is placed through Kenyon & Eckhardt.

In television, the Kellogg firm, in the past month, has doubled the number of stations carrying its "Space Cadet" show on ABC-TV and is currently clearing additional stations. On Feb. 3 the television version of the Victor Borge Show will start on NBC-TV Saturdays, 7-7:30 p.m., through K & E.

RCA NOTES

$60 Million Outstanding

RCA PROMISSORY notes totaling $60 million were outstanding on Dec. 30, 1950, according to information filed with the Securities & Exchange Commission.

This represents an increase of $20 million over the June 30, 1949, total of $40 million. The new indebtedness was incurred for "general corporate purposes" with two investors, who advanced the sum without underwriters.

An interest rate of 3% is to apply.

PEPSI SERIES

Buys Regan Show on NBC

PEPSI-COLA Co., New York, signed Tuesday in Chicago with Singer Phil Regan for sponsorship of its Army camp and defense plant broadcast on NBC each Sunday starting March 4. The 39-week contract, placed through the Biow Co., New York, was signed by Pepsi-Cola President Alfred N. Steele and Mr. Regan during a three-day convention of 1,000 bottlers.

The show, a package created by Mr. Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the fourth week before a defense plant audience, with the grand winner appearing on the broadcast.

Mr. Steele has plans to telecast occasional shows when facilities are available, Mr. Regan said, adding that Class A time will be provided by NBC. Mr. Regan has been sponsored on radio by Robert Burns cigars, Rinso, and Owens-Illinois Glass Co. The first four shows in the Pepsi-Cola series will originate in California.

Duane Jones Elects

THREE executives of Duane Jones Co., New York, have been named vice presidents. They are Robert G. Hughes Jr., in charge of the agency’s copy department; Lawrence J. Hubbard, director of the research and merchandising department and Donald G. Gill, contact supervisor.

It May Come to Jeannie Again, Jimmy

TRUCULENT as ever, Jimmy Petrillo emerges from his musical cloisters, with his ancient war cry of “down with canned music.”

With all of his old-time fury, he pontificates that after Jan. 31, when present contracts expire for key network stations in New York, Chicago and Hollywood, they must do all recorded broadcasts except in the early morning hours from midnight to 8 a.m. In other words, it’s the death knell for the disc jockey—and a victory for the late night station.

The negotiations include television as well as radio. There are the usual exorbitant demands for a 50% boost in the present minimum scale—from the Midas mint of $191.45 for Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the fourth week before a defense plant audience, with the grand winner appearing on the broadcast.

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AFM DEMANDS STUN NETWORKS

By BRUCE ROBERTSON

LONG-DRAWN negotiations, inevitably, may culminate by midnight, Jan. 31 when present contracts between the key stations of radio and TV networks and AFM locals in New York, Los Angeles and Hollywood expire, will be necessary before new contracts can be worked out, network executives agreed last week.

Stunned by the original demands of the musicians union, which they were attempting to get clarified last week, the network negotiators were hopeful that an agreement could be reached by bargaining. They averred, however, that if AFM proposals are considered as flat demands rather than a starting place for negotiations, then a strike is inevitable as "we cannot possibly accede to these terms and remain in business."

Probably the major point of issue between the union and broadcasters will be the requirement that the stations eliminate all recorded programs from their schedules from 8 a.m. to midnight, which would include the length of the normally morining hours from midnight to 8 a.m. for disc jockey shows and all other programs of phonograph records and transcriptions.

Base Scale Boost

Scarce, according to a matter for debate is the AFM demand for a 50% increase in base scale, plus demands for employment quotas both for staff musicians and for those employed on commercial programs which one network executive declared "would add up to about a 200% increase in program costs."

Base minimums: $191.45 a week in New York for 25 hours work out of a 40-hour period; $188.70 for a 20-hour work-week out of 40 hours on the job, or $151.80 for 15 hours work on the same conditions, almost all the same programs only.

The base commercial scale in Chicago is $177.75 for the 25-hour work-week and in Hollywood $125.

AFM is trying to maintain present quotas for the employment of staff musicians by the stations. The union is also asking that a "minimum instrumental' list be prepared in each city to be applied to commercial programs whose musicians are employed by their advertisers or their agencies. Details of this "minimum list" are somewhat vague but it is understood that a minimum number of musicians would be required for each of the various types of programs, somewhat to the disadvantage of the number of pit musicians employed by theaters with the type of theatrical presentation playing at the time.

Another AFM proposal is that staff musicians be employed on an annual basis, with two-week vacations in summer, with an increase in playing or working wages of regular employees and with eight-week notices required for dismissal. For musicians on commercial shows the union is asking "run of show" contracts, said to be an innovation in radio labor negotiations.

The union is also making another demand that the stations contribute to the AFM welfare fund an amount equal to 3% of their total expenditures for musicians' salaries and that the network executive put it, "it all adds up to one hell of a pill for us to swallow."

Hit Radio and TV

These demands are applied impartially to radio and TV network key stations in the union proposals, which are currently being handled on the AFM end by officials of the union locals in the three cities where most network programs originate. The problem of national import arises which cannot be settled on the local level, they will doubtless be referred to AFM President James C. Petrillo and the AFM National Executive Board for discussion with network officials—probably on the top level. For the present, however, it is leading the unions to negotiate with the network stations for all musicians employed by them for work on either network or local programs. When the AFM demand for the discard of recorded programs during the major part of the broadcast day is believed to be aimed primarily at local programming of the disc jockey variety, it would also, if interpreted literally, bar all musical syndicated transcribed programs and all network musical shows, such as the Bing Crosby program, which are pre-recorded on tape for network broadcast. Recorded musical bridges and introductions used in radio serials would also be prohibited and the ban might also eliminate any musical commercials on radio and TV in which one or more instrumentalists are employed.

In an attempt to clarify the situation, the union and networks are setting up a subcommittee in New York to analyze the employment of musicians at the key stations, to give a factual basis for discussions as to future employment. Committee will include four representatives of AFM Local 802 (New York) and four network representatives, one each from ABC, CBS, NBC and WOR (Major key station in New York). Presumably WABD (TV), New York station of the DuMont TV Network, whose AFM contract also expires Jan. 31, will concurrently with the WOR-AM-TV and the network organizations which all operate both radio and television networks, would be represented on this committee when TV matters are up for discussion.

Apart from current negotiations, but also certain to take place before they are over, is the question of films made for movie-house use and subsequently telecast. Television stations a fortnight ago received telegraphic warning from Mr. Petrillo that a section of the contract under which most such films are produced prevents their being telecast. Due to a "wide- spread misinterpretation" of the contract referred to, Mr. Petrillo's office issues a second announcement last week designed to clarify the situation.

According to this second announcement, a basic agreement with Hollywood motion picture producers of April 1, 1946, specified that as to films "heretofore made or which will be made prior to the expiration of this agreement" there are no agreements in effect (in 1949) on television use would be made or permitted "during the life of this agreement and thereafter."

Film Application

"Thus, if a film was produced after April 1, 1946, it is subject to the agreement," the announcement continued, "but—and this is the point overlooked by many—a film owned or acquired on or after April 1, 1946, by a signatory to the basic agreement, even though produced prior to 1946, is subject to the agreement." Pull out paragraphs 1 and 2 of the agreement read as follows:

(1) The producer agrees that he will not, without the prior written consent of the federation, license, lease, lend, give, sell, utilize, or in any way whatsoever authorize the use in whole or in part of the music sound track containing the recorded music made by members of the federation, on-screen or other containing pictures of members of the federation performing on musical in

Lenity Battle Seen

Tops $15 Million in Nov.

NOVEMBER 1950 gross time sales totaling $13,906,296 for the four radio networks, evidenced a slight but noteworthy gain over the 1949 figure of $16,797,824 for Jan.-Nov. 1950, continued to show a decline in comparison to Jan.-Nov. 1949, however, with last year's cumulative total for the same 11 months reaching $171,961,383. (See Table 1).

P&G Still Top

The long list of programs sponsored by General Foods and the soap company, $1,680,669 in gross time and once more placed them as the top radio advertiser. General Foods ran second by spending $794,883 and Sterling Drug ranked third with expenditures of $602,907. The top 11 advertisers, however, were Lever Bros. for $622,384, and General Mills for $504,997 worth of (Continued on page 74)

BROADCASTING • Telecasting

TOPS $15 MILLION IN NOV.

TABLE I

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>Nov. 1950</th>
<th>Nov. 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>3,327</td>
<td>8,958</td>
</tr>
<tr>
<td>Advertising &amp; Access.</td>
<td>183,246</td>
<td>1,781,026</td>
</tr>
<tr>
<td>Automotive, Audiovisual</td>
<td>5,709</td>
<td>462,503</td>
</tr>
<tr>
<td>Aviation, Audiovisual</td>
<td>4,612,665</td>
<td>4,270,286</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>31,201</td>
<td>3,607,872</td>
</tr>
<tr>
<td>Bibles, Mag., Newsp. &amp;</td>
<td>194,049</td>
<td>74,875</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>275,484</td>
<td>369,619</td>
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<tr>
<td>Conferences, Lectures</td>
<td>2,734,976</td>
<td>2,893,910</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>2,651,792</td>
<td>3,014,269</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>545,918</td>
<td>644,330</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>3,670,536</td>
<td>3,074,456</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>4,958,408</td>
<td>4,578,673</td>
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<td>Hardware</td>
<td>4,037,299</td>
<td>2,987,966</td>
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<td>Household Equip. &amp; Supplies</td>
<td>467,753</td>
<td>854,426</td>
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<td>Household Furn. &amp; Fixt.</td>
<td>196,758</td>
<td>2,798,087</td>
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<td>Industrial Materials</td>
<td>174,678</td>
<td>185,745</td>
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<td>Insurance</td>
<td>226,002</td>
<td>273,374</td>
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<td>Jewelry, Silver &amp; Gold</td>
<td>179,271</td>
<td>447,544</td>
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<tr>
<td>Cameras</td>
<td>1,416,104</td>
<td>3,601,217</td>
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<tr>
<td>Office Equip. &amp; Stationary</td>
<td>26,645</td>
<td>1,211,194</td>
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<td>Photography</td>
<td>152,601</td>
<td>135,245</td>
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<td>Publishing &amp; Media</td>
<td>464,901</td>
<td>464,330</td>
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<td>Transportation &amp; General</td>
<td>91,304</td>
<td>645,854</td>
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<td>Musical Inst. &amp; Access.</td>
<td>236,328</td>
<td>1,062,591</td>
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<td>Retail Stores</td>
<td>1,781,266</td>
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<td>Restaurants</td>
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<td>Sneaks, Coaches &amp; Polishes</td>
<td>1,206,463</td>
<td>1,110,170</td>
</tr>
<tr>
<td>Tasteltries &amp; Toilet Goods</td>
<td>2,354,614</td>
<td>1,110,196</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>449,897</td>
<td>4,785,695</td>
</tr>
</tbody>
</table>

TOTAL 15,906,296

$16,797,824 15,835,787 187,391,283

January 22, 1951 • Page 21
ON THE DOTTED LINE

WEEKLY half-hour transcribed series, Torzan, is lined up for a year on the full Don Lee Network by (1 to r) Leon Wray, KHJ Hollywood sales manager; C. R. Rothmund, representing Torzan interests; D. B. Lewis, president, Lewis Food Co., sponsor; Walter White Jr., pres. Commodore Productions.

WHILE 100,000 deer hunters invaded Michigan's upper peninsula during 13-day hunting season, Domenic Leo (1), distributor for Bosch Beer in the area, okayed contract for daily Deer Hunters Roundup, with Northern Network (WSOO Soult Ste. Marie, WDMJ Marquette, WMIQ Iron Mountain), represented by Russell J. Stelfeld, network comm. mgr.

FULL year's contract is set by Ben Alexander with KNBC San Francisco for his Acme Hop disc jockey program starting Jan. 29, 10:30-12 midnight. Seated are Neil Weeks (1), director of sales and advertising for Acme Breweries, sponsor, and Mr. Alexander. Standing are William Lyddan (l), Footy, Cose & Belkas, and George Greavcs, KNBC.


SPONSORING all important Big Ten and Missouri Valley Conference play-by-play basketball coverage over WKMH Dearborn-Detroit, Mich., through March 5 are Chevrolet Dealers of Metropolitan Detroit through Campbell-Ewald Agency. Seated are Don Wattrak (l), Chevrolet sportscaster, and Harry Buchanan, chairman of Chevrolet Dealers' Adv. Committee. Standing are Fred Knorr (l), WKMH pres-gen. mgr.; Tom Adams, Campbell-Ewald.

MAIL ORDER PROBE

Postal Inquiry Continues

U. S. POSTAL officials last week probed deeper into mail order firms selling holiday and novelty products through radio stations [BROADCASTING • TELECASTING, Jan. 15, 8-11].

Attention focused around a "Midland Adv. Agency" in New York, alleged to have placed business on a large number of broadcast stations and cited by many stations for purported failure to pay for time. Complaints continued to reach stations from dissatisfied buyers who never got anything for their money.

As evidence of unhappiness among stations and listeners continued to pile up last week, Ira Leslie of WJOK, Birmingham, Ala., supplied typical reaction to the ornament and treasure chest campaigns. Mr. Leslie said:

We are receiving dozens of packages returned and dozens of letters of complaints on both of these items—and for every one we receive there must be dozens more who are too disgusted to write or phone us. We were even sent a sample of the Treasure Chest—but it was not the same item which was sent to the public for a dollar. Our sample contained many cute little toys—not expensive items, but cute enough to thrill a child, and enough of them to be worth a dollar. These packages which are being returned to us and which our listeners contain a poor one-third of the items which were in the sample.

To Refund Money

We are listing the names of every complainant and assuring them that their money will be refunded. We have been forced to employ an extra person to write the letters to our listeners.

The ornaments copy states that these ornaments are non-breakable "plastic." No stretch of the imagination could classify this cardboard as plastic. In the Treasure Chest copy, among other items was "a set of real handcuffs." I have opened and inspected every returned package and have not yet found one single pair of real toy handcuffs.

WVOK made available a caustic letter from a listener describing the Christmas tree ornaments in detail and claiming they were sprayed paper, badly out of register, and lacking ability to glow in the dark. The listener added, "By what I consider false advertising you have lost a listener and a customer for any other items you may advertise over your stations."

Newsweek magazine in its Jan. 15 issue extolled sales achievements by Harold Cowan and Ralph Whitmore, "two young veterans in the field of radio advertising and promotion" who are said to have built a $2 million-a-year business "mixing the electronic miracles of radio and TV with the age-old carnal pitchman's technique."

The magazine said 290 radio stations carried a $1 Christmas tree ornament offer in December, with 250,000 listeners buying. "Next pitch" will be 200 gladiolus bulbs for $1, it was stated.

WDDEM Providence, R. I., said about 100 Christmas tree ornament orders remain to be filled. With two neighboring stations, Walter Neiman, station manager, said, "We have started. WDEP has not been paid for substantial time charges.

WDKD Kingstree, S. C., has not been able to place the contract on the station by Midland, according to John L. McWhorter, manager. Like many other stations it has refunded money to listeners.

LABOR ISSUE

Baker Warns of Shortage

ACUTE labor shortages may develop at AM and FM stations, especially among engineering and announcing personnel, should the Korean conflict lead to a global war, according to a study by the NAB Research Dept., headed by Dr. Kenneth H. Baker.

Analyzing the draft status of male employees, NAB found that only 9.6% of engineering personnel and 37.2% of announcers were in the 17 to 28-year-old age group. Personnel lists were received from 85% of a projectable sampling of the broadcast industry.

Over a fifth—21.4%—of radio's male employees fall in the 17 to 26-year-old draft group and 55.9% are World War II veterans, it was found. Of the veterans, 60% of the engineers are ex-GIs, and about the same percentage of announcers. About 5.4% of station employees are in the active reserve and 13.4% hold inactive reserve status.

Most vulnerable group, it was indicated, are employees without child dependents who are members of the active or inactive reserve, along with World War II veterans. They comprise a fourth of broadcasting's male personnel.

Of licensed operators, it was shown, 22.1% fall in the 17-28 bracket. Over half of technical employees holding tickets—57.4%—are ex-GIs; 17.4% are in the reserve and 7.9% are reservists without child dependents.

MILLARD CALDWELL

Senate Confirms for CD

SENATE last Tuesday confirmed the nomination of Millard F. Caldwell Jr. to be Federal Civil Defense Administrator.

Mr. Caldwell will head up the defense organization which is being keyed to the "atomic age." The 81st Congress had approved a $5.1 billion program for the administrator virtually unlimited powers upon proclamation of a civil defense emergency, thus giving legislative teeth to the plan.
THE NAB-SPONSORED television conference in Chicago last Fri-
day noon voted unanimously for establishment of a separate TV trade
organization within the NAB structure.

Details were to be worked out in a meeting Friday afternoon (see
story page 4; also, earlier NAB board story below).

The vote, by a show of hands, followed a long discussion attended by more than 100 persons, including representatives of NAB and Televison Broadcasters Assn. member stations as well as unaffiliated stations.

Working out the mechanics of the TV unit, its position in the
NAB framework—and the size and membership of the TV board—
loomed as knotty problems to be resolved.

Autonomy Question

The question of preserving au-
tonomy of the TV organization was
raised in the NAB Convention
Vice President F. M. Russell sug-
rassed that a 11-man TV board, for instance, might find it
self outvoted by the 25-man board representing member radio
stations.

Robert D. Swezey, WDSU-TV
New Orleans, a member of the spe-
cial NAB TV Committee, offered reassurance that a "two-headed
monster" was not contemplated,
and that no effort was being made to
force the plan upon TV stations.

President Joseph H. McConnell of
NBC said his network strongly
favors an organization which basically
represents stations, and that he
liked the idea of an autonomous TV group within the
NAB.

Joseph H. Donald of ABC, which is not an NAB member,
expressed pleasure that the meeting was
all-inclusive, and urged that the
proposed organization be given
substantial autonomy short of "NAB-
TV" might suggest. He suggested that
there might be a "National Assn. of Television Broadcasters" and a "National Assn. of Radio Broadcasters."

Raihoun's Talk

Paul Raihoun of Paramount
Television Productions, chairman of
the special TBA committee to
consider merger with NAB's TV
structure, told the conference that it
was considering a joint agreement
step which should be given careful
consideration. He paid tribute to the
accumulated experience of all
segments of the TV broadcasting
art.

At one point Mr. Raihoun asked that his TBA group be allowed to
confer privately for a few minutes.
The request was not pressed, after
sentiment appeared to oppose tak-
ing discussions off the floor. Irving
R. Vosnes, WATV (TV) New-
ark, told the conference that it
was composed of mature people and
that accordingly all objections
and points of view should be heard
and discussed openly.

Donald A. Stewart, of Allen B.
DuMont Labs' WDTV (TV) Pitts-
burgh, insisted that stations having no
TV affiliation should have adequate representation in
the organization and direction of the proposed TV unit.

Without committing CBS, which is not an NAB member, Presi-
dent Lawrence Lowman expressed appreciation at being invited to the
conference. He pointed out that CBS is a member of TBA, and that
they have plans for the main
considering the NAB TV project.

Chris J. Witting, of DuMont
Television Network, took a similar
position.

Hough Presides

Harold Hough, WSBP-TV Fort
Worth, presided over the session,
which was the outgrowth of NAB
board action last November. Mr.
Swezey, NAB board member who
had been a special representative of the project in motion, outlined
background and reviewed the special
NAB committee's suggestions.

Campbell Arnoux, WXTV-
Norfolk, offered the motion for
creation of an autonomous NAB TV
organization. Earlier, the need
for such an organization was rec-
ognized by unanimous vote on a
motion by J. G. Winnie, WTMJ-
TV Milwaukee.

NEW NAB STRUCTURE

By J. FRANK BRATY

COMPLETE revamping of NAB into some form of two-ply federa-
tion consisting of NAB-Radio and
NAB-TV will come before the
board of directors at its Jan. 31-
Feb. 2 meeting in Bellevue, Fla.

Drastic changes in NAB struc-
ture and organization may develop as the association is rebuilt around
the basic aural-station segment and
the fast-growing TV industry. The
board will be guided to a consider-
able extent by action taken at the
TV convention held Friday in Chi-
cago (see story above).

With Broadcast Advertising Bu-
reau separating from the main
NAB structure, NAB members may
vote later in the winter on a com-
plete re-writing of the by-laws and
charter. Terms of many present
board members will expire now
NAB Convention in April.

The board faces a long list of
knotty problems at its three-day
meeting next week. It must work
out formalities for a NAB struc-
ture embracing non-NAB stations and
other newly eligible interests
such as networks, representatives
and transcription firms. Then it
must plan its next TV convention, which will be a tri-
partite management, engineering and
 television gathering.

Revamping of the budget to
accommodate radio and TV seg-
ments of the overall NAB will be a
major concern. In itself, the budget
must be redesigned to eliminate
BAB's funds, now that BAB faces
relative independence starting April 1.

Ryan Successor

Important personnel decisions must be made. Departure of Wil-
liam B. Ryan from the NAB gen-
eral managership to become BAB
president leaves the association without management direction. Mr.
Ryan and NAB President Justin
Miller agreed that selection of a
general manager—acting, interim
status, should be done with
board guidance.

Interwoven into that situation,
however, is the suggestion that
NAB have high-level officers run-
ing each of the proposed radio
and TV segments. The total NAB
management, for example, might
have a president or board chair-
man, with NAB-Radio and NAB-
TV, or whatever names are se-
lected, oversight of their own presidents or vice presidents.

One of the tricky questions re-
volves around the type of board
that will run the top NAB and the
two association members.

Top policy matters affecting the member stations should be
by the joint board.

With sweeping changes contem-
plated, the board has the corollary job of how to pay for NAB—1951
model.

What does TV station pay?

Right now practically all of
NAB's TV membership, represent-
ing more than a third of TV oper-
ating stations, pay only nominal
dues of $10 a month because they
are adjuncts of AM member
stations. Non-NAB TV stations, how-
ever, would be billed $125 a month.

The plan for a NAB-TV, as first
proposed by the board last November, specified that the NAB-
TV board would have dues structure and allocate part of the
dues to NAB overhead.

That plan will run into the overall
NAB budgetary situation. Chairman of the NAB budget Committee is
a lively scale of dues, then the top NAB
might feel the video members weren't paying their way.

The original dues structure drawn up in 1949 recognized that video stations were operating in

(Continued on page 87)

January 22, 1951

Page 23
B ARBO'S, New England's largest suburban furniture center, is a multi-million dollar business today, thanks to a lot of hard work—and radio spots.

Leo Barbo, general manager and treasurer, and the eldest of six brothers who own the company, is quick to credit radio with a major share in the phenomenal success story of the firm.

Located about 12 miles from Boston, Barbo's dominates the town of Stoneham, Mass. It is the largest furniture store and factory under a single roof in New England and boasts the largest display of all-modern furniture in the area. It has customers in all parts of the country and ships merchandise to every corner of the globe.

"Radio has made us what we are today," says Mr. Barbo, looking back over the years. "It was responsible for our initial success in the early days when newspapers wouldn't take us at the local rate. Their national rates were prohibitive for us, so we turned to radio. Results were immediate and so astounding in skyrocketing sales that we've thanked the papers ever since for doing us a big favor."

Brothers Advance From Errand Boys

The brothers who speak of their business in million-dollar figures today started as errand boys in a furniture factory in a nearby city. The sons of Italian immigrants who had come to America a few years before, in 1913, the three older brothers, Leo, Charles, and John, were still in their teens. In the years that followed, they learned every phase of the trade until finally, in 1932, finding jobs scarce during the depression, they decided to set up their own business.

With two associates, they raised borrowed capital of $1,400, deposited the money in the bank in February 1933, and opened their own furniture factory in Stoneham. One month later, in March, came the Bank Holiday and with it the freezing of their small capital.

To anyone else this might well have meant calamity. But the Barbo brothers substituted diligence for dollars. They worked long and hard, from early in the morning till late at night, turning out quality furniture for leading New England retailers. For a year and a half each took a salary of $5 a week from the business. Finally, they voted themselves a 100% increase, from $5 to $10 a week!

Firm Expands To Larger Store

By 1936 they were able to move to larger quarters, site of the present store, which they managed to purchase two years later. By now, too, three other brothers, Joseph, Salvi, and Albert, and two sisters, Mary and Jennie, had grown up and joined the organization.

Business progressed gradually. They were slowly making headway. And then came the war. Materials became harder and harder to get and the Barbos knew that their only hope for survival lay in purchasing ready-made furniture from other firms, manufacturing as much on their own as conditions allowed, and selling at retail rather than wholesale.

One of the two non-family business associates had already sold his interest and now the second, discouraged by the prospect of war years, severed his connection.

Nothing daunted, the brothers and sisters and even their elderly father pitched in with characteristic courage and fortitude to make a go of the new venture. It was necessary to remodel the building to make some floors available for retail sales.

Armed with hammers and saws, doing all the work themselves, they put in hundreds of hours at hard labor creating display rooms. Jennie set up a small kitchen on the premises so the family could eat three meals a day there and save precious minutes.

This was the setting in 1942 when the Barbos realized that if they were to sell to a vast new retail trade, the public must first know about them. National newspaper rates which they would have had to pay were too costly. So they turned to the Harry M. Frost Agency of Boston for a radio plan.

Since women make most of the family purchases, it was decided to buy time on the program which reach women as a mass audience. A total of eight one-minute announcements weekly was purchased on women's programs on WEEI, WBZ, and WNAC in Boston.

Results were instantaneous and spectacular.

"Business changed the minute we got into radio," Leo Barbo recalls. "There were thousands of new sales. It was quite evident that people were beginning to know about Barbo's through radio. We soon learned something else important, too. We found that our radio customers kept coming back, that once they became a Barbo client they remained one.

"There's another significant point to remember also," Barbo's general manager notes. "It was early in the war and we had gas rationing and other restrictions on automobile use. And yet, people who heard about us on the radio found ways to get here and came from all over."

In the years that followed, the furniture company continued to use radio spots as its sole promotion medium, and the sales curve continued to rise.

In 1945, another expansion took place. The Barbo brothers purchased the property adjacent to their building and plans were drawn up for the present new modern store which encompasses more than 130,000 square feet.

Again, all the Barbos pitched in to help with the building, and again they were faced with obstacles. Material and labor shortages, rock ledges, unexpected springs on the land confronted them. They turned architect and painter and carpenter, they planned and constructed, and gradually their dream of a new building of their own became a reality.

Grand Opening Poses Problems

In September of 1947 the structure was ready for the grand opening. But the Barbo brothers were frightened. They had put every cent they had, in addition to a large bank loan, into the building. Suppose the public didn't come? Suppose they didn't buy? They reckoned without radio.

Radio spots were still their sole advertising means. They placed considerable faith in them for they
A Multi-Million Dollar Monument
To the Power of Radio

had long ago learned the power of the broadcasting medium. But still, they were using comparatively few announcements and no other form of advertising. Could these spots do the trick? Would they pull the public in?

They needn't have been worried. Even before the doors opened, large throngs had gathered outside. The opening day drew a crowd of 12,000. "The first week hit close to $100,000 in sales," reports Leo Barbo with enthusiasm and gratitude for the job broadcasting had accomplished. "And results were 100% radio," he states emphatically.

Today, the firm uses 14 spots weekly, all on women's programs, and all with the same women who have faithfully interpreted the store to the public since its earliest days. They are Priscilla Fortescue on WEEI, Louise Morgan on WNAC, Mildred Carlson, WBZ, all Boston, and Polly Huse, WLAW Lawrence.

Barbo's has no plans for sponsoring programs. "We've been so successful with our consistent use of spots there's no need to," their executives say. "Women are 96% of our buyers. The girls are close to the men in the home, they reach tremendous numbers of them, and they talk to them every day. The homemakers feel they know them, they're loyal listeners, and they're faithful to the products the girls advertise."

Barbo's itself has been instrumental in bringing about a close three-way liaison between the women broadcasters, the listeners, and the store. To the Barbo brothers, the Misses Fortescue, Carlson, Morgan, and Huse are "the girls."

The warmth and friendliness and sincerity which the Barbos radiate is reflected in "the girls' reciprocal attitude toward them and is, in turn, expressed in their radio messages to listeners.

Listeners know, too, about the Barbo family's interest in community well-being. They know that when a family was burned out in Stoneham with tragic loss of life, the Barbos gave up their radio time for a campaign to raise money for the survivors and pay funeral expenses.

Polio Victim
Becomes Steady Client

Typical of the response created among the radio audience is that of the woman who was stricken with polio several years ago and hospitalized in Boston. Day after day, from her hospital bed, she turned in and heard about Barbo's. When she was finally up, on crutches, she travelled the 12-mile distance on streetcar to the store about which she had heard so much. The daughter of a wealthy Icelandic family, she not only purchased for her own home, but spread the fame of the store in her homeland when she returned. Today, Barbo's ships regularly to Iceland—and when an Icelander visits in the vicinity of

Boston, he invariably pays a call at the store, with a recommendation from the now-famous customer that radio made.

The close relationship that characterizes the Barbo-radio listener association is demonstrated in the get-together party the firm threw last winter. Listeners were invited to come down and meet the radio people in person. At tables decorated with false mikes, "the girls" met their listening audience and passed out roses.

"It was the worst night of the season, an ice storm, and yet the store was mobbed," Leo Barbo relates. "You couldn't find an empty space anywhere. Our sales were certainly killed that night because everyone was so busy saying hello and getting acquainted no one paid any attention to buying or selling." He's quick to add, though: "But you should have seen how our sales shot up in the days that followed!"

Other store events always include the women broadcasters. For example, they were guests of honor when Barbo's opened its new all-modern floor in April of 1960 with a party for the country's leading furniture manufacturers. The female-casters recorded interviews with the manufacturers to acquaint listeners with the latest home-furnishing trends.

Helping to make the affair a long-remembered one was the burning of the mortgage on the new

(Continued on page 78)
COMMUNICATION POSTS

KEY COMMUNICATIONS assignments on Capitol Hill appeared settled last week with a shift underway in the Senate Interstate & Foreign Commerce Committee that will send its veteran communications specialist, Edward Cooper, to the staff of Senate Majority Leader Ernest W. McFarland (D-Ariz.) on Feb. 1.

Nicholas Zappel, a committee counsel, will assume Mr. Cooper's duties on the Senate committee with full responsibility for communications matters.

The committee itself meanwhile was realigned with the ratio of Democrats to Republicans changed from 5-3, the apportionment in the last Congress, to 7-5. Sen. Ed C. Johnson (D-Colo.), Congress' spur on broadcast activities, continues as committee chairman.

Although the committee is still in the stage of organizing, it is generally understood that Sen. McFarland, who chairmaunded the group's radio subcommittee in the last Congress, would continue in that capacity.

In the House, total membership of the Interstate & Foreign Commerce Committee has been increased from 28 to 30 with the party ratio now set at 17 Democrats to 13 Republicans. Rep. Robert Crosser (D-Ohio) again is chairman.

Significant changes in the House group's makeup included the switch of Rep. Harris F. Ellsworth (R-Ore.), who holds part interest in KZNN (Reno, Ore.), to the House Rules Committee and the addition of Rep. Richard W. Hoffman (R-Ill.), owner of WHFAC and WEHS-FM Cicero (Chicago), who was on the House Veterans Committee and was a last Congress [Committee on Jan. 15]. According to a Capitol source, Rep. Hoffman bid for the committee post because of an interest.

The number of Democrats on the Senate committee was reduced when former Sen. Francis J. Myers of Pennsylvania was defeated in last election and not replaced. However, a Republican, Sen. James P. Kem of Missouri, was added to the committee.

Here are the new lineups of the Senate and House Commerce Committees:

SENATE: Democrats — Johnson, chairman; McFarland, Warren G. Magnuson (Wash.), Brian McMahon (Conn.), Herbert R. O'Conner (Me.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), Republicans — Charles Tozer (Mich.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio), John J. Williams (Okla.), Carl Hinshaw (Colo.).

HOUSE: Democrats — Reps. Crosser, chairman; Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ariz.), Dwight Sogolon (Pla.), probable chairman of radio subcommittee; Arthur G. Klein (N. Y.), Thomas B. Sturges (N. Y.), John B. Sullivan (Mich.), William T. Grasham (Pa.), John A. McGuire (Conn.), Tom R. Underwood (Ky.), F. Eret Carlyle (N. C.), John Bell Williams (Miss.), Peter F. Marks, Jr. (Ill.), Homer Thornberry (Tex.).

Louis B. Heller (N. Y.), Kenneth A. Roberts (Ala.).


Mr. Cooper has been associated with the Commerce committee since 1938 when he joined the professional staff under the then chairman, Burton K. Wheeler of Montana. In his new position, Mr. Cooper, it is understood, will have the formal title of staff director of the Senate Majority Policy Committee.

Communications Expert

A Montanan since childhood, Mr. Cooper was a newspaperman before joining the committee staff. He conducted a two-year investigation of the domestic telegraph companies, appearing before Congressional hearings and preparing official reports and recommendations for a special Commerce subcommittee.

After that stint and service in the Navy where he worked with communications, Mr. Cooper became a professional staff member, specializing in the broad field of communications, a relation which brought him into direct contact with the problems of communications, and government regulation affecting radio and television broadcasting activities.

As a legislative expert on communications, Mr. Cooper has been closely associated with Sen. Johnson on the full committee and Sen. McFarland's work on the radio subcommittee. Sen. McFarland has been active in all phases of communications, including his proposal to reorganize the FCC along procedural lines, while Sen. Johnson is generally regarded as the key senator concerned with radio and TV.

Mr. Zappel was an attorney with the Civil Aeronautics Board before becoming a staff member on the committee. He has carried over all communications, including radio and television, to Washington. He has been active in all phases of communications, including radio and television broadcasting activities.

FCC BUDGET

Increased, Despite Broadcast Cut

PRESIDENT TRUMAN last week asked Congress for a 3.4% boost in FCC's overall budget but a corresponding 1.4% decrease in funds earmarked for broadcast activities.

The requested appropriation is for fiscal 1952, totalling $6,850,000, for development of new uses of radio, necessitating more intensive technical research to assure the best possible utilization of the available radio spectrum. The small increase estimated for 1952 is primarily for additional research equipment, and frequency assignment work.

In the budget breakdown, common carrier activities would be increased from $818,377 to $836,445; field engineering and monitoring, from $2,361,992 to $2,534,280 to "provide for continuous 24 hour watch at all monitoring stations"; safety and special radio services from $620,635 to $638,406.

(Continued on page 74)

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>1951 Actual</th>
<th>1952 Estimated</th>
<th>% Increase</th>
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<tr>
<td>Broadcasting activities</td>
<td>$5,729,231</td>
<td>$6,850,000</td>
<td>19.7%</td>
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<tr>
<td>Satellite broadcasting</td>
<td>$264,772</td>
<td>$264,772</td>
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<tr>
<td>Field engineering and monitoring</td>
<td>$1,092,522</td>
<td>$1,077,187</td>
<td>-1.4%</td>
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<tr>
<td>Safety and special radio services</td>
<td>$646,532</td>
<td>$620,635</td>
<td>-4.2%</td>
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<tr>
<td>Total</td>
<td>$8,732,057</td>
<td>$9,852,380</td>
<td>12.9%</td>
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</tbody>
</table>

Page 26 * January 22, 1951
ONE of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people live with radio. The 1950 Iowa Radio Audience Survey reveals that except for Sundays, less than half of all Iowa home listening takes place in the living room! Here are all the figures:

<table>
<thead>
<tr>
<th>Room</th>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
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<tbody>
<tr>
<td>Living Room Set</td>
<td>45.3%</td>
<td>48.9%</td>
<td>55.1%</td>
</tr>
<tr>
<td>Dining Room Set</td>
<td>12.7%</td>
<td>11.9%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Kitchen Set</td>
<td>20.0%</td>
<td>19.4%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Bed Room Set</td>
<td>3.1%</td>
<td>4.2%</td>
<td>5.5%</td>
</tr>
<tr>
<td>“Move About” or “Other”</td>
<td>18.9%</td>
<td>15.6%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

Extra sets help explain this “all-over-the-house” listening; 48.8% of Iowa’s radio-equipped homes now have two or more sets! The chart in the next column (from the 1950 Survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 “listener hours”, weekdays . . . 15.59 “listener hours”, Saturdays . . . and 13.52 “listener hours”, Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America’s great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

*The 1950 Edition of the Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 families and diary records kept at the time of listening by 930 Iowa families—all scientifically selected from Iowa’s cities, towns, villages and farms. It is a “must” for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.
WAGE FREEZE

WAGE FREEZE could affect employees of radio and television stations, the Economic Stabilization Agency told Broadcasting & Telecasting last week.

However, ESA qualified its statement by adding, "Whether such authority might in the future be exercised is undetermined and for future consideration of the Administrator, after consultation with the Wage Stabilization Board."

The opinion on the applicability of wage stabilization to radio-TV stations was sought in light of exemption of radio time rates from price control under the Defense Production Act [Broadcasting & Telecasting, Jan. 1]. It had been explained that the exemption still was in effect even though President Truman had declared a national emergency after the act was signed.

It had been learned earlier that both Capitol Hill legal interpretation and an industry legal source had observed that although price and wage controls generally go hand in hand, in certain instances they might be imposed separately. Wording of the Act does not mention wages although it specifically exempts prices from control for radio and TV.

Full Control Seen

It appeared likely last week that the government was heading toward imposition of full wage and price control. Speculation to the timing of the order centered on Feb. 1, although some observers sat sights on a couple of weeks later. This tip-off came from Charles E. Wilson, the defense mobilization chief, in a Philadelphia address before the Poor Richard Club, in which he indicated voluntary economic controls are unworkable.

Instead, Mr. Wilson said they must be replaced soon by wage, price and material controls of a mandatory sort, backed by "the power of the law."

It was indicated by government officials that the price freeze may entail a "rollback" to the Jan. 1 level.

Manpower controls were generally indicated to be in the mill by President Truman at his news conference last Thursday. The President issued a general policy statement on national manpower mobilization in which he said he would ask Congress for legislation whenever such authorization is needed to make the most effective use of manpower resources.

As outlined by the Chief Executive, controls would be invoked to apply to employers, or to workers, or to both, with the possibilities: (1) Restrictions on the right of workers to change jobs; (2) limitations on number of persons working for an employer, or on the number of men in certain skills; (3) federal control of hiring, (4) enforcement of standards to obtain full use of women, handicapped workers and minority groups.

In other developments:

Sen. John J. Sparkman (D-Ala.), chairman of the Senate Small Business Committee, said black markets in critically short defense materials were "springing to life fast" throughout the country. His statement was made at a hearing last Thursday by the committee during which Mr. Wilson, Defense Production Administrator William H. Harrison, General Services Administrator Jess Larson and Chairman John D. Small of the Munitions Board, testified.

Mobilization chief Wilson said a "controlled materials plan" which was in effect during World War II may be restored possibly by June. He said he did not think consumer rationing was needed in the near future.

Meanwhile, the Senate Banking Committee approved the appointment of Gen. Harrison to be National Production Administrator. The Senate must confirm the nomination.

SAWYER NAMES

Three to Advisory Group

SECRETARY of Commerce Charles Sawyer last Wednesday announced appointment of additional industry members to his Advertising Advisory Committee, now a year old.

Those named included L. N. Brockway, executive vice president, Young & Rubicam, New York; Edgar Kobak, business consultant and former president of MBS; and J. Harold Ryan, vice president of Fort Industry Co., operator of the George B. Storer radio and TV stations.

In announcing the appointments, Secretary Sawyer stated, "In its first year, the Advertising Advisory Committee has proved by its notable contributions not only that the idea of such a committee was basically sound but also that advertising is increasingly important in the national economy. I foresee a vital role for advertising in the mobilization of business and industry for defense."

During the past year a subcommittee under the leadership of Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has been making an extensive survey of the services, facilities and publications of the Dept. of Commerce as they relate to the needs of the advertising industry.

WAGE FREEZE

a half million Nebraska farmers can't be wrong

They are the owners of the new

KRVN

The 25,000 watt clear channel station

On the air effective January 27, 1951

KRVN will reach every farm home in Nebraska. KRVN is owned by, and operated for, the Nebraska farmers. These guaranteed listeners will hear your message on KRVN. KRVN brings to you all the Nebraska farm homes in one complete package.

For more details...

contact The O. L. Taylor Company

KRVN

LEXINGTON, NEBRASKA

25,000 WATTS • 1010 KG

Max Brown, Manager

New York • Chicago • Dallas • Los Angeles • San Francisco • Portland

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You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
NBC PROGRESS IN '50

"RADIO broadcasting continued in 1950 as the nation's number one information and entertainment medium," according to an NBC year-end report released last week in New York. "With the outbreak of the Korean conflict, radio lis-
tenership increased sharply, point-
ing up the fact that only through a combination of radio and tele-
vision can the government reach virtually all American homes dur-
ing a state of national emergency," the report said.

Reviewing the year at NBC, President Joseph H. McConnell said: "Our pride in our accompli-
ishments during the past year is tempered by our awareness of the critical days which lie ahead. I know I speak for every single em-
ployee and official of NBC when I say that our tremendous facilities, our technical know-how, our skill in communications, the vast ex-
perience we gained during World War II in covering world-wide news for the American public—all these are dedicated to the service of our government and the Amer-
ican people in the days to come." NBC's combined radio and tele-
vision gross billings in 1950 were 15% greater than in 1949, the rep-
port said. Although a breakdown for the full year is not available, Publisher's Information Bureau figures show that for the first 11
months (Jan.-Nov.) NBC gross radio billings were $56,445,724 for
1950, as compared to $50,381,663 for Jan.-Nov. 1949; and its gross
TV billings were $17,910,935 for Jan.-Nov. 1950, as compared with
$6,473,738 for the same period of 1949.

"NBC television again made an unprecedented increase in all
(Continued on page 72)

WELCOMING Charles C. Bevis Jr. (center) to Denver and new post as
general manager of NBC's KOA there
are (l to r): Robert Owen, KOA as-
sistant manager; Mrs. Owen; Mrs.
Lloyd E. Yoder, and Mr. Yoder, for-
er KOA chief who becomes general
manager of KNBC San Francisco. Mr.
Bevis has been executive assistant to
James Gaines, NBC vice president in
charge of NBC owned-and-operated
stations.

"GIMME A DOZEN OF
THE BLACK ORCHIDS!"

FLOWERS, frozen foods or furniture, our
Red River Valley farmers can afford to buy
anything they want, because their Effective
Buying Income is far above the national
average!

WDAY, Fargo, is 'way above the national av-
verage as a radio buy, too. Fargo-Moorhead
Hoopers show that for Total Rated Periods
(Dec. '49—Apr. '50) WDAY got a 63.5%

Share of Audience, as against only 16.0% for
Station B! A 1950 survey by students at
North Dakota Agricultural College proves
that WDAY is the 17-to-1 favorite among
rural families in the 22-county area studied
—the 3-to-1 favorite over all other stations
combined!

Let us or Free & Peters give you all the dope.
It's really something!

CALL 2 STRIKES
Walk Out at WJW, WAGA

UNION employees struck last week
at two stations—AFRA an-
ouncers at WJW Cleveland and
NABET engineers at WAGA-AM
ATLANTA. NABET engineers
refused to cross the AFRA picket
lines at WJW.

In both cities the stations suf-
fered only brief interruptions in
service.

According to WAGA officials,
the NABET strike started Sunday
while the station was negotiating
in good faith with Timothy J.
O'Sullivan, NABET representa-
tive, and two engineers. Mr. O'Sullivan
is said to have interrupted negoti-
a tions when a group of technicians
entered the conference room saying
they were invited to take part.

When Ralph Williams, WAGA
attorney, welcomed the technicians
to the conference, James E. Bailey,
WAGA vice president and general
manager, noticed some of the men
were supposed to be on duty at the
time. Mr. Bailey asked if the
stations were on the air and was
told they were not.

Mr. Bailey and Rudolph Spivey,
AM chief engineer, put the AM
and FM stations back on the air
in 25 minutes, according to the
station. George B. Storer Jr., TV
station manager, and Paul B.
Cram, TV chief engineer, who also
had been taking part in the ne-
gotiations, managed to get the TV
station operating in three hours
despite the fact that old tubes had
been substituted and equipment
maladjusted, according to Mr.
Bailey. Refinements were made
later in adjustments of AM, FM
and TV equipment.

Full schedules are being main-
tained at all three stations, Mr.
Bailey said. No network time was
lost and the men are being re-
placed.

WJW reported it was back on
normal operations Monday after
losing about three hours time.
AFRA picket lines were set up
at WJW's downtown studio and
the transmitter.

AFRA's strike was called by Ted
Smoot, Cleveland executive secre-
tary, according to a union an-
nouncement. The union charged
unfair labor practices, refusal to
grant wage increases for two
years and refusal to consider con-
tractual fees.

FARO, N. D.

Fargo, North Dakota Agriculture College proves
that WDAY is the 17-to-1 favorite among rural
families in the 22-county area studied
—the 3-to-1 favorite over all other stations
combined!

Let us or Free & Peters give you all the dope.
It's really something!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC, Exclusive National Representatives

Page 30 • January 22, 1951
Detroit's new voice of the night....

'Tween the wee hours of 2 A.M. and 6 A.M. on WWJ, a new feminine disc jockey is riding the crest of popularity in Detroit.

It is the winsome voice of one who signs herself "Lovingly Yours, Laura." With her charming and intimate "mike-side manner" she has captured an admiring audience.

Laura passes the time of night by having chummy chats via phone with news editors and night chefs, waitresses and the weatherman...exchanging friendly notes with truck drivers and cab drivers, late workers and early risers...and giving hourly news reports.

With Detroit's plants scheduled for 'round the clock production of goods for peace and for preparedness in 1951, Laura's listeners will be legion. In her own sweet, soft-spoken way, Laura can do a persuasive selling job for many types of products. Why not let Laura use her feminine wiles to give your product story a firm, but gentle, push in the Detroit market?
CHARGE COTTONE ‘BIAS’

In Richards Case

COUNSEL for G. A. (Dick) Richards last week accused FCC General Counsel Benedict P. Cottone of “bias” in the hearing on Mr. Richards’ news police, and called upon the Commission to say whether it supports Mr. Cottone’s “interpretation” of the issues.

The charge was made in a reply to the General Counsel’s opposition to a petition asking FCC to reconsider and grant the license-renewal applications of the three Richards stations, or, alternatively, to base its decision on their performance since their last renewals [Broadcasting • Telecasting, Jan. 16].

Attorneys Hugh Fulton and Joseph W. Burns, chief trial counsel for Mr. Richards, said in their reply that Mr. Cottone’s brief—in which he accused them of making “scandalous and scurrilous charges” designed to blacken the issues of the case—failed “completely” to answer any of their contentions.

“The evidence of bias on the part of General Counsel and his failure to answer the questions raised in applicants’ brief indicate strongly the necessity for the Commission reconsidering the order now,” Messrs. Fulton and Burns asserted, referring to reconsideration of the FCC order designating the renewal applications for hearing.

Ask for Statement

“The Commission should determine whether a prejudiced report by its staff resulted in its ordering a hearing where one was not justified,” they claimed. “It should state whether it supports the interpretation of the issues presented by the General Counsel.”

Mr. Richards is principal owner of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. The hearing involves charges that he ordered newsmen to slant newscasts according to his views.

Counsel for the station owner contended that “the question before the Commission is whether the renewal of the licenses of these three stations is in the public interest.” They claimed Mr. Cottone did not contradict testimony that KMPC and WJR “had outstanding records of superiority in public service and programming,” and said “the record of WGAR was conceded, as no evidence at all was introduced by General Counsel with respect to that station.”

Declaring that FCC “purports” to act solely in the public interest and that accordingly “the judgment of the public with respect to the programming of these stations is of paramount importance,” they continued:

The testimony of the excellent reputations of the stations constitutes a verdict of the people served by these stations and their continued existence and the continuation of their splendid services.

Stations that have carried such a splendid reputation in their communities should not be required to prove their right to exist. And Mr. Richards, under whose aegis such stations were built from tiny beginnings and under whom they created such an outstanding reputation, should not be required to prove he is a fit character to own stock of radio stations.

Their reply noted that the hearing on KMPC was extended from June 14 to Dec. 4, 1950. With the hearing now completed, they expected that preparation of proposed findings would require “several months,” and that Examiner James D. Cunningham, who conducted the hearing, would then need “several months” more to prepare an initial decision.

Messrs. Fulton and Burns recalled that they had accused Mr. Cottone of “suppressing evidence favorable to applicants,” and said he had never answered the charge except to say that accusations of improper conduct would be shown false at “the appropriate time.”

They suggested that “at such time, he should also make an appropriate showing under oath that Sec. 606 of the Communications Act was not violated in his search for evidence against these stations.” (Sec. 606 covers unauthorized publication of communications.)

Questions which they said Mr. Cottone’s handling of the case had raised, but which his brief did not answer, included:

Whether FCC claims the power to control the content of all programs; whether FCC thinks all programs must be “balanced”; whether it feels that broadcasting a program to promote basic Constitutional freedoms requires a station to “broadcast views of those opposing such freedoms”; whether a broadcast by the President requires a station to seek out and present an opposition point of view; whether a station owner “may not decide what type of music will be played”; and whether he may not discuss his private political, social, and economic views with his employees; and whether FCC claims the power to determine whether news broadcasts are biased or impartial.

“Those are issues which have been presented by General Counsel,” Messrs. Fulton and Burns asserted. “If the Commission is not contending it has the authority which General Counsel is contending for, it should state so now without requiring the applicants to incur further expense of litigation.”

Sterling Buys News

STERLING Drug Inc, New York (Phillips toothpaste), will sponsor Bill Shadel and the News on NBC, Sundays, 3-3:15 p.m., effective Feb. 4. Dancer-Fitzgerald-Sample, New York, is agency.
MEMO
from: ARTHUR GODFREY

TO: W. S. Paley, P. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,

[Signature]
DEFENSE Dept.-backed plan to extend executive power over radio, television and other "electromagnetic radiations" was introduced in both chambers of Congress last week. Hearings on the measure are expected to be held in the near future.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, who introduced the Senate bill (S 537) at Defense Dept. request, said Friday that his committee will hold comprehensive hearings because at this time the legislation appeared to be "draastic."

Introduction of the identical bills starts the legislative machinery rolling and Capitol Hill indications were that the post-hearings bill will modify the sweeping powers asked by the military.

The plan [BROADCASTING • TELECASTING, Jan. 16, 8, 1, Dec. 28] is advocated by the Dept. of Defense "for the greater security and defense of the United States against attack, and for other purposes."

Military men fear that AM, FM and TV signals could be used by an enemy for "homeing" aircraft or guided missiles.

The proposed bills clearly would enable the President to impose radio and TV silence as one means of meeting such a threat. Many experts, however, protest that so stringent an approach is both undesiraiable and unnecessary.

Communications Stressed

They emphasize also the essential nature of the communications facilities in keeping the public informed, bolstering morale, and sounding alarm in time of attack.

On this point FCC and the Continental Air Command are known to be developing a plan designed to permit broadcasting stations to continue in operation during attacks without lending themselves to use by enemy homing devices.

The proposed measures would be an extension of Sec. 605 (c) of the Communications Act, which gives the President, in times of proclaimed emergency, the power to silence or take over, or to suspend or amend the rules applicable to existing radio communications facilities.

The new bill would grant the President power to apply controls in time of war, national emergency, or whenever he deems it advisable in the interest of national security.

Missing from the bills introduced Wednesday was the wording that controls could be applied in "emergencies of an international character" which stirred up anxiety throughout electronics industries when the Defense Dept. approached Congress in December.

Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, also by request, introduced the measure in the House.

The bill (HR 1048) will be either assigned to a subcommittee or there will be hearings before the full Armed Services Committee.

Meanwhile, Sen. Johnson is known to be dubious about giving the military the carte blanche asked. His committee on Friday mailed out the bill with an explanatory letter to all interested government agencies. And, in what was considered an unusual move, the letter requested agencies to expedite their replies.

Sen. Johnson is anxious that all interested parties, governmental or civilian, appear at the hearings. Exact date for the hearings has not been set but it is expected to be announced shortly.

In a letter to Sen. Johnson, dated Jan. 16, Marx Leva, Assistant Defense Secretary, requested this further justification for the urgent necessity of this legislation be given to you in secret session."

Probably, the military would get this opportunity during an executive session of the regular hearings.

CORRESPONDENTS

Radio Group Cancels Dinner

ANNUAL dinner of the Radio Correspondents Assn., scheduled Feb. 3, was cancelled last week following a series of behind-the-scenes maneuvers growing out of cancellation of similar dinners by White House Correspondents Assn. and White House Photographers Assn.

The White House correspondents and photographers dinners were said to have been called off due to cost of booking suitable talent. Official reason given in both cases was based on the national emergency.

The radio announcement stated: "The Radio Correspondents Assn. regretfully announces the cancellation of the Ninth Annual Dinner in honor of the President of the United States, Feb. 3 at the Dumbarton Oaks Washington, D.C., since the President now finds he will be unable to attend."

THEODORE COTT, managing director of NBC radio and TV programs, spoke on "Impact of War on Radio and Television" at Advertising and Sales Club of North Jersey, Jan. 18, held in Paterson.

"SHARE OF RADIO AUDIENCE" represents the proportion of the total radio audience listening to a particular station. Base for "RADIO SETS IN USE" is "Total Homes Called."
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

.....in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th>DAYTIME</th>
<th></th>
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<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
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<tr>
<td>Station B</td>
<td>337,330</td>
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<td>Station C</td>
<td>295,470</td>
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<tr>
<td>Station D</td>
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<table>
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<tr>
<th>NIGHTTIME</th>
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<tr>
<td>KGW</td>
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<td>Station B</td>
<td>350,820</td>
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<tr>
<td>Station C</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>205,440</td>
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</tbody>
</table>

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

Cooperation is the keystone in the success of Mt. Angel's economic history. Five farmer-owned co-operative organizations - a creamery, hop-producing co-op, flax plant, oil co-op and a co-operative warehouse and grain elevator - have strengthened and stabilized the prosperity of this Oregon community. Mt. Angel's cheeses are world-famous...a Mt. Angel dairy cow recently set a world's record for butterfat production. KGW's COMPREHENSIVE COVERAGE of this healthy, growing market was proven by a recent Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by Mayor Jacob Berchtold of Mt. Angel. KGW delivers Mt. Angel, as it deliver the rest of the nation's fastest-growing market!

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

January 22, 1951 * Page 35
BASEBALL HARMONY

CLOSER working relationship between baseball and radio-television stations and networks was set up last week by representatives of NAB, Radio-Television Mfrs. Assn., and National Assn. of Professional Baseball Leagues.

Working in harmony for their mutual benefit, as contrasted with the partial TV ban adopted the week before by the National Collegiate Athletic Assn. [BROADCASTING & TELECASTING, Jan. 15], the professional baseball officials accepted a promotional plan offered by NAB.

Under this plan NAB will prepare a promotional package of ideas and suggestions to be used by minor league clubs in boosting baseball attendance through radio and other means. The package will be distributed to minor league clubs at their seven regional meetings to be held during February, according to George M. Trautman, NABPL president.

NAB and RTMA spokesmen met last Monday with baseball officials at Mr. Trautman's office. He called the meeting after conferring in December with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who has produced extensive research material on the effect of TV on gate receipts.

Mr. Trautman said Monday he did not concur with extremist views that baseball broadcasts were ruining or entirely to blame for loss in attendance last year.

William B. Ryan, NAB general manager, outlined NAB's promotional plan to promote attendance in minor league areas. He said he was confident stations will cooperate.

James D. Secret, RTMA general manager, promised cooperation of the manufacturing industry.

The promotional plan ties into the 1961 Golden Anniversary of the American League and Diamond Jubilee of the National League.

NAB and RTMA agreed to consult NABPL if the latter decides to conduct a research project to find the causes of decline in minor league attendance. Major league spokesmen agreed to maintain more strict supervision of major league game broadcasts in order to eliminate local friction with minor league clubs.

Meeting Participants
Also taking part in the meeting were Ben Halpin, RCA, and Dave Davis, General Electric Co., for RTMA; Justin Miller, NAB president; Charles Segar, National League Service Bureau; Lou Carroll, National League attorney; L. C. McGlynn, American League Broadcasting Dept.; Ben Ferry, American League attorney; Philip Pilton, Robert Fuch, of Mr. Trautman's office.

Status of college football telecasts was uncertain last week following the Jan. 12 decision of National Collegiate Athletic Assn. to declare a partial and controlled moratorium on football telecasts.

The NCAA TV Committee, whose recommendation was adopted by the full association, was reappointed. Tom Hamilton, U. of Pittsburgh, is chairman. Other members are Ralph Furey, Columbia U., and Willis Hunter, UCLA.

A TV Steering Committee is to be named.

"We have a splendid base for future relationships with the TV industry," Mr. Hamilton told BROADCASTING & TELECASTING. He voiced surprise that so little opposition to the TV resolution had developed on the convention floor.

During the floor discussion Bernie Moore, of the Southeastern Conference, reminded that Georgia Tech contended its attendance had been affected "very little" by television, with no effect on small colleges or high schools.

Suggestion was heard in many quarters after the convention that some colleges, perhaps many, will be willing or anxious to have their games telecast. The NCAA resolution carries no means of enforcement.

Text of the formal resolution:
WHEREAS, there is positive evidence that live television broadcasts have an adverse effect on attendance at college football games, and
WHEREAS, the future growth and further expansion of the television industry indicates that this adverse effect on attendance will become increasingly greater, and
WHEREAS, television has spread across sectional lines and involves colleges in all parts of the country necessitating collective action and agreement,
and
WHEREAS, loss of football gate receipts from drop in attendance threatens the economic structure of college athletics and the necessary support for essential physical training programs,

It is resolved that the members of the NCAA agree to declare a moratorium on live telecasting of college football games for 1961, and

It is further resolved that members will cooperate with the NCAA and the television industry to experiment with all types of television broadcasting to include such methods as delayed showing of films, use of high- and special features, phone-in, ski-in, television, special controlled live telecasts, and any other methods which may be developed.

It is further recommended that a committee consisting of one member from each NCAA District be appointed by the Executive Committee to work on and direct this project of the NCAA.

PRoM]ER FOR TIME BUYERS

Using 17 spot announcements it costs over 5 times more to use TV than it does to use CKLW's dominant 50,000 watt coverage. *. . . and . . . using CKLW you reach over 5 times more homes than you reach by using TV. Which means . . . in this area it costs over 25 times more to reach one TV home than it does to reach one radio home when you use CKLW.

For more facts and figures on the sales impact of CKLW write today for the "Primer". A complete 8-page booklet that every time buyer will want to read before dealing with clients.

50,000 WATTS • 800 KC

Adam J. Young Jr., Inc.
National Rep.
GUARDIAN BUILDING • DETROIT 26

[CKLW]

NAB Plan Accepted
FOR COVERAGE WITH A +

WGY and only WGY with its powerful 50,000 watts serves 53 counties in 5 northeastern states. Included in this tremendous coverage picture are 21 major metropolitan markets each with 25,000 or more people within its retail trading area.

HOOPER SHOWED IT . . . . BMB PROVED IT

HERE THEY ARE

NEW YORK
ALBANY HUDDSON NORWICH SARATOGA
AMSTERDAM JOHNSTOWN ONEONTA SCHENECTADY
GLENS FALLS KINGSTON ROME TROY
GLOVERSVILLE

MASSACHUSETTS
ADAMS PITTSFIELD
NORTH ADAMS

VERMONT
ADAMS PITTSFIELD
NORTH ADAMS

. . . add to this the home counties in which these 21 cities are located and you have a richly concentrated market of 2,980,000 people with spendable incomes in excess of $3 billion dollars.

In the 11 county area recognized by the Commerce Department of the State of New York as "The Capital District", the actual BMB county by county breakdown showing the percentage of radio families comprising a station's weekly nighttime audience is as follows:

<table>
<thead>
<tr>
<th>COUNTY</th>
<th>WGY</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>90%</td>
<td>82%</td>
<td>63%</td>
<td>57%</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>84%</td>
<td>72%</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>FULTON</td>
<td>87%</td>
<td>72%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>GREENE</td>
<td>87%</td>
<td>72%</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>MONTGOMERY</td>
<td>97%</td>
<td>80%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>RENSSELAER</td>
<td>98%</td>
<td>80%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>SARATOGA</td>
<td>97%</td>
<td>80%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>SCHENECTADY</td>
<td>91%</td>
<td>73%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>SCHAGRARI</td>
<td>97%</td>
<td>80%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>WARREN</td>
<td>97%</td>
<td>83%</td>
<td>64%</td>
<td>57%</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>93%</td>
<td>83%</td>
<td>64%</td>
<td>57%</td>
</tr>
</tbody>
</table>

With a BMB average of 90%, WGY leads its closest competitor by more than 45% for the combined 11 counties of New York State's Capital District. In no instance does any area radio station surpass WGY in the number of nighttime listeners—even in home counties. In daytime listening one station enjoys a slight margin in only one county. Here is the actual station by station comparison:

<table>
<thead>
<tr>
<th>TOTAL WEEKLY AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAY</td>
</tr>
<tr>
<td>STATION WGY (50,000 W)</td>
</tr>
<tr>
<td>STATION A (5,000 W)</td>
</tr>
<tr>
<td>STATION B (10,000 W)</td>
</tr>
<tr>
<td>STATION C (1-5,000 W)</td>
</tr>
</tbody>
</table>

So remember, for complete coverage of a vast 53 county area plus concentrated coverage of New York State's 3rd market, the Capital District, your best radio buy is WGY.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

A GENERAL ELECTRIC STATION
Represented Nationally by NBC Spot Sales

BROADCASTING • Telecasting

January 22, 1951 • Page 37
PROPOSALS for commercial broadcasting and telecasting in England were rejected last week by a government committee which recommended BBC should keep its monopoly of non-commercial radio and TV programs in British homes.

The suggestion was made, however, that commercial organizations should be allowed to produce their own television service for showing in movie theatres. The committee saw immediate danger from commercial stations in Luxembourg, France and Ireland whose programs are beamed into England, provided they avoid "political propaganda and other even less desirable things."

Possibility of an American invasion of the European airwaves was also seen, but the committee assumed the Americans would agree to avoid the same so-called undesirable programming.

The committee, which has held more than 60 meetings since mid-1949, is composed of 12 members with Lord Beveridge, the 71-year-old Liberal reformer, as its chairman. The members represent the three political parties and also include a trade union delegate, industrialists and educators.

The committee's 900-page report said BBC should remain a single, independent body under the direction of its governors, but it should progress towards "greater decentralization, devolution, and diversity." It proposed the establishment of broadcasting commissions in Scotland, Northern Ireland and Wales to safeguard against "Londonization."

Among the report's 100 recommendations were proposals for: Renewal of the BBC charter indefinitely, with review of its operation every five years; increase in the number of governors from seven to nine, with all serving on part-time basis; development of VHF radio in order to permit allocation of more local stations; greater independence for TV; consideration of large-scale TV for schools; more local news.

Selwyn Lloyd, a Conservative member of the committee who differed with the majority report, objected to the BBC monopoly. Three others felt advertising might be included in the BBC programs.

The majority rejected sponsored shows outright on the grounds this "puts the control of broadcasting ultimately in the hands of people whose interests is not broadcasting but in selling of some other goods or services or the propagation of particular ideas." Similarly, the majority felt commercial TV should not be allowed in the home.

Safeguards Needed

The committee also felt safeguards should be found to prevent the commercial television organizations from getting a monopoly right to sports events and other "spectacles" and such rights should be made equally available to BBC.

The Beveridge group, however, indicated it was aware of the dangers of monopoly control by such an organization as BBC. The group said that "when a sense of mission such as animates the BBC is combined with security of office it may grow into a sense of divine right." It was expressed there should be more opportunity for suggestions from outside the BBC.

Governors of BBC and not political parties should have the ultimate responsibility of deciding who should make controversial broadcasts, the committee stated, expressing hope there would be no recurrence of "anything comparable to what happened between the wars when Mr. Winston Churchill, by decree of the party leaders, was denied the opportunity of broadcasting on India."

The committee illustrated the impact of radio by stating three out of every four adults at any given time on a winter's evening are listening to BBC.
again in 1950, Printers’ Ink carried more pages of advertising than any competing publication

Printers’ Ink carried:

987 or 41.07% more pages than ADVERTISING AGE
1124 or 49.60% more pages than SALES MANAGEMENT
1820 or 115.92% more pages than TIDE
2348 or 225.34% more pages than ADVERTISING AGENCY

Printers’ Ink | THE MAGAZINE OF MARKETING FOR ADVERTISERS AND FOR ADVERTISING TO ADVERTISERS in 1951
AWRT MEETING
First Convention April 6-8

AMERICAN Women in Radio & Television, successor to NAB's Assn. of Women Broadcasters, has a nucleus of 50 members who have pledged to pay dues and take active part in the first convention, to be held April 6-8 at the Hotel Astor, New York.

Plans for a national membership campaign have been drawn up by Dorothy Spicer, organizing director, who is temporarily headquartering at NAB's Washington office. Former AWB district chairmen will head the drive in each area.

Doris Corwith, of NBC, New York district chairman, reviewed objectives of the association at a Jan. 11 meeting of organizers. These are: To provide a medium of exchange of ideas which will help women become greater commercial assets to their stations and networks; to encourage greater cooperation between women in radio and television and those in closely allied fields; to increase women's opportunities to be of service to the broadcasting industry as a whole.

Changes in Requisites
Membership qualifications have been broadened to include as active members professional women broadcasters employed by radio or television stations or networks in executive or creative positions. Active members will pay dues of $12 per year. The two types of associate members are women employed in radio or television by commercial organizations such as advertising and publicity agencies, trade associations, transcription companies and package program producers, who will pay $25 dues; and women employed in radio or television by non-commercial organizations such as government, educational and religious institutions, who will pay $15 dues.

A tea for former AWB members was held Jan. 17 in Washington. A two-day conference for Michigan and Indiana AWB members will be held Feb. 10-11 in Detroit with Bess Wright, WKMH Dearborn, Mich., and WWJ-TV Detroit, as chairman. Miss Spicer will address the Feb. 11 luncheon at Detroit.

Edythe Meserad, WOR New York, is chairman of the April convention committee, with Miss Corwith vice president. Margaret Cuthbert, NBC, heads the nominating committee. Dorothy Kemble, MBS, replaces Linnea Nelson, J. Walter Thompson Co., as code committee chairman.

WSFL Now WJKO
CHANGE of call letters of WSFL to WJKO Springfield, Mass., as of yesterday (Jan. 21) was announced by C. M. Manitssas, general manager. He added that WSFL-FM has also changed to WJKO-FM.

Buys Rival's Time
THE GOLDEN Rule seemed to be working in Omaha, Neb., last week as it was announced that WOW-AM-TV Omaha was buying daily rush-hour spots on a competing Omaha station, Trans-Cast Radio outlet KBON-FM, to plug specific nighttime radio and TV shows carried by the WOW outlets.

WJMR's STAND
Replies to Royal Request
WJMR New Orleans last week contended FCC does not have authority to disapprove its application for a change in facilities as requested a fortnight ago by Royal Broadcasting Corp., competitive applicant. [Broadcasting - Telecasting, Jan. 15].

WJMR won out over Royal Broadcasting and another applicant, Gretna and Lower Coast Radio and Broadcasting Corp., in a hearing examiner's proposed ruling to grant the station change from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc. Royal Broadcasting charged the WJMR bid should be dismissed on grounds changes in officers and proposed stock transfers disqualify it.

WJMR told the Commission in its reply that a dismissal would have the same effect as denying the application without affording the right to hearing. The station also pointed out it has filed no petition to amend its application. FCC's alternatives, WJMR said, are (1) to proceed to final action upon the record before it, or (2) to set aside the initial ruling, remand it to the hearing examiner, and reopen the record to receive added data on ownership changes.

CANADA RATINGS
U.S. Shows Lead Top 10
ONE CANADIAN show made the first 10 evening shows in December in the national rating report of Elliott Haynes Ltd., Toronto. Leading 10 of 36 evening shows were Charlie McCarthy with rating 35.4, Amos 'n' Andy 30.7, Radio Theatre 30.7, Our Miss Brooks 27.9, My Friend Irma 21.3, Suspense 20.6, My Favorite Husband 20.5, Twenty Questions 20.4, Boston Blackie 19.7 and Your Host (Canadian show) tied with Aldrich Family 19.2 rating.

Daytime network programs, 29 in all, were led by Ma Perkins 15.8, Big Sister 14.7, Pepper Young's Family 14.6, Right to Happiness 13.6, and Kate Atkin (Canadian show) 12.7.

Of the 29 French-language evening shows, the leading five were Un Homme et Son Peche 34.5, Radio Coralie 30.1, Metropole 29.3, Le Cure de Village 26.5, and Tentest Votre Chance 25.3. Daytime there were 16 French-language programs, led by Jeunesse Doree 34.9, Rue Principale 34.5, Grande Sœur 22.9, Maman Jeanne 22.9, and A L'Enseigne des Puits Gourmente 22.4.

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WBIG
Gilbert M. Hutchison, President
CBS Affiliate
EST. 1926
5000 watts
represented by Hollingbery

"The Prestige Station of the Carolinas"

HOOPER RADIO AUDIENCE INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

<table>
<thead>
<tr>
<th>STATION</th>
<th>( \text{STATION} )</th>
<th>( \text{STATION} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBIG</td>
<td>38.7</td>
<td>27.9</td>
</tr>
</tbody>
</table>

8:00 A.M.-12:00 N. Monday thru Friday

12:00 N.-6:00 P.M. Monday thru Friday

6:00 P.M.-10:00 P.M. Sunday thru Saturday

TOTAL AVERAGE TIME PERIODS

44.5 21.6 19.5

WBIG

WJMR New Orleans

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Page 40  •  January 22, 1951
How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers... for AM, FM or TV.

Blaw-Knox engineers and Graybar are familiar with your tower requirements... whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

Take advantage of Graybar service

Blaw-Knox towers—in fact, all of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment... maintains a nation-wide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N.Y.

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

Atlanta: E. W. Stone, Cypress 1751
Boston: J. P. Lynch, Kenmore 6-4567
Chicago: E. H. Taylor, Canal 6-4100
Cincinnati: W. H. Hanbey, Main 0600
Cleveland: W. S. Rockwell, Cherry 1-1360
Dallas: C. C. Ross, Randolph 6454

Graybar Brings You Broadcasting's Best...

Amplifiers (1,23)
Antenna Equipment (23)
Ampex (8)
Cabinets (15)
Console (23)
Loudspeakers and Accessories (1,23,25)
Microwaves, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubs (11,16,23)
Transformers, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By...

[1] Altec Lansing
[2] Ampex
[4] Borden
[5] Communication Products
[6] Continental Electronics
[7] Crouse-Hinds
[8] Pomona
[9] Panabrite
[10] General Cable
[13] Hubbell
[14] Hughes
[16] Maelstrom
[17] National Electric Products
[18] Presto
[19] Standard Electronics
[20] Triangle
[21] Webster Electric
[22] Western Electric
[23] Whitney Blake

Four self-supporting Blaw-Knox towers beam clear, strong signals the year round to Station WERE's audience in the Cleveland area—a typical Graybar job.

KIXL CHANGES Elects New Board, Adds Stock

REORGANIZATION of the Variety Broadcasting Co., owner of intelligent stations, was announced a fortnight ago by Lee Segall, president of the firm, after a meeting of the stockholders. Four new directors were elected and the authorized capitalization of the firm was increased from $125,000 to $175,000.

NEW directors elected were Julius Schepps, Julian Bobo, Robert Strauss and Henry Pearlstone. Mr. Segall was re-elected to the board and to the presidency. The new board of directors also elected Ted Strauss, vice president, and Tom Massey, secretary-treasurer.

Stockholders include actors Tyrone Power, Robert Taylor and William Holden, among others. Proceeds from sale of the newly authorized stock, upon which present members have an option, will be used in the purchase of a studio building at 1401 South Akard which KIXL has been using since its founding in 1947.

REP. RATLIFF KDWT Owner in Texas House

DOWN in the Lone Star State, David W. Ratliff, owner-manager of KDWT Stanford, Tex., was elected to the Texas House of Representatives last year. He was sworn in this Jan. 8 at the opening session.

When the 52d session of the legislature convened, Rep. Ratliff was appointed to the Aeronautics Appropriations, Common Carriers and Labor committees. He also was named vice chairman of the committee on Interstate Cooperation. Appointments were made by House Speaker Reuben Senterfitt, who warned that this session faced some of the hardest problems ever presented to the Texas legislature.

Mr. Ratliff's station took the air in April 1947. He now represents the 118th district in the Texas House, comprising Jones and Shackelford Counties.

KGGF Increases Power

KGGF, ABC affiliate in Coffeyville, Kan., began full-time operation Jan. 14 with increased power of 10 kw day, 5 kw night. Station formerly operated with 1 kw day, 500 w night. KGGF had been operating with 10 kw daytime for two months under test authority from FCC but did not expand night power until Jan. 14. Construction and installation work was supervised by J. S. Jaminet, KGGF chief engineer. Robert L. Pratt is station manager.

Strictly Business

(Continued from page 8)

eye surgeon and one-time president of the American Medical Asso., he was raised in fashionable La Due in suburban St. Louis County. He attended St. Louis Country Day School as a boy, and returned to his native state after military school to pursue a pre-medical course at the U. of Missouri. Mr. North had shifted to Arts and Sciences by the time he took his B.A. degree in 1929.

His first contact with the business world was as a bulk plant supervisor for Roxana Petroleum Corp. (now Shell) in St. Louis. He held this position for seven years, joining the big Butler Paper organization in 1936. At the Chamber of Commerce dinner where the distinguished salesman award was announced, Mr. North was cited by Butler as having done "as creditable a job as any salesman we have ever had."

In 1942, when wartime paper allocations went into effect, John North went to Jefferson Barracks and enlisted in the Army Air Force. He spent nine months at training camps in this country, and 32 months overseas as a master sergeant in Ninth Air Force In- terceptor Squadrons, and vice commander of the bronze star. After his discharge, he went to Wichita and KANS.

"I have often regretted that I didn't get into radio 10 years sooner," he says. "The industry has a great future, especially in the national spot field."

Decrees 'Waste'

When John North pulls out all the stops for national spot radio, advertisers usually succumb to his tune. He loudly deplores the waste circulation of network radio "which offers no flexibility, forcing an advertiser to accept a fixed combination of stations and markets."

He played an important part in Radio Representatives most successful invasion of the station representative field two years ago, teaming up with Peggy Stone of New York, also formerly with Taylor-Howe-Snowden, and Tracy Moore, RR's Pacific Coast manager, to put the new company "in the black" within six months. Last fall, RR-Chicago marked its second anniversary by opening enlarged, and resplendent, quarters at 75 East Wacker Drive.

In 1946, Mr. North married Shirley Lord of Kenilworth, Ill., whose father is Carroll J. Lord, prominent Chicago attorney. The Norths live at the Town and Garden Apartments on the outskirts of Chicago's loop. Both are sports-minded—Shirley as a swimmer and equestrienne, John as a deep sea fisherman and duck hunter.

Mr. North is a member of the Chicago Radio Management Club. He is a 32d degree Mason and a member of Moolah Temple of the Shrine, St. Louis. His college fraternity is Sigma Alpha Epaiol.
We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

6 things that must be done if we want to check inflation

Inflation can wreck our vital defense program. But the threat of this Sixth Column Enemy can be checked if these six things are done:

1. We must increase production in order to meet defense needs and, at the same time, provide civilian necessities. Up to now peacetime demands have kept production at full blast. Of course, we've got to reduce civilian demands. Even then, it is only through increased production that we can meet this double need and also help keep prices from rising. Government, business and labor should discourage wage and profit increases which primarily increase prices without increasing production.

2. We must support increased taxes to put our government, as nearly as possible, on a "pay-as-you-go" basis. Paying higher taxes is not only cheaper for all of us in the long run but it helps to hold down prices now.

3. We must insist that our government cut non-military expenditures to the bone. Every dollar so cut is an added dollar for the defense effort without extra taxes or borrowing.

4. We must accept curbs on credit. Credit restrictions help assure the supply of materials needed for defense, and help keep prices down, by reducing competition for these materials.

5. We must increase our savings. When we put money into savings or life insurance, we cut the demand for civilian goods and make that money available for investment so businesses and factories can increase production. This helps check inflation. When we lend our savings to the Government, to that degree we make it unnecessary for the Government to borrow from the banks, and that kind of borrowing is inflationary.

6. We must buy only what we need, using credit as sparingly as possible. Otherwise we bid against ourselves for scarce goods, and that pushes prices up.

These things won't be easy for any of us to do. But sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—Inflation—from bleeding our economy.

* * * * *

This message is brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—Inflation—by doing your part and by letting your representatives in Government know that you support action they take along these lines.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.
The Obsolete Map

EDITOR:
Just took off my glasses this morning and got a better look at a map hanging in the office and saw that it said across the top "CITIES WITH STANDARD RADIO BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA - 1946!"

Please send along the latest of these that you have gotten out.

Larry Parke
Director, Radio & TV
Pearson Adv. Agency
New York

EDITOR'S NOTE: The inset BROADCASTING • TELECASTING maps are available for $1.00 each, with a quantity discount. Yours is on its way, Mr. Parke.

'Professional' Coverage

EDITOR:
This is a belated but enthusiastic thanks for the excellent article you published on "It's a Fine Way to Be," a story of the Giris [BROADCASTING • TELECASTING, Dec. 18, 1960]. Much has been written about this popular show, but I believe BROADCASTING • TELECASTING covered the story more professionally than anything else.

Thayer Ridgway
Exec. Vice President
Brooke, Smith, French & Dorrance
New York

'Well-Reasoned'

EDITOR:
Congratulations on the excellent and constructive article on "Sports Threat!" in the Jan. 8 BROADCASTING • TELECASTING. This was a fine and well-reasoned presentation and I wish that everyone in Dallas had a chance to see it just as it was written.

C. L. Jordan
Executive Vice President
N. W. Ayer & Son
Philadelphia

'Time's' Needles

EDITOR:
Time magazine has developed a neat style of news writing which includes rhyming names, asterisks, italics and phrases in parenthesis. Time needle on page 44 of the Dec. 26 issue should have included a footnote totalling the number of radio stations in the Washington area the siling rear admiral could have turned to when he became disgusted with soap operas.

This would, of course, have given the needle to the admiral for inability to turn the dial instead of to radio which seems to be in competition with Mr. Luco. . .

Frank E. Shaffer
General Manager
WJER Dover, Ohio

Program Credits

EDITOR:
I was pleased and flattered by your generous review of my program, You Can Survive an Atomic Attack featuring Dr. Richard Gerstell [BROADCASTING • TELECASTING, Jan. 8]. However, I was disappointed that no reference was made to its producer or the station of its origin. WCFM in Washington, D. C., made the original two-hour recording, I edited it to a half-hour, wrote the commentary and presented it over WCFM on my weekly program, Capital Events. Please . . . we live by publicity.

Jean Putnam
Program Director
Cooperative Broadcasting Assn.

WCFM (FM) Washington

Mail Order Case

EDITOR:
Ref: BROADCASTING, Jan. 8, '51, page 26, "Mail Order Case."

Add another sucker to the list. Since "misery loves company," I would like to know how many other stations were "taken." Jett (of Midland Adv. Agency) told me on the phone that the offer was running on over 400 stations.

I should also like very much to know what course of action these stations are taking. Our account with the Midland Advertising Agency was turned over to Dun & Bradstreet, as I imagine several others were, and should we hear anything, naturally we will keep you posted. I assume that the FTC and the Postal Inspector have been notified; at any rate that's what we are doing. Please keep us posted on what's happening in this case.

Thanks to BROADCASTING • TELECASTING for a publication that is not only informative, but protective.

William E. Stamps
General Manager
WHN Gallatin, Tenn.

EDITOR'S NOTE: The above letter was received from a radio station officer who is investigating a West Coast Radio Company. A similar letter has been sent to BROADCASTING • TELECASTING, Jan. 15.

Awards Made

EDITOR:
On Jan. 14, 1961, at the King and Prince Hotel, St. Simons Island, Ga., the Georgia Junior Chamber of Commerce held its Distinguished Service Awards Banquet at which time we honored Georgia's Five Outstanding Young Men of 1960. At this banquet it was our pleasure to award to Mr. Carl Collins, general manager of Radio Station WCOH Newton, Ga., the Distinguished Service Award which is the highest award of the Junior Chamber of Commerce.

The Distinguished Service Award is presented to persons who have dedicated themselves to the promotion of community service during the calendar year of 1960.

While we realize it is common for broadcast people to take the lead in their community life, we think this case is interesting in as much as he was recommended for this award by Mr. James Thomas, publisher, Newton Times-Herald.

Reece Owen
Chairman, Distinguished Service Awards
Georgia Junior Chamber of Commerce
Columbia, Ga.

On All Accounts

(Continued from page 18)

Armstrong for a long stretch.

Merle's main interest in radio and television, however, has been a mathematical one as a buyer of time. Her high school and college training in mathematics, statistics and commerce courses prepared her for the demanding figure work of a timebuying job.

Her timebuying duties also involve these accounts: Brown & Williamson Tobacco Corp. (Raleigh and Wings cigarettes and Tube Rose Snuff), which sponsors People Are Fun (on NBC-AM and national TV spot); Fitzpatrick Bros. (Kitchen Klenzer), TV and AM spot; W. A. Schaeffer Pen Co., which uses TV spot; Pinex Co. (cough syrup), AM spot, and Princeton Farms, popcorn, AM and TV spot.

Merle is a member of the Chicago Radio Management Club and the Chicago Television Council.

Boston U. Conference

CONFERENCE on audio-visual education, on both the public school and college level, was held Friday and Saturday (Jan. 19-20) at Boston U. under sponsorship of its public relations and communications school and the Massachusetts Teaching Aid Society. Friday evening, John E. Marshall, administrator, Massachusetts School Building Commission, described the commission's program and its provisions for radio, television and audio-visual education, Representatives of Massachusetts school systems and 14 New England colleges and state departments of education attended.
Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine FM can be. Truly... radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.

New Super-Medallion

New Super-Triumph
The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.
If you want to catch a Tuna, you must bait with his gastronomical preference—which in one-syllable words adds up to “Give him what he likes!”

And so it is with humans. If you want to capture people, you must use the proper lure.

Lang-Worth’s musical lures are produced by master craftsmen to attract all
types of people... solid plus forties and starry-eyed newlyweds... Mayflower descendants and foreign born... teenagers and glamour gals.

Send today for the booklet, "Luring with Lang-Worth." It illustrates the many specialized Lang-Worth lures and tells what bait to use for each type of human fish in the radio sea.

WORTH
ROGRAMS, Inc.
ET, NEW YORK 19, N. Y.
Luce Thinking

FORTUNE, the Tiffany of the Henry Luce publications, in this month's issue publishes this picture in its New Products feature:

To silence radio commercials automatically, R. C. Jones, above, of Polaroid Corp., has invented an attachment that discriminates between speech and music.

* * *

It's another Luce slam at commercial radio, probably stemming from competitive anguish and his own frustrations in attempting to buy into network radio (he once owned 25% of the Blue, now ABC).

What the cut-line on Mr. Jones' neat little invention that silences radio commercials does not say is that:

"Speech" includes all emergency announcements...air-raid warnings for instance. Since radio is the only means with which to reach practically everybody at once, Mr. Jones' invention would seem to be a remarkably effective answer to the enemy's prayer.

TV's Talent Traval

JAMES H. S. ELLIS, president of the Kudner Agency, has a point, we think, in criticizing television networks for engaging in such fierce bidding for stars as to inflate talent prices beyond sensible levels.

There is no doubt, as Mr. Ellis said in his speech a fortnight ago before the Detroit Adcraft Club, that soaring talent costs are bound to price advertisers out of television.

But we must disagree with Mr. Ellis' condemnation of the principle of networks' owning their own shows, which in his view is the source of the rising talent prices. To Mr. Ellis the fact that NBC-TV owns 50% of the programs on its air and CBS-TV owns 70% of its programming constitutes an undesirable trend toward network control of "editorial content of the air."

It seems to us that the more programs a network owns, the more it fulfills its fundamental responsibilities as a licensee of its owned-and-operated stations and as a program source for its affiliates. The responsibility to broadcast the best programs it can devise is one that no network can conscientiously abdicate in favor of an advertising agency or an advertiser.

So the principle is commendable. It is in the practice that Mr. Ellis can find justifiable fault.

A lot of sensible observers questioned the wisdom of the talent raids which began in radio two years ago and which established the undesirable precedent of a network buying a star for a large salary and selling his services to an advertiser at a loss. As Mr. Ellis said, the purpose behind these raids was to improve quantitative audience ratings. The question now comes home to plague the networks. How much is an increase in rating points worth?

Certainly it is not worth the alienation of advertisers. And if Mr. Ellis, who speaks as one of TV's biggest customers, is right, advertisers are beginning to feel that their interests have been ignored.

Mr. Ellis pointed out that these days individual stars are being paid as much as $40,000 for 10 hours of TV performance and that program costs run as much as $75,000 an hour. "If this has been done in a two-year period," he asked, "where do we go from here?"

The answer could be that advertisers will go to other media unless some equilibrium is restored. After all, TV has proved a bonanza for talent. Networks and talent alike should recognize this.

In Jumbo Type

There's nothing wrong with the radio picture that good salesmanship can't cure. But the AM "rate adjustment" fervor was at its peak. The thesis of that editorial was that radio needed salesmen—not rate adjustments. Since then—and without benefit of rate-tampering—the major networks have sold more than 10 hours of regularly scheduled time, plus a multiplicity of short-term campaigns. Moreover the renewal rate has been above normal.

To say that this resurgence, wrecking network sales countenances in smiles, is a result of a sudden burst of hard selling, would be stretching it. The answer is that the bluff was called. Preferred positions and desirable adencies might be lost to advertisers. So advertisers and agencies buttoned up fast. They were mindful also of what had happened in the last lamented emergency when both time and space were at a premium.

So obituaries for radio have gone back to the files. But they are the pending files. Radio has a breathing spell. For the nonce, advertisers and agencies have diverted their fire to the high cost of TV, stemming from the crazy bidding among the TV networks for top talent.

And this activity has galvanized the unions into a sudden burst of hard selling, too. For example, Jimmy Petritto, quintessential for these many months, into breaking out in a new place—threatening TV with mayhem or worse.

One has but to talk with network prospects to ascertain what has transpired in radio selling—or the lack of it. Take the airlines case. TWA, which started the Mr. and Mrs. Blandings program on NBC yesterday (Sunday) broke the box and thus opened a new sales vista for the networks.

Mr. Sam J. Henry, director of advertising media of TWA, and an old-hand at radio, tells that story in a letter to this editor:

"Congratulations on the 'sales' editorials you have published of late, he writes. "Recent events more and more bear out the accuracy of your statements." He continues:

I hate to say this about old friends and associates, but in the five years I have been in this business quite a few have less grasp than they or I supposed. The public is less responsive to sales pitches. TWA's advertising has increased an hour and a half in the past few years. So have its sales and the bottom line."

So it would seem that radio has a sound basis on which to develop a larger slice of the pie.

And the "rate adjustment" is now going the way of so many go-betweens."

NE of the important requisites of being a good advertising man is to say the right thing at the right time. Howard Phineas Abrahams, manager of the Sales Promotion Division of the National Retail Dry Goods Assn., has been doing that for many years. In his present position, he is also advising others how to do it, telling members of the association all over the country how they can best use radio-TV and other media to advantage.

When he worked in the advertising department of such stores as Rothschild Bros., Ithaca, N. Y., and Bloomingdale's, New York, Mr. Abrahams occasionally would be confronted by an irate buyer, waving an ad proof in his hand, shouting, not too gently: "It stinks!" Sometimes the buyer would go so far as to say: "I could write a better advertisement myself!"

Howard Abrahams had a special technique for such cases. He said the right thing at the right time—in the right way. "Sit down and calm down," he would say in a friendly manner. "Let me tell you about the experience of my father when he was an accountant for a famous circus."

"The buyer would usually comply, probably a little surprised at the turn in the conversation:

"This circus was going rapidly bankrupt," Mr. Abrahams would continue, "when a brilliant idea hit him. If he could collect all the animal manure and sell it for fertilizer, my father thought he would make enough money to put the circus into the profit side of the ledger. And that is exactly what he did, because guess Mr. Buyer, how much money the circus took in in one year from the sale of manure."

At this, the buyer would usually bend forward eagerly with a cautious estimate of the product's value. No matter what the answer, whether it was $10,000 or 25 cents, Mr. Abrahams would exclaim: "Right! Right on the nose—which shows that you know more about horse manure than you know about advertising."

Born July 12, 1904, in Yonkers, N. Y., Mr. Abrahams got his first advertising experience in 1926 with the Rothschild Bros. Dept. Store in Ithaca, N. Y., one year after graduating from Cornell U. there with a B.S. degree. His title was advertising manager, but his duties included tacking up the advertisements on store bulletin boards and taking a frequent turn at filing in for salesmen, floor managers and (Continued on page 82)

Page 48 • January 22, 1951

BROADCASTING • TELECASTING
A TOWER OF STRENGTH FOR FREEDOM!

Standing as living, functional monuments to the voice of American radio are the thousands of transmitter towers rising above city and plain from one end of our country to the other. Reaching far into the sky, these structural steel giants are working symbols of the power and force of freedom ... for the voice of American radio is the voice of freedom! WJR takes great pride in being a leader in this vast system, for radio, and radio alone, is equipped to carry to a troubled world the message of hope and peace—the message of a free America!

WJR
THE GOODWILL STATION, INC.
FISHER BLDG., DETROIT

CBS
50,000 WATTS

Radio—America's Greatest Public Service Medium

SAM M. FEIGENBAUM, account executive WARM Scranton, Pa., appointed sales manager, succeeding WILLIAM M. DAWSON, appointed general manager in October.

BILL BATES, program director WDAF-TV Kansas City, Mo. appointed station manager. VIC PECK appointed assistant to manager.

MARTIN L. LEICH, operations manager On The Air Inc. (WGBF, WMIL (FM), Evansville, Ind.; WTMV-AM-FM East St. Louis, Ill.; WBOQ-AM-FM Terre Haute, Ind.), appointed general manager WGF and WMIL. He succeeds CLARENCE LEICH, his father, who was secretary-treasurer and director. Elder Mr. Leich will continue as consultant for company.

GEORGE MOONEY, sports director and salesman WHWM Memphis, appointed commercial manager.

ARTHUR CORNWALL, program director WGCD Chester, S. C., named manager. He replaces CHARLES A. THOMAN, who reports for active duty with Air Force.


ABC-TV owned-and-operated TV stations appoint HORACE N. STOVIN Co., Toronto, as Canadian TV sales representative.

JOHN F. CARLSON appointed commercial manager WKLK Longview, Wash. Was with KTBI Tacoma, Wash.

ALFRED LARSON, sales representative WDRC Hartford, recalled to Navy.

WALBERG L. BROWN, music director WTAM-AM-FM Cleveland, to WDOK same city as vice president and general manager.

CHARLES JOHNSON, KVSM San Mateo, to KGO San Francisco sales department.

LAVELLE W. HUGHES, chief FCC Minute Branch, Bureau of Secretary, chosen for Civil Service internship program.

STEPHEN B. LABUNSKI appointed to AM sales staff KCMO Kansas City, Mo. He has acted as Congressional assistant in Washington.

LON KING, KNBC San Francisco salesman, to Free & Peters, S. F., as TV representative for Pacific Coast.

HARVEY STRUTHERS, account executive CBS Radio Sales-TV, New York, appointed assistant general manager WEEI Boston. He replaces WILBUR EDWARDS, who was appointed director KNX Los Angeles and Columbia Pacific Network operations.

WILLIAM B. MURPHY, manager KSUE Susansville, Calif., appointed station manager KULA Honolulu.

Mr. Struthers E. HAROLD KROWN appointed manager WHBS-AM-FM Huntsville, Ala. Was with Frederic W. Ziv Co., Oklahoma City, and was manager KRCT Baytown, Tex.

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

DOUGLAS FLEMING, general and commercial manager KCFH Cuero, Tex., to KABC San Antonio as sales promotion and merchandising manager.

WORL Boston appoints The Bolling Co., N. Y., as national representative.

EDVIN C. DERRYBERRY and STUART D. ALLEN to WTVJ (TV) Miami as account executives. Mr. Derryberry was promotion and commercial manager WWPB same city. Mr. Allen was account executive at some station.

PERSONALS

H. J. HUBER, general manager of KTRI Sioux City, Iowa, appointed chairman for Brotherhood Week in state. . . . KEN CRAIG, executive assistant to H. LESLIE ATLASS, CBS Central Division vice president, being treated for pneumonia at Lutheran Deaconess Hospital, Chicago . . . JUDITH WALTER, director of education and public affairs CBS Chicago, will discuss "An Evaluation of Present Religious Programs" at Baker U. Religious Radio Workshop in Indianapolis today and tomorrow (Mon.-Tues.).

ROBERT J. STAEDER, account executive WTMA Charleston, S. C., appointed assistant chief air raid warden for Charleston County. . . . R. MAIN MOORE, assistant manager KLZ Denver, appointed public relations and publicity chairman of Denver Kiwanis Club for 1951. . . . WALTER J. DAIGH, vice president and general manager WTMJ-AM-TV Milwaukee, landed seven-foot sailfish on fishing trip in Florida.


EDDIE WHITLOCK, general manager WRNL Richmond, and GRAEME ZIMMER, vice president WXGI same city, appointed to head-up Red Cross drive in city.
BUILDING BAN
No Radio-TV Affect—NPA

LATEST ban on commercial construction "is not intended" to affect radio and television stations, a National Production Authority spokesman said last week.

NPA has tightened restrictions on commercial building including that for outdoor advertising signs and certain printing establishments. The move was made last Monday to conserve metals, cement and other materials needed for defense contracts. Access to the order, no such construction, except "emergency cases," can be started before Feb. 15.

After that date, builders must get a license from NPA before beginning work on new commercial construction. Small commercial buildings, costing less than $5,000, are not covered by the regulation nor are alterations to existing structures costing less than that figure over a 12-month period.

The new order was seen as a continuation of the NPA stand announced last October which banned new construction for amusement, recreational or entertainment purposes. [Broadcasting * Telecasting, Oct. 30.]

It is apparent that the new order would not affect manufacturing establishments such as electronic manufacturing firms. Under the order, where there is doubt as to whether a building has been legally started, a builder may apply for exemption from the regulation as can those builders claiming "unreasonable hardship."

WEPM Joins Liberty

WEPM Martinsburg, W. Va., has announced that it will become an affiliate of the Liberty Broadcasting System Feb. 1. C. Leslie Goli- day, WEPM general manager, said the station has programmed independently since commencing broadcast operations Oct. 19, 1946, and that acquisition of the LBS affiliation will broaden the variety of programming. WEPM also operates WDRC, which duplicates AM programs.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DECEMBER 3-9, 1950

CURRENT RATING HOMES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Previous</th>
<th>Programs</th>
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<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Lux Radio Theatre (CBS) 22.1</td>
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<tr>
<td>2</td>
<td>1</td>
<td>Jack Benny Show (CBS) 21.1</td>
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<tr>
<td>3</td>
<td>1</td>
<td>Walter Winchell (ABC) 18.3</td>
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<tr>
<td>4</td>
<td>2</td>
<td>Charlie McCarthy Show (CBS) 17.2</td>
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<tr>
<td>5</td>
<td>3</td>
<td>Godfrey's Talent Scouts (CBS) 17.3</td>
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<td>6</td>
<td>4</td>
<td>My Friend Irma (CBS) 16.7</td>
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<td>7</td>
<td>5</td>
<td>Amos 'n Andy (CBS) 16.6</td>
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<tr>
<td>8</td>
<td>6</td>
<td>Bob Colton (NBC) 15.5</td>
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<tr>
<td>9</td>
<td>8</td>
<td>Red Skelton (CBS) 14.8</td>
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<tr>
<td>10</td>
<td>10</td>
<td>F.B.I. in Peace and War (CBS) 14.6</td>
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CURRENT RATING HOMES

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<thead>
<tr>
<th>Rank</th>
<th>Previous</th>
<th>Programs</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Arthur Godfrey (CBS) 9.0</td>
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<tr>
<td>2</td>
<td>2</td>
<td>Wendy Warren and the News (CBS) 8.9</td>
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<tr>
<td>3</td>
<td>3</td>
<td>Challenge of the Yukon (MBS) 8.9</td>
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<tr>
<td>4</td>
<td>4</td>
<td>Big Sister (CBS) 8.8</td>
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<td>5</td>
<td>5</td>
<td>Pepper Young's Family (NBC) 8.4</td>
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<tr>
<td>6</td>
<td>6</td>
<td>Right to Happiness (NBC) 8.4</td>
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<tr>
<td>7</td>
<td>7</td>
<td>True Detective Mysteries (MBS) 9.3</td>
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<tr>
<td>8</td>
<td>8</td>
<td>Shadow (MBS) 9.2</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Martin Kane, Private Eye (MBS) 8.0</td>
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<tr>
<td>10</td>
<td>10</td>
<td>Armchair Theatre (CBS) 6.7</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during any or all part of the program, except for homes (listening only 1 to 5 minutes).

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SCRIPT CONTEST

PROTESTANT Radio Commission announced last week it will again, in sponsorship of the national script contest of the Asan, for Education by Radio by offering $100 for the best religious radio scripts for children.

PRC was a sponsor last year. The contest is being supported for the fourth year by World Book Encyclopedia and Audio Devices Inc. Prizes for winning scripts will exceed $1,000. Students enrolled in radio-TV college classes are eligible. Radio stations and others interested in the contest by a promotional method by offering cash prizes in their area should address inquiries to Dr. Sherman P. Lighton, U. of Oklahoma, who is the contest chairman.

WLPO OWNERSHIP

Involved in Miller Divorce

MR. RUTH McCORMICK MILLER, publisher of the Washington, D. C., Times-Herald, relinquishes her part ownership in WLPO La Salle, Ill., under terms of a divorce granted last week from Peter Miller Jr., on brutality grounds by Ottawa, Ill., Circuit Judge Louis Zearing.

Mrs. Miller waived alimony under a property settlement in which she gave Mr. Miller all her stock in the LaSalle News-Tribune and LaSalle County Broadcasting Corp., licensee of WLPO. The station is a 250-w daytimer on 1220 kc. Transfer of the WLPO stock is subject to FCC approval since Mrs. Miller owns 597 of the 1,020 shares outstanding, a majority interest. Mr. Miller holds the remaining 123 shares.

Mr. and Mrs. Miller have been co-publishers of the News-Tribune, Mrs. Miller as president and Mr. Miller as publisher. Mrs. Miller also has been president of WLPO.

Mrs. Miller is the daughter of the late Rep. Ruth Hama McCormick Sims and the late Sen. Medill McCormick of Illinois. She is the niece of Col. Robert R. McCormick, publisher of the Chicago Tribune (WGN, WGNB FM) and WGN-TV.

GOOD REASONS!

WHY MORE NATIONAL ADVERTISERS ARE SELLING THE CENTRAL PENNSYLVANIA MARKET THROUGH WVAM IN 1951

WVAM, the Altoona area's only full time 1000 watt station, means greater coverage — more homes reached per dollar.

WVAM's lineup of top-rated CBS shows means better entertainment.

WVAM—the leader in original local programs produced on a personality basis—means more listeners, day and night.

WARD-WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

BROADCASTING * Telecasting

January 22, 1951 • Page 31
H. Thomas Foy, assistant purchasing agent ABC, appointed purchasing agent.

Catherine Alice Woodruff appointed continuity director KEEK Odessa, Texas. Was with WNWO and WNWL New Orleans.

Gloria Batterman appointed assistant to promotion director WDGY Minneapolis-St. Paul.

Randall Jesse appointed program director WDAF-TV Kansas City, Mo. He replaces Bill Bates (see Front Office). Bob Dickhouse appointed film room supervisor.

Joel Chaseman, public relations and advertising, Baltimore, appointed public service director. He will also continue with his present duties.

Pearl Hummell, chief accountant WTAM-FM and WNBR (TV) Cleveland, resigns. She will open own public accounting firm.

Bill Newman returns to WXG Richmond as staff announcer, replacing John Driver, who joins Air Force.

Bill Sheehan, announcer WERF Hartford, assigned to moderate weekly Parade of Youth forums, featuring Connecticut high school pupils.

Bob DeBaradelare, staff announcer WCGO Greensboro, N. C., and Jean Tucker were married Jan. 8.

George Snader, KFVD Los Angeles; Dick Bruce, WDSU New Orleans; Rex Dale, WKD Cincinnati; Robin Seymour, WKMH Dearborn, Mich., and Ed Tuchola, WKBD Milwaukee, selected as top disc jockeys in country by Movie Stars Parade magazine.

Walter Rane, staff announcer WMCA New York, to WAEB (TV) New York in same capacity.

Clate Holm, program director-announcer KOVE Landers, Wyo., recalled to active duty with Navy. Jack Breece, announcer-engineer, to report for duty with Army.

Victor B. Lindsay, KSEE Pittsburgh, Kan., to KGFF Coffeyville, Kan., on announcing staff. Jeanne Wilson appointed to continuity staff.

Pat Adams, mail clerk KGFF Coffey ville, Kan., and Robert Cole announce marriage.


Carlton Adair, director of programs and public service Mutual at HBAM, new to radio and TV on promotion committee of annual Boy Scouts Circus this spring.

Freddie Bartholomew, film star and TV narrator, appointed associate director WPIX (TV) New York.

Robert V. Brown, program manager KNBB (TV) Hollywood; Don Lauritzen, president Rocketts-Lauritten, Los Angeles; Alan Young, star of CBS-TV Alan Young Show, elected directors-at-large for Academy of Television Arts & Sciences.

Michael Gray to WHBI Newark, N. J., as announcer and director. Was with WKWK Durham and WKKK Wheeling, W. Va.

Connie Riordan, formerly with NBC, to KCBS San Francisco program department.

Dave Brown appointed director of Wayne King Show on NBC-TV from Chicago.


Marin Jean Rohan, continuity staff KSTL St. Louis, to WJSL St. Louis in same capacity.

Roddy McDowall starts five-week, quarter-hour Chris Conway, Rocket star on Progressive Broadcasing System.

Lloyd H. Pettit to announcing staff WTJAM-AM Milwaukee after graduation from Northwestern U.

Alan Courtney, director public relations ABC network, and Walter Hart, University of Washington, to executive committee, Southern California Broadcasters Assn., named to represent SCBA on "Brotherhood of Home and Abroad" institute being presented March 15 by National Conference of Christians and Jews at U. of Southern Calif. L. A. Mr. Courtney has also been chosen to represent SCBA Education Committee on panel discussion of effect of TV on children Jan. 25 at Mingay School, Burbank, Calif.

Lee Bowman succeeds the late Richard Hart as star on The Almanac of Elway Queen telecast on DuMont. Mr. Hart died Jan. 2 as result of coronary occlusion.

Alberta Hackett, assistant program director KTIV (TV) Hollywood, and Philippe de Lacy, station staff director, appointed to newly-created positions of executive directors. Miss Hackett will supervise daytime programs to 6:30 p.m.; Mr. de Lacy evening programs. Full duties involve exercising of budget control, assisting staff directors operationally and creatively, and acting as liaison between directors and clients, program office, sales, etc.

Archie Scott, contact producer NBC #6 Question, Hall of Ivy and Dragonet, following recovery after arm was suffered in fall.

Edward F. Roden, program manager KXLY (TV) Spokane, to KTTV (TV) Hollywood as staff director. Prior to when affiliation he was director WEKB (TV) Chicago.

Ray O'Connell, charge of audience promotion NBC-TV network, appointed to network's station relations department for television.

Art Bartick, floor manager KECA-TV Hollywood, and Donna Brown announce marriage.

Jerry Ross, publicity director ABC Western Division, and Mrs. Ross have adopted boy, William Louis.

Tom Jacobson, announcer, signed to do his own weekly program, Musical Clock, on western stations of Progressive Broadcasting System.


Easy Gwynn, disc jockey WIBC Indianapolis, awarded Coronet magazine's award for "outstanding radio achievement." Chris Tuma, KVOO Tulsa, to announcing staff KOFY (TV) same city.

Doug Wilson, announcer WLS Rosesoke, Va., father of John, Jan. 8.

News . . .

W. A. Ruhmann appointed farm editor WBAP-AM-FM Fort Worth, Tex. He has been city editor for Tarrant County. He replaces 1 L. A. W. E. who takes position with State Dept.

Mrs. Ruhmann, station manager of WIBC Worcestor, Mass., College of Holy Cross station, to WAAB same city as sportscasters.

Don Shields, newswoman WAVZ New Haven, Conn., to WLCR Torrington, Conn., as news editor.

Earle Smith, managing director KMBC Kansas City, Mo., resigns. He will accept position as director of public relations for Order of De Molay, Kansas City.

Bill Griffith, disc jockey WKRT-AM-FM Courtland, N. Y., appointed chief announcer and sports editor.

Dick Williams, WKTW Louisville, Ky., to WKRC Cincinnati on news staff.

HeLEN SHIENTON, public service and sales department WTOP-AM-TV Washington, to WMAL same city as assistant to BRYSON RASH, special events director.

Eugene Hansen appointed assistant to Farm Director Von Orme, ESL Salt Lake City.

Norman Syse to news staff WDGY Minneapolis-St. Paul after graduation from U. of Minnesota.

Alex Dreier, news NBC commentator, visiting parents in San Francisco, SCBA local will originate there during his stay.

Bill Niefeld, director of news KCBS San Francisco, elected vice president of Northern California chapter of Sigma Delta Chi, national honorary journalism society.

Edward Zusi, San Francisco Chronicle, to KCBS San Francisco as news writer and night overseas producer for CBS.

Victor Riesel, syndicated columnist, starts quarter-hour weekly commentary on KFVM (FM) Hollywood and Pacific Regional Network.

Bill Stern, NBC sports director, chosen "Outstanding Sportscaster of 1969" by Liberty magazine.
Trapped!

a unique and powerful program — based on stories of the supernatural — is for immediate sale on WOR-tv channel 9.

"Trapped!" holds the eyes of over 300,000 tele-viewers per month.

"Trapped!" brings you these viewers — who are buyers — at $6.33 per thousand — or one-fifth of a cent per commercial impression.

"Trapped!" is one of the greatest buys on tv in New York.

call, write or wire

WOR-tv

at 1440 Broadway, in New York
Why you should use feature films in daytime spot television

Larger audiences
Many daytime feature films deliver audiences larger than nighttime local programming. For example:

<table>
<thead>
<tr>
<th>Location</th>
<th>Program Name</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>WPTZ's Hollywood Playhouse</td>
<td>12:30-1:30 PM Monday-Friday</td>
<td>16.6*</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNBK’s Stagecoach Theater</td>
<td>4-5:15 PM Saturday</td>
<td>15.3*</td>
</tr>
<tr>
<td>Chicago</td>
<td>WNBQ’s Matinee Playhouse</td>
<td>1-2 PM Monday-Friday</td>
<td>8.9*</td>
</tr>
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*Latest American Research Bureau Rating

More commercial impact
Scheduling your commercials during a daytime feature film guarantees complete audience attention, unsurpassed impact on viewers.

Increased product identification
Many stations (notably WPTZ, Philadelphia, WNBQ, Chicago and WNBW, Washington) offer in addition to one-minute commercials, product and sponsor identifications in other portions of the feature films...all for the price of a one-minute announcement.

Lowest cost
Participations in daytime feature films are invariably lower (usually half the cost) of nighttime announcements.

Where to buy
The best place to start your television schedule in daytime feature film programs is on one or more of the stations represented by NBC Spot Sales. Call your NBC Spot Salesman today and start reaping the benefits of television’s most economical buy...Daytime Feature Films.

<table>
<thead>
<tr>
<th>Station Code</th>
<th>City</th>
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<tbody>
<tr>
<td>WNBT</td>
<td>New York</td>
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<td>WNBQ</td>
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<td>KNBH</td>
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<td>*WNBW</td>
<td>Washington</td>
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<td>*WRGB</td>
<td>Schenectady-Albany-Troy</td>
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</tbody>
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*Participations in Daytime Feature Films not currently available, but your NBC Spot Salesman has many other attractive daytime availabilities.
FORD TOPS NOV. ADVERTISERS

In Grocer Network Buys

r

FORD MOTOR CO. topped the list of TV network advertisers from the standpoint of time purchases during November 1950, according to the BROADCASTING • TELECASTING analysis of gross TV network time sales compiled by Publishers Information Bureau.

Ford's volume of TV network time that month, figured at the one-time rates on all ads, exceeded $271,576 at gross rates for its 11 p.m.-to midnight Broadway Open House series on NBC's network.

J. Reynolds Tobacco Co. ranked third with gross time purchases of $30,160 for the Vaughn Monroe Show on CBS-TV and of $36,596 for Man Against Crime on the same network, plus $123,200 for the five-week Camel News Caravan on NBC-TV, a total of $158,945.

The top 10 users of TV network time in November and their gross time purchases are listed in Table I.

Food Top Product

Analysis of TV network time sales by product groups shows Food & Food Products the most highly advertised class on network television and the only class whose gross TV network time purchases exceeded $1 million in November, totaling $1,135,948. Smoking materials—cigarettes, pipe tobaccos and lighters—ranked second with gross time purchases of $81,926; Automobile—cars, tires and equipment—third with $78,879; Toilettries & Toilet Goods fourth with $68,701; Household Equipment & Supplies, including a wide range of products from laundry soaps to...
enters the television

The time has come for a stabilizing force that will put the rapidly expanding television film program industry on a sound basis. A new company, ITD TELEVISION PROGRAMS, has now been formed to achieve this goal.

Stations, agencies and advertisers can now depend on UNITED for top quality films made by reputable producers expressly for television. Films carefully selected and pre-tested for high audience ratings. Offered on a firm and equitable price basis to all. With delivery of the full number of films guaranteed per contract.

The future of top-flight TV programming is in film!
To assure proper selling and distribution service to all levels of program buying, local as well as regional and national, UNITED has created this nation-wide organization employing the established, experienced facilities of THREE MAJOR COMPANIES*

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

CENTURY ARTISTS

Leading talent and package program agency, acts as liaison in Hollywood with ace television program producers, and represents United at the network sales level.

EDWARD PETRY & CO., INC.

America's outstanding radio and television representatives, has been appointed exclusive sales agent for United film programs in the field of national spot TV.

STANDARD R:ADIO TRANSCRIPTION SERVICES, INC.

One of the country's top organizations in the transcription library field, represents United at local station and local sponsor level.

The leadership of these three companies in their respective fields is widely recognized. They were pioneer factors in bringing stability into the radio time and program field. They were chosen to represent UNITED because their combined experience, resources and manpower offer TV program buyers a service now unequalled in television—all from one central, dependable source.

For further information on availabilities of "Fireside Theater" and other current offerings, get in touch with

UNITED TELEVISION PROGRAMS, INC.

360 N. Michigan Avenue, Chicago 1, Ill. • 458 Madison Avenue, New York 22, N. Y. • 8019 Sunset Boulevard, Los Angeles 46, Calif.
or call any Petry or Standard Office in Chicago, New York, Detroit, St. Louis, Dallas, Oklahoma City, Los Angeles, San Francisco
WHEN the San Francisco Academy of Television Arts and Sciences held its first annual awards banquet in early 1949 there was stiff and suspenseful competition for all the coveted awards save one. With almost unanimous approval the top award, the silver “Emmy,” for all-around outstanding station achievement went to KPIX.

The well-earned recognition was the payoff for 18 months of fruitful labor by Vice President and General Manager Philip G. Lasky and his small but enthusiastic crew of young staffers. It also was public acknowledgment by their colleagues and competitors that the boast of their standard station break (“This is KPIX, San Francisco’s pioneer television station”) was not an idle boast.

As San Francisco’s first television station, KPIX blazed the costly TV trail in Northern California, and fought the early costly battles against advertiser and audience misinformation concerning the new medium.

This early pioneering made the path much easier for the stations that followed, and it was recognition of this fact by the entire Northern California television industry that brought KPIX the salute for outstanding achievement. KPIX got its start in 1947 when the FCC issued a construction permit to Associated Broadcasters Inc., licensee of KSFO and KPIX, for Channel 5.

Station officials recognized the need for an educational campaign to correct much public misinformation about the supposed technical problem posed by San Francisco’s many hills. (It soon demonstrated that San Francisco could be better served by TV signals than skyscraper dotted Manhattan Island, and even the hilly country of Los Angeles County.) And they fore- saw the long range problem of developing the medium of television itself from a magic word to an integral part of community life.

KPIX Takes Gamble On New Medium

But KPIX was willing to gamble that the sooner a station faced these problems in actual operation the sooner the problems would be overcome.

Or, as Mr. Lasky once said: “The sooner we start losing money the sooner we’ll start making money.”

The man on whom the decision rested to above the blue chips forward in the gamble was Wesley I. Dumm, of Pasadena and San Francisco, president of Associated Broadcasters and long a leader in commercial broadcasting.

Mr. Dumm, a native of Columbus, Ohio, and a graduate of Wesleyan U., quickly established himself as a leading West Coast businessman shortly after entering business in California. He had experienced various pioneering phases of the broadcasting industry in earlier years, and he was willing to pioneer again.

For its transmitter site, KPIX chose the top of the Mark Hopkins Hotel on San Francisco’s Nob Hill. And it pushed construction as rapidly as delivery of material and equipment would allow.

During the year of construction the station carried on a concentrated promotion and familiarization campaign; the latter being carried two ways, both to the public and to the station personnel.

Under the able direction of Alfred E. Towne, director of engineering for Associated Broadcasters, an engineering staff was assembled and given heavy doses of specialized TV training; key staffers were sent to Los Angeles and other established TV centers for operational briefings and observation.

Mr. Lasky picked a young but experienced KSFO staffer as operations supervisor (now program director) of the new TV operation. He is Sanford (Sandy) Spillman, who joined KSFO in 1930 as news editor and announcer. Mr. Spillman and other members of the production staff also were sent to Los Angeles to study production techniques.

Develops All-Out Promotion Campaign

To familiarize the potential audience with television, the station conducted public demonstrations with technical equipment and motion pictures. It publicized television and the coming telecasts of the station through newspaper, luncheon speeches, newspaper and radio advertising.

Despite the intensive promotion campaign, when KPIX rushed its first test pattern on the air on Dec. 13, 1948, there were about 2,000 television sets in the homes of private individuals. This was the audience the station played to when, foregoing the normal test pattern period, it brought its first...
and Music in some cameras looks anything ing to production on ing throughout of NBC, station had an programming days -a basis.

this cities, San Francisco viewers includes: the area's number compared with population, and KPIX the estimated long program. Many Spillman. Now telecasting programs to television, and San Francisco television, and San Francisco ATAS as the outstanding television station and most popular per-

A outstanding telecasts, a lot of San Francisco viewers includes: first telecasts of the opera; first presentation of the classics (Shakespeare); first afternoon programming; first football; first regularly scheduled sports series, the ice hockey games (attendance figures at the San Francisco ice hockey games doubled as a direct result of the KPIX telecasts); first boxing (the station's telecasts of the All Navy Boxing Championship's also won an award from the San Francisco ATAS); first baseball games (with live commercials produced at the ball park); first live entertainment from a theatre stage; first man-on-the-street interview show.

Shortly after the Korean war began in June, KPIX scored again by sending Program Director Sandy Spillman to the war front to gather film and color of the fighting for release on the station. Mr. Spillman was among the first TV correspondents in the U.S. to be awarded an accredited by the Defense Dept.

KPIX has relayed religion and education to the screens through its weekly Family Vespers and California Council Table and similar programs, and through remotes at art exhibits and other cultural events.

Aids Police Dept.

On Missing Persons

From the very beginning of its programming the station has presented a five-minute feature, Wanted and Missing Persons, in cooperation with the San Francisco police department. The program is just what the name implies and has been credited by the police with directly or indirectly resulting in the capture or several criminals and the locating of a number of missing persons. The FBI has also credited the program with aiding its investigations on occasion.

One man who did not share the enthusiasm for television and had no direct connection with the operation but who nevertheless treasures mention in any story of the station is Jack Campbell, commercial manager of the sister AM station, KSFO. To Mr. Campbell, KPIX was a cross to bear, a poor relation who drained off the finances as fast as he and his sales staff could bring the money in from sales of AM airtime. But he drove himself to increase AM sales to help support the struggling poor TV relation as long as the pressure lasted.

But two years of operation have brought several pleasant changes and the burden has passed from Jack Campbell. Today the station plays to an audience totalling around more than 140,000 TV sets and the number is growing daily and rapidly.

Programming time today has expanded to more than 70 hours per week, 7 days a week, 7 days a week. More than 40% of the program time is live. The remainder is filled with leading shows offered by the CBS and DuMont networks, the Paramount television organization and by feature films.

A total of 83 employees are now counted as KPIX staffers.

In the two years the station has accumulated an impressive number of success stories. One of the earliest and most outstanding concerns a pitch for Dr. Ross Dog Food, one of KPIX's earliest and (Continued on page 70)
HARRY TRENNER, vice president and television director of the William Weintraub Agency, New York, told the January meeting of the Television Assn. of Philadelphia that television will eventually price itself right into government subsidies if runaway costs and mounting time charges are not controlled.

Mr. Trenner said his in- creased talent, production and time costs will eliminate competition in television by pricing all but a few of the nation's top advertisers out of the market.

Blaming the networks and "some independent stations" for basing price increases on increased set circulation which does not affect production costs in the industry, he said: "It makes no difference whether you broadcast to 260,000 or a million sets—you still push the same button."

Comparing the circulation increases of the national magazine to an increase in the number of TV sets, Mr. Trenner said publishers have a legitimate basis for increasing rates to cover increased paper and printing costs. TV stations, he claimed, get their circulation without cost and base their rate increases on this gift of the networks.

Sizable sponsorship of costly network shows was criticized by Mr. Trenner, who said it is "killing gratitude responsi."

Citing the Jack Benny-Jello show as an example of public appreciation, he said "many people who are not influenced by the show's commercials, buy the products out of gratitude for the sponsor who brings Jack Benny into their homes."

The same gratitude cannot be expressed in buying response for three or more sponsors per show.

At the close of his speech Mr. Trenner made a plea for "some one to do something about the cost of TV before it is priced beyond the reach of the public."

Mr. Trenner was introduced by Frank Roberts, radio and TV di- rector of WOAI-AM.

WOAI-TV SURVEY

Shows Rapid TV Rise in Tex.

RESULTS of a survey by WOAI-TV San Antonio at the end of the first year of operation shows enthusiasm for the service in the South Texas area.

The survey showed that 79.9% of responding set owners in San Antonio view television every night; 72.5% turn on sets four or more hours each night. Four or more viewers-per-set were reported by 72.8%. A percentage of 85.5 reportedly said they watched WOAI-TV most often. Sixty-one percent voted WOAI-TV the clearest station, the survey showed. Television at home had replaced going out to the movies for 82.5% of set- owning families. Less or no reading of newspapers was indicated by 53.8% of the respondents, and 79.1% said less or no time was spent reading magazines.

W.R. (Steve) BRODIE (l), sales manager of Manning-Bowen & Co., Meriden, Conn. (electrical appliances), maps out future advertising plans with Miles C. McKearn, ac- count executive for newly-appointed Foster & Daviey, Agency, Clevel- and. Plans include extensive TV use.

UNITED FILMS

May Add Feature Runs

UNITED Television Programs Inc., recently organized to handle nationwide distribution of television film programs [BROADCAST- ING/TELECASTING, Jan. 15], may set up similar distribution for feature motion pictures if there is sufficient demand by station owners, it was learned last week. De- visions will be made at a sales meeting in New York Feb. 1 of the firm's executives, Jerry King, president; Richard J. Dorsa, executive vice-president, Milton Blink, secretary-treasurer, and members of the firms comprising UTP—Edward Petry, head of Ed- ward Petry & Co., Tom Dawson, manager, TV division, and Ed Vojnov, Chicago manager, re- spectively of the latter firm. The new firm has signed with three additional TV film producers to handle sales of their pro- ducts. They include Jerry Fairbanks Productions, Hollywood, for whom UTP will represent the quarter-hour Paradise Island series five-minute TV Closeups and American Legion wrestling films; Eddie Lewis-Maron Parsonette on the half-hour TV film series Hollywood Affair; and Kirk Doug- las in the sale of 13 series in which he will star, entitled The Bible Speaks. Firm had previous- ly signed with Bing Crosby Enter- tainments to represent three TV film series.

Stock Exchange Plans

NEW YORK STOCK EXCHANGE is considering the use of radio and TV as an informational media in its recently announced $5,000,000 public education program. The cam- paign is being undertaken to in- crease the public's knowledge of buying and selling of stocks and the overall securities market.
Audience-response to WBZ-TV has been so terrific that we sometimes hesitate to report the facts. They look unbelievable!

But letters like this speak for themselves. According to Mr. John H. Wright, TV director for BBDO, mail count for the First National Bank program exceeded 16,000 pieces. "This is all the more astonishing," he writes, "since Norman Harris merely asked his fans to drop him a card on two telecasts, without any promise of a reward."

For full-scale coverage of the Boston TV area... now one of the top five in the nation... WBZ-TV is obviously your top choice. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales can help solve your problem.

BOSTON

WBZ-TV

CHANNEL 4   NBC-TV AFFILIATE
Represented by NBC SPOT SALES

"ASTONISHING!" writes BBDO (BUT 16,000 REPLIES TO TWO TELECASTS NO LONGER ASTONISH US)

BOSTON

WBZ-Tv

CHANNEL 4   NBC-TV AFFILIATE
Represented by NBC SPOT SALES

WES TINGHOUSE RADIO STATIONS Inc

KBKA  •  WOWO  •  KEX  •  KTV  •  WBZ  •  WBZ-A  •  WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
AS STATION and network operating hours were extended and the fall season hit its stride in November, the total number of television advertisers gained 7.2% over the previous month for a November total of 4,830. This was a gain of 120.1% over November 1949.

The spot field gained 4.1% in total advertisers bringing the November total to 330. There were 274 more local advertisers reported in November than in October which gave a total for the latter month of 3,723.

These figures are from the November Rorabaugh Report on Television Advertising. Network figures are for the entire month and are supplied by the networks’ headquarter stations. Local and spot figures cover 98 stations for the period Nov. 5-11.

On the four networks 20 new advertisers were added between October and November, bringing the total for the latter month to 185. During the month there were 206 active accounts. (An “account” is the sponsor of any given program. An advertiser sponsoring more than one program is counted once for each program.) CBS-TV was the leader in number of accounts with 73. In close second was NBC-TV which recorded 72 accounts for the month. ABC-TV was reported with 49 accounts and DuMont had 21.

The largest new account for the month in number of stations carrying the network business, was the Edgarpalmer.
The exciting adventure of producing the Sunpapers has now continued for over 114 years. Today's new building, pictured above, is for the present staff, the culmination of that adventure, more exciting than any other in which they have participated.

Publication of the Sunpapers in their new home began Christmas Day, 1950. The old Sun Building at Sun Square will continue to be the headquarters of WMAR-TV. The station is proud to be part of this century-old organization.
SMALL BUSINESS

Senate Group Eyes Color Video

WITH little fanfare, the Senate Select Committee on Small Business has been conducting an investigation into a number of topics, many of them of interest to broadcasters and to manufacturers of electronics equipment.

Last week, the committee released a summary report of its probe activities ranging from color television to procurement. The color TV section of the report contains these significant revelations:

• Although the review covers the color television proceedings before the FCC and subsequent orders by the Interstate Commerce Commission, the investigation [by the committee] is now in progress.
• While standards for color transmissions have been adopted, "this does not close the chances of a new and improved system being considered."
• Programs, in accordance with black-and-white standards, "are expected to be transmitted for at least several years in view of the present crisis."

The Senate group said it entered the color TV question when, "following the decision on color television, the Senate Small Business Committee was asked to study the effect of the decision on small business."

Little Publicity

The report further reveals that the committee was directed to conduct a "full study and investigation of the effects of the color TV decision on small business." It can be gathered from the report that additional information, particularly to the import of findings on small business, will be forthcoming.

Little, if any publicity, had been given the quiet investigation of color TV by the Senate group, which was set up in the 81st Congress nearly a year ago. Actual staff work by the committee got underway last June. Chairman of the committee is Sen. John Sparkman (D-Ala.). Sens. Ernest W. McFarland (D-Ariz.), chairman of the Senate Commerce radio subcommittee, and Charles W. Tobey (R-N.H.), all members of the Senate Commerce Committee, also are on the committee.

While the group is concerned only with color TV afTect on manufacturers and other small business firms, the House Interstate & Foreign Commerce Committee still has before it a bill sponsored by Rep. J. Dolliver (R-Iowa), for a full-dress inquiry on all phases of the question [Broadcasting * Telecasting, Jan. 15, 8].

An important phase of the committee study touched on the growing shortages of newspaper for small newspapers. The report concludes:

Sources contacted by the committee within the trade were of the opinion that the demand for newspaper is undoubtedly "tight," there had come to attention a few instances of isolated actual instances of actual hardship. Newsdealer associations of the new industry seemed inclined to attribute a share of government contracts; (2) assure "fair and equitable treatment to small businesses not contractors from prime contractors."

The Senate committee, meanwhile, launched into the question of adverse labor conditions and impact on small businesses by holding hearings, beginning last Thursday. It heard top officials of the government mobilization agencies. (See separate story.)

RTMA CONFERNS

On Industrial Relations

DETAILS on inclusion of television set prices by the U.S. Bureau of Labor Statistics in a revised Consumers' Price Index by the Labor Dep't., were explained by Ewan Clague, Commissioner of Labor Statistics, at the Radio Television Manufacturers Association, held at the Hotel Statler, New York.

"Industrial Relations Problems in the Moving-Equipment Business" provided the theme for the RTMA meeting, at which John W. Craig, Aveo Mfg. Corp., presided as chairman of the RTMA Industrial Relations Committee.


Wage-Salary Panel

Concluding session included a wage-salary panel with Harry Houston, Allen B. DuMont Labs., presiding. Other speakers were Burt Swift, Schick Inc.; Henry O. Lumb, RCA; Leslie E. Woods, Raytheon Mfg. Co.; Robert C. Sprague Jr., chairman, RTMA Wages & Salaries Committee.

A separate session on use of employer publications was held Thursday. Participants included Robert D. Breth, International Re- sistance Co., consultant; Dorothy Piercy and Elfe Miller, Avrin Mfg. Co.; Beulah Larkin, General Electric Co.; E. G. Bowman, RCA- Victor; Courtney Flanders, Sprague Electric Co.

WDTV (TV) Pittsburgh reports addition of 15 new accounts and seven renewals for week ending Dec. 19.
Pacific Coast Time...time for advertisers to sell more people at less-cost-per-sale via KTTV—newest addition to BLAIR-TV's roster of great outlets. The Los Angeles Times' KTTV consistently rings the bell with impressive coverage of America's second largest television market... immensely popular day-and-night programming beamed from atop Mount Wilson for mighty down-to-earth selling. P. C. T. is your cue to put KTTV's impact behind your client's product—now! Start by contacting BLAIR-TV today.

KTTV
Los Angeles

represented by

BLAIR
INC.

New York, Chicago, St. Louis, Dallas, Detroit, Los Angeles, San Francisco
CALTEL PICTURES, Los Angeles, opens offices in California Studios, 8255 Clinton St. President is Edward Lawrence; Russell Day, formerly Telenmount Productions, Los Angeles, is production head in charge of TV spots and film programs. . . Snader Telescriptions Corp., Los Angeles, has completed 10 telecasts featuring Ike Carpenter's orchestra.

Dynamic Films, New York, producing all TV film spots in color at no extra cost to clients, although black-and-white prints are available from color originals. . . TV Ads Inc., Los Angeles, has completed three TV film spots, one for J. W. Robinson (department store), Los Angeles; National Traveler's Ins. Co.; and four for Southern California Buick Dealers. . .

Eighteen feature motion picture films have been acquired by KECA-TV Hollywood from Eagle Lion for use on station's Monday evening Chevrolet Triple Feature Theatre. Films produced in 1947 include series of Philo Vance mysteries. Program sponsored by 141 Chevrolet Dealers of Southern California. Agency: Campbell-Ewald Adv., Los Angeles. . . Douglas Jenkins, secretary, named vice president in charge of TV production and administration, Bracken Productions Inc., Hollywood. Mr. Jenkins also was principal in Jenkins-Large Inc., Los Angeles public relations firm, which continues under that name.


TAP (Television Associated Productions) formed in Los Angeles for developing and packaging live and filmed TV shows for sponsors, working directly through advertising agencies. Principals are James Richard, producer-program director, MCA Hollywood, and formerly head of TV network programming and TV coordinator at ABC New York; Wally Sherwin, TV producer-director. Associated with new group is John O'Dea, radio producer-director; Martin Ross; Fred G. Williams and Bill Seckler, writers. Les Taufenbach, sales consultant, will head merchandising department and J. R. Hawkins, BBDO director, will have similar position.

Jerry Fairbanks Productions, Hollywood, filming weekly wrestling matches at American Legion stadium in cooperation with Hollywood Post, American Legion. Producers film entire two-hour bouts, editing them to hour-long program. Films will be distributed nationally, first program to be telecast Feb. 1. Barry Fitzgerald has signed with Fairbanks for new series of films for Older Statesman Program, Smith and Harlow Wilcox, radio announcers, signed by firm to do narration on series.

Charles Michelson Inc., New York, releasing new half-hour, open-end TV film series, Club Celebrity featuring Harry Von Zell and guest stars.

CHICAGO FIRE COVERAGE

CHICAGO radio and TV coverage of a fire which killed four firemen Jan. 12 was concerted, complete and spontaneous. The $14 million blaze, described by firemen as "a 6-11 plus three special alarms" (reserved for major disasters), broke out shortly after 2 p.m. in a riveting mill on the city's east side. By the end of the afternoon, an estimated 10 million persons saw on-the-spot happenings via TV and heard about them on the air. All Chicago video stations—WNBQ (NBC), WENR-TV (ABC), WGN-TV (DuMont) and WBBK (CBS)—covered the disaster, as did their network affiliates—WMAC, WGNR, WGN and WBBM—along with several independent stations. In addition, WBBK, owned by the theatre chain Balaban & Katz, piped 20 minutes of telecast of the show on the state of the art Tivol Theatre for projection on the theatre screen. This was understood to be the first spontaneous telecast of a news event on theatre TV in the city.

Shortly after the fire broke out, the first alarm sounded, cameras from WENR-TV, WNBQ and WBBK were focused out of sky scraper windows onto the burning building. WGN-TV, farthest from the scene, started with a camera in a window on the 24th floor of the Daily News Bldg., adding another later from the 44th floor of the Civic Opera Bldg. WNBQ, located at NBC headquarters in the Merchandise Mart, was nearest, only a half block away. Its cameras on the roof at the 19th floor level had what was termed "good coverage." WGN-TV, located several blocks east along the lake, had an obstructed view from windows, so it sent out remote units with a marnmoth searchlight for night coverage.

Among the many plaudits received by stations for their coverage was the following letter sent to General Manager Frank P. Schreiber of WGN from Chief Fire Marshal A. J. Mulhany:

The officers and members of the Chicago Fire Dept., and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered by both your WGN and WGN-TV facilities for the effective and efficient coverage of the fire at 350 N. LaSalle St. on Jan. 12. We are especially appreciative for the use of the high searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.

I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.
"He still Needs You!"

JOIN THE 1951 MARCH OF DIMES

JANUARY 15th – 31st

AND USE AS MANY OF THE FOLLOWING PROGRAMS AS YOU CAN

RADIO SHOWS

15 minute Electrical Transcriptions

starring

CURT MASSEY and MARTHA TILTON
STAN KENTON AND HIS ORCHESTRA
NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA
HANK WILLIAMS AND HIS DRIFTING COWBOYS
PAUL WESTON AND HIS ORCHESTRA
DOROTHY MAGUIRE – BASIL O’CONNOR

plus

LIVE AND TRANSCRIBED ANNOUNCEMENTS

TELEVISION PROGRAMS

16 mm. Sound Films – Various Lengths

starring

CAB CALLOWAY AND HIS ORCHESTRA
FRANK FONTAINE – MONOLOGIST
RAY ANTHONY AND HIS ORCHESTRA
PINKY LEE – CAROL RICHARDS – LINDA –
EDDIE DEAN – SMILIN’ ED McCONNELL

plus

15-, 25-, 60-SECOND
ANNOUNCEMENTS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 BROADWAY—NEW YORK 5—NEW YORK
FRANKLIN D. ROOSEVELT, Founder

HOWARD J. LONDON, Director—Radio, Television and Motion Pictures

Telecasting • BROADCASTING
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 account? You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-station, networks, national representative, services—plus 50 directories covering the widespread 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 • Telcasting
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.

☐ 57 enclosed ☐ pay by bill

NAME

STREET

COMPANY

CITY ZONE STATE

Freeze Status

(Continued from page 85)

 tors and the public are enthusiastic over the telecasts," the Commission chairman said, "but there is no more newspaper reading during the portions of the sessions that are telecast."

Chairman Coy cited a Dunan Johnson survey in early 1949 which indicated 28.9% of the people who have homes equipped with TV read newspapers less than before they had TV; 68.8% read books less, 45.8% read magazines less, and that families with TV receive an increase of 70% in visits by children and adults.

Although statistics show an overall increase in newspaper circulation for 1950, Chairman Coy indicated the "decrease in readership...poses a real problem for newspaper publishers and editors which I am sure is receiving your attention in geometric proportion to the increase in the number of television sets and their owners.

He also observed TV viewing in some areas "had brought the readership of evening papers down to the level of readership of morning papers." 

As background to his discussion of the color television situation, Chairman Coy noted that "in spite of the increase in cost of color advertising over black-and-white advertising in magazines, approximately one-half of all advertising in the magazines is in color."

Similarly, in spite of increased costs, color advertising volume in newspapers has increased several-fold, he noted, while in the movie field it is expected that in spite of added cost about one-half of all films made in 1951 will be in color and within the next five years all pictures will be in color.

Color Costs

"Color in television will be available for the presentation of programming and advertising materials at substantially the same cost as black-and-white television is available for the presentation of those materials," the FCC chairman stated. "This young upstart now competing with you so vigorously for the advertiser's dollar to support their medium thus will have an advantage over you with the advent of color television. You sell your color advertising at a premium and be able to advertise without any additional cost over black-and-white."

Explaining FCC rejected the RCA and CTI color systems because it was not convinced "of the potential capacity of either system to develop satisfactory color," Chairman Coy chose that of CBS because, it produced excellent color, is relatively simple as compared to other proposed systems, and the Commission believed that sets could be produced at prices which would make it possible to have mass distribution of them reaching to most of the homes of this country.

Referring to the "compatibility" issue, Chairman Coy said it should be noted "that any system now known to be practicable to be rebuilt or converted in order to get color pictures from color transmissions. This is a point which has been obscured in the fuss which has followed present sets in order that they will continue to receive black-and-white pictures from all transmissions, whether those transmissions are in color or in black-and-white."

"The Commission was not interested in just finding another way for people to get a black-and-white television picture," Chairman Coy said.

Regarding demands since the color ruling for public test of all the systems, Chairman Coy stated: "It is interesting to note that all of the witnesses before the Commission on this color television question opposed the idea of multiple standards on the grounds that it would create a chaotic situation and force the public to expend large sums of money without knowing which of the systems would be the one in ultimate use. There was one exception to this general line of testimony. The chairman of the board of (RCA) testified his preference was for a single standard, unless the Commission adopted the CBS system."

Answer Seidel

Citing an RCA representative's talk [Robert A. Seidel, vice president, RCA Victor Div., BROADCASTING, Jan. 15] before the National Retail Dry Goods Assn. on the great development of TV in the U.S., Chairman Coy pointed out this "progress was made upon a single set of standards promulgated by the Commission after a hearing, the same procedure followed by the Commission in the adoption of color television standards!" Chairman Coy likened dual standards to multiple telephone exchanges in the same community, requiring businessmen to subscribe to all of them in order to have access to all subscribers.

Cites Development

As to the RCA representative's alleged indication FCC forced color TV for better or worse, akin to offering a product before it's fully developed," Chairman Coy said:

"We have not rushed. Color television has been known for more than a decade. Hearings on this matter began almost a year and a half ago and the product which can be developed under the color standards adopted by the Commission is presently as fully developed as was the black-and-white television product which followed the adoption of the television standards in 1941."

What the speaker really means to say is that the product of his own company was not fully developed or adequately developed to the point that it was not likely that anyone other than themselves could possibly be a satisfactory product in this field.

This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field sequential system have announced the development of a 17-inch tube, thus meeting the criticism that their picture size was limited to 15 inches.

The speaker conveniently ignores this development. I have no doubt but that what there will be larger tube sizes developed to be used with the mechanical reproduction of the color system. And I have no doubt that a tri-color tube will be developed for the reproduction of color with this system.

This same speaker makes reference to the fact that RCA produced this tri-color tube for use with the RCA system. In fact, he gets a little wagish on the subject. He says it is now popularly known as the "Joe DiMaggio."

I think that putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is inactive, so far as its potential public is
FUNERAL SERVICES were conducted Thursday afternoon in Oak Park, III., for Walter Wade, 59, executive vice president of Wade Advertising Agency, Chicago. He died Tuesday morning after suffering a cerebral hemorrhage.

Mr. Wade had worked in his father's agency for 36 years, since 1915. Born in Elkhart, Ind., July 3, 1891, Walter Wade lived there during his childhood and attended the U. of Wisconsin. Leaving college to join the Wade agency, he started with retail buying of radio equipment, duties, eventually graduating into space and timebuying. Mr. Wade became one of the best-known media men in advertising.

Although the agency handles numerous accounts, it has been most closely identified with the business of Miles Labs, located in Elkhart, Ind. Mr. Wade ventured into radio for the first time with the Miles account, and initial purchases were designed to reach rural audiences. Among the first “experiments” in broadcasting was the series of Home Sweet Home, aired on WLS Chicago starting in January 1932. By October, the agency was using 60 CBS stations to carry a morning newscast called The Hoosier National Barn Dance on WLS Chicago.

‘Barn Dance’ Network

The Barn Dance network grew from three outlets in February 1934 to a Saturday night feature on the NBC network, and built a series of performers into household names, including Joe Kelly, the Hoosier Hot Shots, Uncle Zearl, Arkie the Arkansas Woodchopper, Lulu Belle and Scotty, Eddie Feabody and Red Foley.

In September 1939, the agency employed Pianist Ace Templeton to star in a midnight of performances on NBC. A variety show, it featured Mr. Templeton with Pat O’Malley in comedy routines. In June of the following year, the agency introduced an innovation in programming by placing the Quiz Kids as a summer substitute for Mr. Templeton. The show is now aired on both NBC AM and TV networks.

For some time Miles sponsored Lum and Abner, and in March 1941 the company bought News of the World, also on NBC. Walter Wade’s faith in radio and television reached its height in realization last year when the agency’s principal account, Miles, was listed among the first 10 companies in radio-TV advertising expenditures throughout the country.

Mr. Wade was invited on numerous occasions to supervise activities of the 1950 Assn. campaigns, along with other humanitarian enterprises. He held membership in the Chicago Athletic Assn., the Club. and Peabody. He was a member of the Lake Geneva Country Club and the Oak Park Country Club.

Surviving are his wife, Pearle; a son, Albert G. Wade II, vice president in charge of radio and television at the agency, and a daughter, Mrs. Harry Owen Jr.

### BASEBALL RIGHTS

Heurich Signs Senators

CHRISTIAN HEURICH Brewing Co., Washington (Old Georgetown beer), has signed an exclusive two-year contract with the Washington Senators baseball club covering broadcast and telecast rights. Under the terms of the agreement announced last Thursday by the brewery, all 154 games of the 1953 season will be broadcast through the Washington station WWDC (TV) Washington telecasting 21 home contests.

Total sale price was not disclosed, although unofficial estimates place the contract at one million dollars, including facilities, at $250,000. [CLOSED CIRCUIT, Jan. 15.]

The new contract also covers billboard rights whereby only Old Georgetown beer signs will come within the scope of video cameras—an arrangement similar to the 1960 contract with Liggett & Myers. It also was revealed that although the present contract provides for exclusive rights, Heurich is considering co-sponsorship of the games by non-competitive accounts.

Regional Network

A regional Senators radio network is again being arranged for 1961 with day games only being fed to communities in Virginia, Maryland, West Virginia and Pennsylvania. When the Senators play at night, another American League contest will be picked up for the regional network.

Alternate announcers for radio and TV will be Arch McDonald and Warren Wolf, with Ray Morgan handling substitute games.

Participating in last week’s final negotiations were Charles Echles, vice president and general manager of ABC; Edward B. Wade, general sales manager of the firm; R. C. O’Donnell, account executive, Henry J. Kaufman & Assoc.; Calvin Griffith and Edward B. Eynon, vice president and secretary, respectively, of the Senators.

PAST SALES Co. sponsored half-hour film condensation of Pro-Bowl football game, played in Los Angeles, on CBS TV, 4:00-4:30 p.m., Jan. 21.
Telestatus
(Continued from page 62)
its schedule. R. J. Reynolds Tobacco Co. moved into third place by in-
creasing its campaign for Cavalcade cigarettes from 57 stations in October
to 72 in November. There were 18 accounts which reportedly placed spots
busier on 30 to more sta-
tions during November.

Food & Food Product advertisers con-
tinued to be the product classi-
fication with the greatest number of accounts (see table). In all there were
1,031 such ac-
tives during the month. This classification also led in the network, spot, and local fields. Sec-
ond largest number of total ac-
counts was concentrated in the House-
hold Equipment & Supplies classification which had 649 differ-
ent advertisers. This also was the second largest classification in the
network and local fields.

In the spot field Beer & Wine ad-
vertisers were the second most ac-
tive with 132 accounts.

Barle Leads
December Telepulse

TOP once-a-week show during the first week in December was Texaco
Star Theatre, according to the Multi-Market Telepulse released
that week by The Pulse Inc. Lead-
ing multi-weekly was shown as Howdy Doody. The list of
top 10 network programs is as follows:

ONE-A-WEEK SHOWS

Program Avg.

Dec. Nov.
Texaco Star Theatre 47.1 44.5
Show of Shows 32.8 28.4
Talent Scouts 29.8 30.8
Theatre 90 29.0 28.4
Fireplace Theatre 29.0 28.4
Comedy Hour-Center 28.9 28.7
Phillie TV Playhouse 28.5 28.7
Studio One 27.5 28.4
The Goldbergs 26.7 24.7
Hopalong Cassidy 24.7

MULTI-WEEKLY SHOWS

Program Avg.

Dec. Nov.
Howdy Doody 16.8 15.0
Carnal House & Wife 17.2 17.4
Black, Blue & White 11.7 11.9
Pete & Jake 11.0 11.3
Captain Video 10.7 11.3
Mr. District Attorney 10.1 10.2
Mystery Theater 10.4 10.6
Studin' (Two Tues.) 10.2 10.4
The Little Show 10.1 9.7
Roller Derby 9.9
Kata Smith Show 9.9

KGO-TV Issues
New Rate Card

KGO-TV San Francisco issued Rate Card No. 3 Jan. 1 increasing-base
rates an average of 20%. New rates: Class A time, $480 per hour; Class B, $460 to
$420 per hour. Spots jumped to $80 in Class A; $55 Class B, and $40 Class C.
Advertisers of record on December 61 were extended six months' rate protection.

LEGISLATIVE TELECASTS

WKY-TV WSB-TV KSL- TV Start Series

THREE MORE state legislatures have added their names to the increas-
ing number of legislative bodies permitting telecasts of their sessions.
In addition, a resolution has been introduced in the U. S. House of
Representatives to permit telecast-
ing of that chamber [BROADCASTING
- TV Telecasting, Jan. 16].

After some opposition, WKY-TV Oklahoma City began on Jan. 16
twice weekly telecasts of Okla-
oma's legislative sessions direct
from the state capitol.

When WKY-TV sought per-
mission for regular telecasts, some of the law making questioned its
ad-
viability. A preliminary telecast had shown one legislator asleep, an-
other reading a newspaper.

In Atlanta, WSB-TV Jan. 15 car-
ried Gov. Herman Talmadge deliv-
ering the annual budget message to the combined house and senate. This was the first
of a projected series of simulcasts by WSB-AM TV from the Georgia capital. Fu-
ture sessions will be handled as their importance to the public dic-
tates.

Opening Session Shown
Stormy opening session of the Utah legislature was televised by KSL-TV Salt Lake City on Jan. 9. New-
comers to the television camera was trained on Gov. J. Bracken Lee as he made his second biennial ad-
dress.

An attempt is now being made to obtain television sets for use in Salt Lake City schools and in the
U. of Utah, so that political science students may study government proceedings in action.

Although other state legislatures are expected to take advantage of this medium of reaching their con-
stituents, lack of facilities will pre-
clude such coverage at least in the near future. Such telecasts do not stop until FCC lifts its freeze.

The danger of slander suits will be one factor considered by stations and networks. Washington legal ob-
servers say the point has not been ruled on as yet but "undoub-
etedly" the same rules that govern
newspapers "fair and accurate" ac-
counts will apply.

Telecasts of legislative functions probably would be included in the educational category subject of
heated FCC hearings. FCC would not comment on these telecasts be-
cause they are not a part of programming brought specifically before the Commission.

UTAH Gov. J. Bracken Lee keeps a
"TV-eye" on the state legislature
through a set in his office. Gov.
Lee described the medium as "ex-
tremely useful."

Telefile: KPIX
(Continued from page 59)

most consistent sponsors

When sets in the area numbered
but 9,000, the station put on six
one-minute announcements offering a
dog comb for 10 cents and one
Dr. Ross label. More than 1,000
replicas found in from 86 cities in
19 counties--this despite the fact
that no more than a fourth of the
9,000 TV homes could be expected
of the local dog. The sponsor later
reported that a similar offer on 45
network AM stations brought ap-
proximately the same return.

More recently, a single announce-
ment on a Friday evening music-
show, Music Album, brought in
more than 2,000 requests for a free
harmonica. This program too is
sponsored by one of the station's
early and consistent advertisers, S.
Sherman, Clay & Co. The locally
produced program, though on the
air in competition with network
programs on the other stations, is
credited by the sponsor with pro-
ducing "outstanding" sales results.

Advertisers, Audience
Continue Growth

As a result of these proven suc-
cesses, the list of advertisers, like the audience, has grown with in-
creasing rapidity.

Heading the business end is
Colin M. Selph, a veteran adver-
sising man, who last year was
denied KPIX vice president in
charge of sales.

Under the direction of Commer-
cial Manager Lou Simon the station has a long roster of program spon-
sors, spot, local and national adver-
sisers. Approximately 85% of the
total programming time is com-
mercial. And the red ink is giving
way to black.

KPIX rates read:
Class A time: 1 hour, $450; 45 min-
tures, $380; 30 minutes, $270; 15
minutes, $216; 10 minutes, $150; 5
minutes, $115; 2.5 minutes, 440;
minutes, $300; 3 minutes, $270;
minutes, $204; 15 minutes, $136; 5
minutes, $107; $1 minute, $56.
Class C time:

Investment in KPIX is es-
imated in excess of a half million dol-
lar a year.

KPIX promotion activities tod-
ay, not a bit lessened from the
days of the station's initial tele-
cast, are directed by Kay Mulvihill.
Our personal favorite is Forrester
Mashbir, chief producer-director,
George Mathiesen, studio technical
director, and Al Kees, assistant to M.

The station's outstanding local
to-day includes a delightful bit
for the children, Ones Upon a Time, featuring Miss Hun-
ter and her dogs, and The Wally
Winter, long an outstanding
radio news analyst and foreign
correspondent, and his news show;
and the network radio star in Watch
and Win; "The Del Courtney Show;
Hal Shuts, organist and band
leader, on Music Album; Sid
Crockett, Bay Area disc jockey, ex-
pounding problems of interior deco-
ration, on "Design for Living;" Edna
Fisher, popular radio and night-
club pianist, introducing store in
"The Making;" Faye Stewart, long a
well-known home economist on ra-
dio, in KPIX Kitchen; Wally King,
Bay Area disc jockey, show
of juvenile talent on "Kids
Kapers."

It all seems a long way from
that initial show on Dec. 26, 1945.

New KPIX Studio

1951 promises completion of a
new studio for KPIX. The new
plant, specifically designed for television, will be located on Van
Aken Ave. at San Francisco's famed
"Auto Row."

The modern three-story building
will house, in addition to executive
offices, three minute studios, three
smaller utility studios and an especially designed and built-in television
director, and the pioneer enthusi-
asm still is one of the biggest at-
tractions and biggest assets.

RCA Color Tests

FURTHER extension of special au-
thority was granted by FCC last
week to WNEW (TV), Washington and WNBT (TV) New York for testing the RCA color TV
system. Since last October the
Two cities have brought chances in
operation in off-hours only.

Prior to that RCA colorcasts of programs were made during regu-
lar hours of operation.

TV Academy Awards

GOV. EARL WARREN of Cali-
ifornia will be the principal break-
ner at the forthcoming annual Awards
Dinner of the Academy of Televisi-
Art & Sciences of Los An-
geles, being held there Jan. 25 at the
Ambassador Hotel.

1 hour, $225; 45 minutes, $180; 30
minutes, $135; 15 minutes, $90; 5
minutes, $57.50; 1 minute, $57.50.

Advertising

BROADCASTING
January 22, 1951

Page 7a

**Radio**

On the station, the weather forecast reported.

**Commercials**

In the studio, Program Director Robert Miller announced the afternoon program schedule.

**News**

The recent developments in the world have been covered by the KPIX news team.

**Sports**

The latest scores from local and national games were reported.

**Features**

A feature on the history of radio was presented.

**Commercials**

Promotions for the upcoming events were advertised.

**Interviews**

The program director conducted interviews with various guests.

**Sports**

The results of the latest sports events were discussed.

**Feature**

An in-depth look at the history of radio broadcasting was provided.

**Commercials**

Advertisements for local businesses were aired.

**Announcements**

Upcoming events were announced.

**Commercials**

Promotions for the station's specials were advertised.

**Announcements**

The station's upcoming promotions were announced.

**Sports**

The latest scores from local and national games were reported.

**Feature**

A feature on the history of radio was presented.

**Commercials**

Advertisements for local businesses were aired.

**Announcements**

Upcoming events were announced.

**Sports**

The results of the latest sports events were discussed.

**Feature**

An in-depth look at the history of radio was provided.
ANCIENT parts of Reddix, the famous cricket team, won the game by a margin of 10 runs. According to O. B. H. Reinhart, the captain, they will now play against the ABC. The game was held at the new Sports Hall in Reddix, which was opened earlier this week.

Reddix has won every game this season and is currently at the top of the league. The team's star player, John Smith, scored 70 runs in the match, which was held in front of a packed crowd.

The ABC has also been doing well this season, with a recent win against the National Radio Network. The team has been playing well, and their star player, Mary Jones, scored 90 runs in the game.

The next match for both teams is on Saturday, and they will be playing against the Royal Television Network. It promises to be an exciting game, and fans are eagerly waiting for the result.
Barbo's Story
(Continued from page 25)

building—done in less than three years.

The Barbos have used the same programs with the same women broadcasters for almost 10 years now. Not only do the listeners come in themselves, but they send their friends in, too. Salesmen at the furniture company keep index cards on which they mark the sources responsible for a customer. Radio far outnumbers any other grouping.

"You can walk through the store at any time," says Charlie Barbo, vice president and secretary, "and you'll find that 8 out of 10 customers are here through radio. Yes, radio started our business upswing and we've certainly found it to be our most important advertising means. We would never be where we are today if not for it."

Commercials Stress Institutional Theme

High-pressure methods have never been used. The furniture company has always used institutional copy to promote its store as a whole. Prices are rarely quoted. Instead, the name, high-quality merchandise, the ability to buy anything from a small item to everything for furnishing a home, courteous service, parking facilities, and savings in cost because of the substantial location have been stressed through the years.

When Barbo's first began to use radio, its budget for the medium was about $10,000 a year. Today it's $25,000 per year, or an increase of 150%. This accounts for almost half of the total advertising budget which now includes promotions such as the parties and TV and newspaper media. "We added newspapers about a year ago as a tie-in media, giving an overall coverage in our advertising," Leo Barbo explains.

The store took the jump into television in August of 1960 and uses two evening spots a week, utilizing slides and live copy. "We're very satisfied with results from television," says the manager. "There are never any ifs about customers who come in from that source. They say very definitely that they saw about us on TV."

So promising has their video advertising been that the Barbos want to expand further with the new and exciting medium. They feel sure they'll increase their time purchases and "we may even get into prime-time programming."

Handling the Barbo account during its decade of growth have been Karl M. Frost, president of the Frost agency; Harvey P. Newcomb, radio and TV director of the agency, and also in recent years, Norman R. Huey, agency assistant manager. A little over a year ago, Barbo's hired Douglas Kingston as advertising manager, to handle newspaper advertising and to keep the store in more personal touch with the Frost agency in working out radio and TV commercials.

The Barbo family circle has divided its responsibilities in the business as follows: Leo is general manager and treasurer; R. John is president; Charles, vice president and secretary; Joseph, factory production manager; Albert, assistant factory production manager; and Salvie is head of the factory receiving and shipping department.

As for the sisters, Mary, although married, still works in the store, and Jennie, according to her brothers, "is the best stitcher of fine fabrics there ever was."

From a low start in old and run-down quarters in the little town of Stoneham, Barbo's has been transformed into a booming business in new, modern quarters. Its name is known wherever fine furniture is mentioned.

It's no wonder agency people in Boston refer to it as "the institutional women of radio made."

But perhaps the Barbos' most promising has been to establish their lunch to work in paper bags in order to save precious minutes for work in their multi-million-dollar store that radio helped to build.

MOTOROLA BAGS D. C. Song Writing Contest

JAMES H. SIMON, president, Simon Distributing Corp., and Motorola agree that Washington, D. C., should have a song of its own. To that end Motorola is sponsoring a song writing contest with prizes amounting to $2,500.

Mr. Simon, whose corporation acts as distributor for Motorola in the Washington area, announced a letter to The Washington Post, published Jan. 17, that he felt left out at conventions when various state delegates would sing their official state song. He thought Washington should have a song. The Post and WTOP-AM-FM-TV Washington supported the idea enthusiastically. So with the aid of Motorola and Henry J. Kaufman & Assoc., advertising agency, Mr. Simon launched the contest which closes mid-March. 22.

The director plans to plug the contest through radio, television and newspaper ads.

Color Relay Rates

AT&T's new color television tariff has been incorporated by FCC into its general investigation of the telephone company's intercity TV relay charges. [Broadcasting Telecasting, Jan. 1]: The color tariff, to become effective Jan. 25, provides only for an extra station-connection charge above the regular monochrome rates. No date for the hearing has been set.

NCAA HIT
By Fort Worth Editorial

PUBLIC interest in both television and colleges "has been thrust aside as far as football is concerned" by the National Collegiate Athletic Assng. at its Dallas meeting [Broadcasting Telecasting, Jan. 15], according to an editorial in the Jan. 17 Fort Worth Star-Telegram (WBFAP-TV). The editorial concluded:

"It (NCAA) has thus drawn a scraggly line across the progress of television service which has presumably imagines will settle the matter of whether the public has a right to see football games on the television screen and whether football schools can continue to experiment as they see fit with television as a new, medium of promoting the public interest in sports. We do not believe the issue will be disposed of so easily."

The association's action follows the same short-sighted, narrow thinking, dictated by a greed for gate receipts in the big-busines of college football which has marked the television bans imposed by various regional athletic conferences and the West Conference. The thinking, or lack of thinking, of the various conference athletic directors has simply been transferred to the formation of a national policy.

The principal issue is the public's right to television service, and particularly the right of school patrons and taxpayers to participate in an activity which they have presumably invested into college football, we insist, is not the vested interest of a troop of athletic directors.

WOI-TV MOVE
Shifts Equipment to Studios

WOI-TV Ames, Iowa, is moving its camera, projection equipment and network control board from its transmitter building in Kelly, Iowa, to its studio building on the Iowa State College campus in Ames.

A link transmitter has been installed at the Services Annex on campus from which WOI-AM-FM-TV broadcast. Another link unit has been installed at the transmitter to receive programs sent from the studios. Soon to be ready is a second set of links for remote telecasts from WOI-TV's mobile unit.

FOOTBALL VIDEO
PCC Asked to Lift Ban

PACIFIC Coast Conference ban on telecasting football and other college sports events should be removed, the California State Assembly decided last week by a 39-6 vote. Assemblyman Gordon Hahn (R-Los Angeles), author of the resolution, said conference schools did not consider "the vast number of people who are watching television."

Since Californians have spent millions of dollars to attend games, he said, the ban is a "problem of the people." His measure goes to the State Senate. Earlier Mr. Hahn had proposed a resolution calling out all Pac 8 and other conferences to prevent teams from playing in contests banned from view by FCC. He noted that state universities are supported by tax funds.

TESSIE'S TROUBLE
B&B's Mood Writes TV Satire


THIS SATIRE on television was written at NBC and TV week, said the author. The irre sistably funny novel is augmented by Mr. Emmart's drawings which catch the mood.

The story involves Tessie, a col lier, who as a top TV star won the love of agents throughout the nation but also was a source of much disturbance for other characters in the book.

Rectangular Tube

DEVELOPMENT of a new metal rectangular television picture tube has been announced by the RCA Sales Dept. TA Slip-in, the new kinescope uses the metal-shell construction first introduced by RCA in the 16-inch round metal tube. Complete technical data is contained in a bulletin available from the Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.

Improving Your Selling!
This Year's only Southerncast
RADIO SALES TRAINING CLINIC
will be held February 14-15-16 in Fort Lauderdale, Florida

Give your salesmen this training—

Better tools to work with—

A bonus for both salesmen and station.

Write or wire for information and reservations.

THE Fred A. Palmer Co.
WORTHINGTON, OHIO

January 22, 1951 • Page 73
One of the nation's leading insurance companies, with a sizable advertising budget, uses 30 radio stations throughout the country. WINS is one of them, and is the only independent used in metropolitan New York.

Why? Because low rate per thousand, plus response, makes WINS the perfect radio buy in this market.

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

Page 74 • January 22, 1951
New Business
(Continued from page 14)


Adpeople . . .
ELLIS M. TREFETHEN promoted assistant to advertising manager General Electric's electronic department, Syracuse. Previously was public relations in Washington, D. C.

KEITH PORTER, sales manager Harriet Hubbard Ayes, appointed president of firm, a division of Lever Bros. He succeeds RALPH P. LEWIS, resigned.

NEWTON C. CUNNINGHAM, merchandising manager Owl Drug Co. in Pacific Northwest, appointed advertising and sales promotion manager of firm with headquarters in L. A. FRANK McGREAL returns to Owl after five year absence to succeed Mr. Cunningham in Pacific Northwest position.

DOUGLAS MUELLER, director of public relations Seiberling Rubber Co., Akron, appointed assistant to president.

Feature
(Continued from page 8)
a jam. Now, coming into listeners' homes twice a day is a privilege I value highly."

And Mr. Sigl has developed a reputation for helping folks out when they need it most. One of his outstanding works has been the Times-Union Legion of Blood Donors, which has contributed close to 30,000 donations of blood in its 11 years of existence. Another good deed was done when Mr. Sigl appealed for wheelchairs for aged people who could not afford them, and received more than 300 chairs from listeners.

Perhaps the most interesting of "Uncle Alf's" accomplishments was his aid to the Tonawanda Indian Reservation, located near Rochester. The Indians now call him "Hunyawandan," which means "he who speaks with magic voices," because he not only got them a 10,000-book library some years ago, but got another one for them later when the first one burned.

With characteristic grace and modesty, Mr. Sigl disclaims all credit for his good works. "Actually, I don't do anything," he insists. "I just make an appeal on the air. Those wonderful folks do the rest."

LISTENER AWARD
WFBR Has Personality Contest
A SUCCESSFUL new promotion has just been concluded over WFBR Baltimore. The promotion, called "The Don McNeil Listener Award," was offered to the most popular station personality. Winner was Henry Hickman, 46-year-old radio veteran of Maryland and Delaware who is scheduled to receive the award on ABC's Don McNeil Breakfast Club this Thursday. Mr. Hickman conducts WFBR's Club 1500.

The station arranged the promotion, giving two weeks of air publicity and extensive newspaper advertising. Don McNeil, ABC star; John E. Surrick, WFBR general manager, and Bert Hanauer, station program director, transcribed spot announcements which plugged the award. None of the personalitites was permitted to campaign.

Ballot boxes for listeners' votes were placed in grocery stores by the sales forces of General Mills, Swift & Co. and Joseph Zamoiski, Philco distributor. In addition to names of WFBR personalities, names of products specified by sponsors of the Breakfast Club also were contained on the ballots. Three other ABC stations already are setting up the same kind of election, it was reported.
January 11 Applications ...

ACCEPTED FOR FILING

AM—1310 kc
KNOX Grand Forks, N. D.—CP AM station 15 change from 1460 kc 220 w untl. to 1310 kc 5 kw unl. DA-N.

License Renewal


License for renewal license FM Sta.-tion: WENR-FM Chicago; WEHS Chicago; WCAM-TV Chicago, Ky.; WPAG-FM Ann Arbor, WKBZ-FM Madison, MICH.; KCMO-FM, Kansas City; WGWJ-FM AshTab, N. C.; WFFP-FM High Point, N. C.; WAIH- FM Winston-Salem, N. C.; VWKO Columbus, Ohio; WELD-FM Dayton, Ohio; WIFC-FM Canton, Ohio; License for CP NKY-FM Little Rock, Ark.—License for CP FM station to change frequency to 1277 kc from 1277 kc 5 kw to 1311 kc 5 kw.

Modification of CP

WFB-FM Chi., ILL.—Mod. CP FM station to change frequency to 1277 kc from 1255 kc.

Tendered for Filing

CP to Replace CP

WCEN Mt. Pleasant, Mich.—CP to replace expired CP to increase power, install DAN etc.

January 12 Decisions ...

ACTION ON MOTIONS

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition to correct error upon application of Tri-State Bostic, Co. (WCMF), Mid- dleboro, Ky., for sole purpose of re- ceiving evidence with respect to avail- ability of channel for use in Middleboro, Kentucky; and said fur- ther hearing will be held before the Board of Commissioners in Washington, D. C., Jan. 23, 1951.

By Examiner Jack P. Blume

Charles H. Chamberlain, Belielfontaine, Ohio—Granted petition insofar as it requests leave to amend applica- tion to include additional data relating to applicant's financial qualificaions to construct proposed station; so much of petition as requests reconsideration and grant without fee is referred to Commissioner, for further consideration.

By Examiner F. S. Panza, Calif.—Granted continued hearing from Jan. 18 to 20 CP F. J. Bedfield application for mod. license and in re order to Show Cause.

January 12 Applications ...

ACCEPTED FOR FILING

AM—1300 kc
David M. Segal, Malvern, Ariz.—CP new AM station on 1380 kc 1 kw D. to 1380 kc 5 kw.

License Renewal


License for CP

WLET-FM Chicago, Ill.—License for CP FM station to make changes in existing CP for operation.

Tendered for Filing

AM—920 kc
WORK Milwaukee, Wis.—CP AM station to change from 920 kc 1 kw unl. to 920 kc 5 kw unl.

Applications Returned

License Renewal


January 16 Decisions ...

BY THE SECRETARY

KAGH Curtis, O.—RETURNED Jan. 12 application for license for CP new AM station.

License Renewal

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave., N. W.
Washington, D. C.
ADems 3414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
WASHINGON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

McNARY & WRATHALL
RADIO ENGINEERS
906 Nall Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

Mcintosh & Inglis
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3247
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

JOHN CROCKETT
319 BOND BLDG. REPUBLIC 3151
WASHINGTON, D. C.
Member AFCCE*

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1832 E STREET, N. W.
Executive 1320 Washington 6, D. C.

A. D. RING & CO.
1430 21st St., N. W.
WASHINGTON, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
922 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

KR & KENNEDY
1702 K ST., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Nall Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
922 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Wood St.
4742 W. Roosevelt
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

Silliman & Barclay
1011 New Hampshire Ave. Re. 6446
Washington, D. C.
2915 Red River
Austin, Texas

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Pavé Lane, New Rochelle, N. Y.
New Rochelle 6-1630

POPPELE ELECTED
Is Director of VWOA

J. R. POPPELE, vice president in charge of engineering, WOR-AM- TV New York, has been elected a director of the Veteran Wireless Operators Assn. for 1951.

Other directors of the VWOA are: George E. Sterling, FCC Commissioner; George H. Clarke, formerly of RCA, retired; J. C. Costigan, Radio Marine Corp of America; C. D. Guthrie, U. S. Maritime Commission (ret.); William J. McGonigle, New York Telephone Co., president of VWOA; Capt. Fred Muller, USN (ret.), and William C. Simon, Tropical Radio, United Fruit, VWOA secretary.

January 22, 1951 • Page 77
Help Wanted

Wanted: Experienced radio man with some money for safe investment. Fre- quently off call. Refer to class A ticket. Interesting proposition. Box 385H, BROADCASTING.

Wanted: Two state stations—new 250 watt station—engineers, announcers, program directors, salesmen. Give all particulars including photos, etc. to Box 810, Henderson, N. C.

Managerial

General manager having now active or with references available. Also general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.

Wanted: Top notch manager with first class ticket and some announcing ability. Box 418H, BROADCASTING.

Wanted: Salesman with technical training, experience. Candidates with recorders also experienced with transmission and radio, and very much interested in broadcast stations, recording studios, colleges, armed services. Box 4762, BROADCASTING.

Wanted: Experienced salesmen for the Lone Star state's most powerful fulltime independent. Right in the heart of sunny Texas where the west begins and dollar volume is big. Excellent future for the right party. Must be alert, ethical, a go-getter. Write W. B. Chambers, General Manager, KECU, Fort Worth, Texas.

Wanted for local accounts. Announcing or writing experience desirable to join Mutual station. Write or call KKFX, Helena, Arkansas.

Young progressive Massachusetts 1000 watt independent station needs "helping" salesman to help excellent commercial manager with tough job in virgin territory. Good opportunity for ambitious man who likes Massachusetts and wins—and wins. Salary is not bad and cost of living is low. If you have what it takes and are interested, write at once. Box 151, Long Hill, Foxboro, Wrentham, Tremont Street, Room 435, Boston 9, Mass., and be sure to include your latest photograph.

Technical

Audio technician, thoroughly experienced in all phases of studio engineering and professional grade recording studios. Prefer man not subject to state salary. Box 430H, BROADCASTING.

Television

Television station in southeast has opened for experimental or qualified program material. Write Box 416H, BROADCASTING • TELECASTING.

Classified Advertisements

Payable in advance. Checks and money orders only.

No charge for blind number. Send box number in all replies. BROADCASTING, 870 National Press Bldg., Washington, D. C.

All transcriptions, photos, etc., to be sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their comedy or return.

Help Wanted (Cont'd)

Chief engineer for progressive dual network station, in town with 3 sta- tions. Several openings including ex- perience, education to Box 441H, BROADCASTING.

Engineer wanted: 5000 watt station. Have control room work. Experience a must. Must have work record. Box 442H, BROADCASTING.

Two hundred fifty watt station expanding into five thousand watts needs first class operator. AM-FM operation. Letter of experience, education and list of references. Box 443H, BROADCASTING.

Engineer—announcer. Good college background. General Manager, WOOD, Des Moines, Iowa.

Engineering interviews. Send complete list of experience, training, references, and snapshot. Box 512H, BROADCASTING.

Handyman. BROADCASTING, 870 National Press Bldg., Washington, D. C.

Situations Wanted

Managerial

Sales manager with outstanding record, no rocking chair executive, needs minimum of one week's notice, will work on commission. Capable available to take over within one month. Box 358H, BROADCASTING.

Manager, former owner successful operation. Will accept February 15. Experienced in sales, programming, spot selling. Salary and commission. Box 373H, BROADCASTING.

Manager, commercial manager, over 10 years experience, seeks position in management. Will accept March 1. Box 465H, BROADCASTING.

Manager who knows radio from A to Z. Over 30 years experience in all capacities. Thorough knowledge radio stations. Will guarantee within one week. Proven record of two stations and sales. Experience not to be questioned. Will fill any post, even if scarce, will fill any post, even if scarce, will fill any post, even if scarce. Box 527H, BROADCASTING.

Mr. Station Owner, Need help? Secure the combined services of two men with three years success in radio. Excellent records in sales, station management. Presently employed but available on March 1. Good terms. Box 528H, BROADCASTING.

Ten years experience in all phases start: 500 per week. Box 387H, BROADCASTING.

Thoroughly capable general manager. 25 years experience in all phases. Presently employed. Has made substitute for top echelon of Metropolitan market in one of most highly competitive cities in midwest. Exceptionally well rounded executive with complete control of play. Excellent record for record management and sales work. Family man. Want opportunity to establish permanent home. Prefer station in West or South. Box 557H, BROADCASTING.

Situations Wanted

Salesmen

Let's face it! I am in my early thirties and don't have the initiative and ability to go to the top. I have six years experience in radio, 4 years college education. Married. I am interested in a job as a man's or commercial manager's job. Box 408H, BROADCASTING.

National radio representative sales, or call on and service accounts for other salesmen. Presently employed. Box 525H, BROADCASTING.

Baseball man. Available now or spring. Experienced all sports-staff. Box 457H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college grad; contact. Box 468H, BROADCASTING.

Sports writer, baseball history. AA baseball writer (college prep) national agency, sponsor looking for professional man. Have played all major leagues, three children, college, permission cannot be granted. $100. Box 472H, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, newscaster, 15 years all phases, seeks permanent position. Excellent references. Provided age, married, one child. Replies welcome in care Box 471H, BROADCASTING.

Sportscaster-engineer, To play-play-play basketball, football, baseball, 4 years experience in professional and amateur. Good newscast, remote, staff announcing. Sports reporter, first letter. Draft exempt. Box 464H, BROADCASTING.

Announcer, some experience small southern net. Require living wage, willing to relocate, single vet. Box 500H, BROADCASTING.

If you're in need of an experienced announcer—pause please, here! Thankful! Prefer male, age, married, 1 child, professional. Box 507H, BROADCASTING.


Announcer—3 years experience, 27, married, drafter, local network shows—newscast, man-on-street. Prefer midwest. Box 504H, BROADCASTING.

Announcer with five years experience proven top call pull and ab lib selling ability. HOMESOWNED, married, and directly interested position television station or radio station. Franchise plans. Box 529H, BROADCASTING.

Country personality: Sometimes called, the farmer's son, and used to be able to sell anything. MCI vet., currently employed. Play guitar and sing as part of record show. Has been on 3 hours daily for past 3 years. 1 hour daily in department store before live audience for last 6 years. Good looking, good talks. Willing to relocate. Box 508H, BROADCASTING.

Experience engineer—announcer, married, veteran; presently employed 500 watt station, midwest, Prefer eastern market. Have car. Box 509H, BROADCASTING.

Sports—Play-play-play man, 3 years experience. Draft exempt. Prefer midwest. Box 531H, BROADCASTING.

Intelligent experienced announcer available. Affects commercials, news, classics, plastic. Tape available. Box 534H, BROADCASTING.

Competent staffer, heavy on news and commercials, interested in moving to good market. Married veteran. College background. 18 years experience. Presently employed. Excellent references. Box 530H, BROADCASTING.

Announcer—writer combination metropolitain experience. Effective at mike and type, very versatile. Box 535H, BROADCASTING.

Staff announcer, desires night shift in college town. Married, 6 years experience, Married veteran. First rate references. Box 537H, BROADCASTING.

Announcer, 2 years experience. Chosen, for past year. Family man, veteran. For taped audition write Box 580H, BROADCASTING.

Announcer—2 years radio and non—sole position. Draft exempt; college graduate. Willing to relocate, will reply with disc, information to all requests. Box 528H, BROADCASTING.

Announcer, excellent on news and disc shows. Will ground in all phases of broadcasting. Has excellent personality, draft exempt. Box 541H, BROADCASTING.


Announcer, lazy, good for nothing announcer, two years' experience, single. 28, Box 549H, BROADCASTING.

Experienced announcer knows production. Programming. Can sell. Good offer will procure draft exempt, family man who can produce results through hard work, imagination and persistence. Available immediately. Box 534H, BROADCASTING.

Experienced announcer—writer, presently employed 150 watt station, seeks re-location. For further information, please contact through Box 500H, BROADCASTING.

Family man above draft age. Good command of English, good newscasting, production, special events. References on request. Available immediately. Box 550H, BROADCASTING.


Experienced announcer—copywriter, experienced, married with family. Draft exempt. Have car. Box 551H, BROADCASTING.

Available immediately. Man with B.S. Degree. Excellent producing, writing, radio or television announcing or production of any kind. No experience necessary. Box 553H, BROADCASTING.

Baseball-play-play-play man experienced in live and recreated broadcasts available. Extremely versatile. Excellent references. Box 554H, BROADCASTING.

Announcer, copywriter, experienced, married with family. Draft exempt. Have car. Box 555H, BROADCASTING.

Sports—play-play-play man, 7 years experience, presently employed, available. Box 556H, BROADCASTING.

Experienced, versatile, congenial announcer. Outstanding selling ability. College background. Presently employed by network radio in market of 500,000 or larger. Box 558H, BROADCASTING.

Sportscaster, Play-play-play baseball, football, basketball, 15 years experience. Presently employed at 5000 watt station in metropolitan area. Box 590H, BROADCASTING.


Experienced announcer has worked in network and local areas. Interested in permanent position with progressive station. Music, drama. Box 597H, BROADCASTING.

Experienced announcer desires permanent position in midwest but will consider elsewhere. Taped audition, references on request. Box 599H, BROADCASTING.

Staff announcer, dominating voice, 32, draft exempt, willing to work for advancement. Rejoins broadcasting. Veteran family man. Midwest preferred. Disc available. Box 591H, BROADCASTING.

Announcer, 15 years experience. Excellent debate, traffic, programming, will travel, permanent position. Box 596H, BROADCASTING.

Announcer, experienced all phases, some experience in radio stations. Copywriter, reserves. Prefer midwest. Box 583H, BROADCASTING.

Announcer, experienced, specialty, news, music from pops to classical. Draft exempt. Box 574H, BROADCASTING.

Situations Wanted (Cont'd)

New doing a weekly "On the Spot" tape broadcast from several veterans hospitals. DJ and news experiences in all phases. Willing to work on a reasonable offer. kite, free lance opportunities, employed, desire change. Will send letter, box and disc. Box 586H, BROADCASTING.

Chief engineer with top engineering talent and executive ability backed by years of experience in some of the largest broadcasting engineering seeking employment in any part of the country. Box 584H, BROADCASTING.

Engineer—Announcer, reliable man with plenty of experience in both AM and FM broadcast radio. Draft exempt veteran. Box 585H, BROADCASTING.

P.O. Box 667H, BROADCASTING.

Schools

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Staff announcer, desires night shift in college town. Married, 6 years experience, Married veteran. First rate references. Box 537H, BROADCASTING.
**Situations Wanted (Cont'd)**

First class ticket, recent technical school grad desires experience as assistant engineer. Box 498, South Mesa, Carlsbad, New Mexico.

Technician, first license, five years broadcast experience, wants straight transmission job. No objection to studio maintenance. Single, good physique. Please outline requirements. Box 578H, BROADCASTING.

Production-programming, others

News writer, 5 years experience. Presently employed Midwest station. Also conditions of college. Box 478H, BROADCASTING.

Draft exempt. Talented rich; two young writers experienced in television, radio, theater, and newspaper. Seeking opportunity. Box 509H, BROADCASTING.

Niece people, good food, warm climate, that's what I like about the south. Energetic copywriter wishes to leave 1000 watt independent and seeks permanent position in warm climate. Box 57111, BROADCASTING.

Radio school graduate. Some experience. Single, work anywhere. Box 578H, BROADCASTING.

Experienced program director. Inglewood, Calif., desires position plus profitable programming. Box 578H, BROADCASTING.

Program director with ticket, presently employed, seeks permanent position in western station. Box 608H, BROADCASTING.

Female plowhorse with imagination, initiative, and humor, seeks some kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically good, but not mentally handicapped. What have you? Box 582H, BROADCASTING.

Newman: Best Hoopers, saleable ideas, and television experience in radio news gathering, writing, editing. Box 582H, BROADCASTING.

Gal Frank, broadcasting and secretarial work, continuity writing Air and office experience. New York to California. Box 590H, BROADCASTING.

News editor. Thoroughly experienced at getting and writing fast paced news shows. Toward black plants on local news and features. Veteran, 30. Write Box 595H, BROADCASTING.

Program director, music librarian, announces. Years experience, references, draft exempt. Available immediately. Box 601H, BROADCASTING.

Wanted: Program director with ticket, presently employed, seeks permanent position in western station. Box 608H, BROADCASTING.

Topflight Topflight! This New York's most aggressive independents. If you are a real producer there is a position open with one of New York's most aggressive independents. The man we are looking for may be working outside of New York and would like to apply his sales ability to the No. 1 market in the country. Or, he may be working in New York and interested in expanding his income.

Write to Radio Station WOV 780 Fifth Ave., New York

**Situation Wanted (Cont'd)**

Technical

Draft deferred. Graduate television engineering desires station. Understands and handled RCA cameras and link. Box 508H, BROADCASTING.

Production-programming, others

Ready to put into production original show ideas that can get sponsors for you. Two years experience in television production plus competent direction ability. Offers an excellent potential as a high caliber producer-director. Has the progressive station, married, top references. Box 567H, BROADCASTING.

Experience TV program director with 12 years radio background, too. Interested in TV writing, directing and producing in larger market. Box 569H, BROADCASTING.

Experienced young woman, 14 years solid TV background, through all phases of programming, continuity and contact. Mistress of Ceremonies on children's and adult shows, host commercials. AH experience and needs Marrie. 6A vet, college grad. Box 560H, BROADCASTING.

For Sale Stations

For sale, 1900 watt, full-time, AM station. Network affiliate. Located industrial New England city. Established over 22 years. Prices only apply. Box 564H, BROADCASTING.

All part southern 250 watt Mutual station on 10,000. Box 606H, BROADCASTING.

For sale: Complete equipment for 250 watt including antenna, monitors, console, transmitter. KAVX, Havre, Montana.

Baytown antenna coupler, 250-1000 volt. AM transmitter. Write for details. Station WKCT, Bowling Green, KY.

Have several used Wincharger towers will sell erected. Tower Company, St. Louis, Mo. $1,200.00.


Western for sale Stations

Desire to purchase all or part of local or regional station. Preferably Georgia, Alabama, Florida. Box 580H, BROADCASTING.

Equipment, etc.

Wanted—Equipment for 500 watt in- termediate station. Includes transmitter, antenna system, and building. First price and condition. Charles Champion, P. O. Box 436, Bellefontaine, Ohio.

MISCELLANEOUS

WANTED: Combo Men NBC station desires to employ announcer with good voice and with first class ticket. Modern plant and attractive salary. Write, wire or telephone WCRS Greenwood, S. C.

**For Sale Stations**


**For Sale Stations**


**FOR SALE: FM TRANSMITTER**

RCA 3 kw, BTTF: FM-TV transients, BAC and 81A; OR BM1A frequency and modulation monitor; equipment needs: complete set of tubes plus spare for final amplifier. Equipment used only 12 months. Make offer for all or any part. J. E. Risal, KSD, St. Louis, Missouri.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION

We offer immediate delivery on a General Electric FM 30 KW transmitter and 8 bay feeder antenna complete in every respect ready for installation. Substantial savings. Write C. O. Lutz, KTA5-FM, P. O. Box 1161, San Antonio 6, Texas.

Wanted to Buy

Equipment, etc.

Wanted to buy 6 kw FM transmitter later make in good condition, preferably Raytheon, RCA or Westinghouse, preferably the larger one. Andrew anten- nae. Five element solid state antenna. Would prefer equipment within driving distance of North Carolina Box 586H, BROADCASTING.

**ATTENTION STATION MANAGERS**

Selling spots is a cliche when your radio offer includes topnotch commercial single tailor-made for your sponsor. Our little package consists of production continuity, the talents of announcer and former NBC vocalist together with music or sound effects. Total cost- $30. Write today for free sample disc and details. National Recording Studios, 410 Broadway, Nashville, Tennessee.

**For Sale (Cont'd)**

**Equipment, etc.**

**For Sale Stations**

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RCA 3 kw, BTTF: FM-TV transients, BAC and 81A; OR BM1A frequency and modulation monitor; equipment needs: complete set of tubes plus spare for final amplifier. Equipment used only 12 months. Make offer for all or any part. J. E. Risal, KSD, St. Louis, Missouri.

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**For Sale Stations**


**EQUIPMENT, etc.**

**For Sale Stations**


**MISCELLANEOUS**

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WANTED: Equipment, etc.

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**SALES MANAGER**

New York independent has opened for a hard-hitting local salesman with a major league batting average and a major league salary bracket.

If you are a real producer there is a position open with one of New York's most aggressive independents.

The man we are looking for may be working outside of New York and would like to apply his sales ability to the No. 1 market in the country. Or, he may be working in New York and interested in expanding his income.

Write to Radio Station WOV 780 Fifth Ave., New York
George Field, sales staff World Broadcasting System, appointed northeastern sales representative for RCA's Thessaurus & Syndicated Programs.

Elaine Stare, publicity agent WPT Paterson, N.J., announces opening of package production organization at 9 E. 49 St., N.Y. Telephone: Plaza 8-1724.

Paul Rosenau to sales and contract staff Jam Handy Organization, Detroit. James E. MacLane to motion picture production department.

Walter Guelden, on production staff John Guelden Radio Productions People Are Funny Program, and Vivian Scott, widow of Clyde Scott, late general manager ERE Hollywood, were married Jan. 12.

Equipment...

Audio Master Corp., N.Y., announces new transistORIZED picture machine for either AC or DC operation.

Roy E. Drew, manager of cost analysis and control department Sylvania Electric Products Inc., Seneca Falls, N.Y., appointed controller for TV picture tube division.

Stephen J. Welsh, tube sales General Electric, N.Y., appointed district representative for company's tube division.

Frank Marshall, sales manager Aerovox Corp., New Bedford, Mass., appointed director of manufacturers' sales for Aerovox Corp. and Electrical Reactance Corp. A. E. Quick will succeed him as sales manager.

Donald H. Harris, executive assistant to director of engineering Radio Co., Cedar Rapids, Iowa, to Airborne Instruments Lab, Mineola, N.Y., as technical assistant to president.

Dr. E. D. Williams, acting head of light production division General Electric, Schenectady, appointed head of division. Dr. Leroy W. Apker appointed head of semi-conductor division.

John P. Howland, assistant to president Zenith Radio Corp., to head office of publicity research for Stewart-Warner Corp., Chicago.

Leon C. Guest, controller TV picture tube division Sylvania Electric Products Inc., Buffalo, appointed controller radio and TV division.

FREDERICK W. ZIV Co. announced new transistorized series Bold Venture, starring Humphrey Bogart and Lauren Bacall, was sold in 95 markets within week of its first announcement.

Technical...

James Hook, studio chief engineer KFWB Hollywood, to KULA Honolulu, Hawaii.

Edward B. Bench Jr., engineering staff KSTL St. Louis, appointed chief engineer.

Gordon White, graduate North-west Broadcasting Company, Portland, to KEND Bend, Ore., as comb-man. Ken Burford, also graduate, to KWWI Albany, Ore., as comb-man.

Herb DOVER, TV engineer NBC Chicago, and Nancy Dieter were married Jan. 9.

Walter Stuart, KJR Seattle, to KCBS San Francisco engineering staff.

Fred Rodey, WNBQ (TV) Chicago transmitter staff, father of girl, Diane Marie, Jan. 2. John McArthur, NBC Chicago radio studio engineer, father of boy, Craig Alan.

Leo E. Phillips Jr., Columbia Recording and previously with CBS-AM-TV New York, to ERE-TEA Hollywood as TV engineer.

Russell B. Sturgis returns to NBC Chicago from network headquarters in New York, to work as AM engineer.

Malcolm Waring, lighting supervisor KTTV TV Los Angeles, to engineering department DuMont TV Network.

Amateur Bands

Designated for Civil Defense

Civil Defense Administration last week informed FCC that licensed radio amateurs may be requested by local authorities to provide civil defense communications or to supplement other existing communications systems for purposes of civil defense.

FCC, CDA and the Armed Forces have been studying the matter of permanent availability of certain frequency bands within the regularly allocated amateur bands for eventual use by amateurs in providing civil defense communications if any suspension of normal amateur activity is necessary because of war or other national emergency, the Commission explained.

Review Later

FCC reported that "after consideration of all factors known to be involved, it seems at this time that frequency requirements of other radio services in time of war or other national emergency, certain frequency bands already allocated to amateurs have been selected for their retention and use" as described above. Extent to which such bands meet actual requirements for amateur participation in civil defense communications "may be reviewed after a sufficient number of local communities have established appropriate civil defense plans, conducted communications drills or otherwise accumulated data which will permit such a review," the Commission explained.

Frequencies designated include:

1900-1950 kc 50.35-50.75 mc
1950-2000 kc 55.35-50.75 mc
2000-2050 kc 60.35-60.75 mc
2050-2100 kc 65.35-60.75 mc
2100-2150 kc 70.35-60.75 mc
2150-2200 kc 75.35-65.75 mc
2200-2250 kc 80.35-70.75 mc
2250-2300 kc 85.35-75.75 mc
2300-2350 kc 90.35-80.75 mc
2350-2400 kc 95.35-85.75 mc
2400-2450 kc 100.35-90.75 mc
2450-2500 kc 105.35-95.75 mc
2500-2550 kc 110.35-100.75 mc
2550-2600 kc 115.35-105.75 mc
2600-2650 kc 120.35-110.75 mc
2650-2700 kc 125.35-115.75 mc
2700-2750 kc 130.35-120.75 mc
2750-2800 kc 135.35-125.75 mc
2800-2850 kc 140.35-130.75 mc
2850-2900 kc 145.35-135.75 mc
2900-2950 kc 150.35-140.75 mc
2950-3000 kc 155.35-145.75 mc
3000-3050 kc 160.35-150.75 mc
3050-3100 kc 165.35-155.75 mc
3100-3150 kc 170.35-160.75 mc
3150-3200 kc 175.35-165.75 mc
3200-3250 kc 180.35-170.75 mc
3250-3300 kc 185.35-175.75 mc
3300-3350 kc 190.35-180.75 mc
3350-3400 kc 195.35-185.75 mc
3400-3450 kc 200.35-190.75 mc
3450-3500 kc 205.35-195.75 mc
3500-3550 kc 210.35-200.75 mc
3550-3600 kc 215.35-205.75 mc
3600-3650 kc 220.35-210.75 mc
3650-3700 kc 225.35-215.75 mc
3700-3750 kc 230.35-220.75 mc
3750-3800 kc 235.35-225.75 mc
3800-3850 kc 240.35-230.75 mc
3850-3900 kc 245.35-235.75 mc
3900-3950 kc 250.35-240.75 mc
3950-4000 kc 255.35-245.75 mc
4000-4050 kc 260.35-250.75 mc
4050-4100 kc 265.35-255.75 mc
4100-4150 kc 270.35-260.75 mc
4150-4200 kc 275.35-265.75 mc
4200-4250 kc 280.35-270.75 mc
4250-4300 kc 285.35-275.75 mc
4300-4350 kc 290.35-280.75 mc
4350-4400 kc 295.35-285.75 mc
4400-4450 kc 300.35-290.75 mc
4450-4500 kc 305.35-295.75 mc
4500-4550 kc 310.35-300.75 mc

FCC noted 1750-1800 kc will continue to be available for the Disaster Communications Service, a permanent service for use in disaster occurring at any time.

Alaska Sales Up

ABS Reports $120,000 Rise

An increase of $120,000 in national advertising over the Alaska Broadcasting System for the fiscal year 1950 as compared with 1949, was announced last week. Proportionate increases both in national and local advertising during 1951 are anticipated, because of continuing rise in Alaskan sales, the announcement said.

Advertisers responsible for the 1950 increase, it was announced, are Coca-Cola, Best Foods, Anheuser-Busch, General Foods, Liggett & Myers, Brewing Corp. of America, Scandinavian Airlines, Dodge Motor Corp., Carnation, Ex-Lax Corp., Schenley International, Standard Oil, Lincoln Mercury, Munire, American Cigarette & Cigar, Block Drug Co., and Libby, McNeill, Libby.

Protect Yourself, Your Staff, Your Clients

From the Daily Hazard of

Libel, Slander, Infringement of Copyright, Invasion of Privacy

Avoiding from Editorializing, Speeches, Newspapers, Ad Lib, Financial Comment, Mystery Announcement, Mat-on-the-street Interviews.

Use Caution—Lady Luck is a Deserter!
It Costs So Little to be Sure with Insurance.

For Details, Write to the Pioneer in This Line.

Employers Reinsurance Corporation
Insurance Exchange Bldg. — Kansas City, Mo.
**Respects**

(Continued from page 48)

night watchmen.

Representing Rothschild’s at a National Retail Dry Goods Ass’n convention in 1927, he met David Arora, publicity director at Bloom- ingdale’s, who hired him as advertising manager for the firm’s base- ment store. His broadcasting experience over the years there consisted of trying to make himself heard by store buyers over the noise and clatter of customers in the basement store.

Someone gave Mr. Abrahams a tip one day that the Ludwig Baumann home-furnishings chain was looking for an advertising manager for its radio and appliance depart- ments. He checked up and was told by Howard Kuh, advertising manager at Ludwig Baumann, that the tip was wrong but that he could have a job with him as as- signant. Mr. Abrahams accepted the job, and later in 1928 became advertising manager when Mr. Kuh was promoted to a vice presidency in the organization.

Radio advertising was coming in to its own during Mr. Abrahams 12 years with the Baumann firm, which was expanding into a depart- ment store chain. At one time, he was supervising two weekly radio shows for the organization. Such stars as Sophie Tucker, Eddie Can- tor, Belle Baker, Ruth Etting, and many other Broadway and Holly- wood entertainers were featured on the programs.

After a year with the OPA dur- ing the war, where he served as chief of the Retail Furniture and Homefurnishings Division, Mr. Abrahams went to work for the New York Times advertising depart- ment in 1943, selling space and coming into contact with a large group of stores whose promotion problems he undertook to solve.

Direct-store selling for re- advertising was gained again when he became advertising manager for J. I. Fox, New York, in 1946. His radio spot commercials for that firm were placed in most of the big city’s stations.

Then in March 1946 he was of- fered the management of the Sales Promotion Division of NRDGA, the post fell head over today. Advising the 7,500 member-stores on every phase of retail promotion, examin- ing their activities and reporting successful experiences to members, creating and conducting promotion clinics, planning promotion con-ferences, and writing pamphlets, bulletins and books for those mem- bers, are all part of Mr. Abrahams’ work.

A serious study of radio adver- tising was undertaken by him dur- ing his first week on the job, as a result of a conference by Frank Pellegrin, then NAB director of broadcast advertising, and the NAB Joske’s study which conclusively proved radio’s effectiveness in selling for retail stores.

**Uncover Successes**

Encouraged by the Joske’s study’s results, Mr. Abrahams un- dertook an impressive survey on the use of radio by retailers and discovered countless instances simi- lar to the Joske’s story. He ar- rived at a simple retail radio for- mula, which is basically as follows:

1. Use radio advertising as an intrinsically different from other media advertising. All are geared to sell goods.
2. Every retailer is different from other, but most stores fall into a few basic types.
3. These store types are iden- tified by the personality of the store, its merchandise and its char- acter of customers.
4. Locate a typical radio case history of a store which matches the character of yours and it can be adapted to your store to sell goods as well as prestige.

With this formula in mind, Mr. Abrahams conceived a retail radio contest to dig out successful retail radio case histories. The annual NRDGA awards have since become known as the Joske’s used-competitions in the industry.

Bringing radio knowledge to re- tailers is a vital part of Mr. Abra- hams’ job, and he has interrupted two summer vacations to teach intensive radio retailing courses at Denver U. He regularly teaches Retail Sales Promotion and Retail Advertising at New York U. and City College of New York.

Last fall, he staged the first re- tail Radio-TV Workshop where a parade of top radio, TV, agency and retail talent took part in drills. A group of leading re- tailers in the use of the two media. Walt Dennis, radio-TV ex- pert at Allied Stores, gave his full assistance to Mr. Abrahams, and it is reported that increased use of radio-TV by those attending the workshop has been one important result of the effort.

In regard to the ever-present war between print and the air- waves for the advertiser’s dollar, Mr. Abrahams who is also manager of NRDGA’s Visual Merchandising Group says: “Printed media con- tinue to be used by retailers as their No. 1 medium because retail- ers have always used it, know how to use it, and know where, when, and how to use it. The reason why more stores are not using radio and TV is that they don’t know where, when, and how to create radio programs and ad- vertising.” He insists that the broadcasting industry “has never done the proper educational job for retailers to show them how to use radio for getting business in their stores.”

Mr. Abrahams believes that someone should write a book to show the industry how to sell adver- tising to retail stores effectively, and he has often threatened to write the book himself if he could find someone to collaborate with him. The fundamental retail radio formula which he would have all stations apply is summed up in the five following points:

1. Hire a retail promotion ex- pert.
2. Let the retail expert study the stores in the station’s specific radio- TV market and their cus- tomers.
3. Locate typical retail case his- tories that match these stores and their markets.
4. Let the retail expert, not a

**New Job, a la ‘Cart’**

MONDAY, Jan. 8, was a busy day for Tony Moe, new KNX Hollywood and CBS Pacific Network director of sales promotion. Mr. Moe, the WCCO Minneapolis sales promotion manager, was at a Minneapolis hospital under- going an examination for acute appendicitis. An urgent phone call from Merle Jones, CBS Pacific Network general manager, got him to the phone. Would he take the job? Mr. Moe asked the doctors while the doctors finished their examination. He got it. They did, and ordered an immediate operation. Again Mr. Moe asked for 10 minutes to place a call back to Mr. Jones. The call went through before Mr. Moe was able to leave the hos- pital cart en route to the operating room. He accepted the job, then presto—out came the appendix. Mr. Moe is hospital nicely, thank you. He’ll report in Holly- wood, Feb. 16.

**Time Buyers, NOTE!**

**NOT**

**TV Stations within**

**60 miles of**

**YOUNGSTOWN, O.**

**Ohio’s 3rd Largest Trade Area**

**Buy**

**WFMJ**

**The Only ABC Station Serving This Market**

**5000**

All programs duplicated on WFMJ - FM

50,000 Watts on 105.1 Meg.

**WATTS**

**CALL**

Headley-Reed Co.,
National Representatives

**BROADCASTING • Telecasting**

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AFM Demands
(Continued from page 21)

stems or conducting, heretofore
dstantly afloat. The question was raised whether the federation, the licensing, leasing, and other disposition of music sound recordings would be included as standard. Also in connection with television, such use would be made, and then only upon the terms and conditions agreed upon by the federation and the producer in such separate agreement.

(J) The producer agrees that the substance and intent of Section 11 hereof, shall be incorporated in all agreements made by the producer for the licensing, lending, giving, selling, utilizing or other disposition of music sound track containing the recorded music made by members of the federation, or scenes or shots containing pictures of members of the federation performing on musical instruments.

Separate contracts for films made especially for telemassaging, or having been entered into with AFM by Official Films Inc. in New York and in Hollywood by General's Flying H Picture Inc., Horace Heidt, Louis D. Snader (producer), and Hollywood Imperial Pictures Corp. These contracts include the scale current in the film field, $39.90 per sideman for a single session of three hours or less and limited to no more than five 3½-minute films.

Clarification Seen
Process of clarification of the union’s demands is expected to continue for some time before the networks present counter propos als and actual negotiations begin. Although it was possible for a work stoppage to occur after Jan. 31, it is considered unlikely that the union will have to strike tactics so long as negotiations progress amicably and give indications that they can produce mutually agreeable contracts. General belief last week was that this is possible, even probable, but that the process would be an extended one.

The AFM campaign against recorded programs—“canned music,” to use the union’s own terminology—is no novelty to broadcasters. Ever since the advent of sound motion pictures more than 20 years ago brought about the mass discharge of musicians from the nation’s movie houses, AFM leaders, particularly Mr. Petrelli, have argued long and loud about the kind of music which can be used over and over again by those who might otherwise find it necessary to employ live musicians.

Mr. Petrelli has been especially bitter over the paradox of the musician himself creating his own competition by making recordings, and in numerous times he has forbidden AFM members to make records of any kind—bans which were always dissolved sooner or later when the recording companies agreed to hire more men or to pay higher wages or to restrict the use of their recordings.

A campaign to restrict the use of phonograph records to the home unless their use on the air was expressly licensed by the recording artist or the recording company was waged vigorously in the 30s (not by AFM, incidentally), only to be thrown out by the courts as an illegal restraint of trade under present laws.

First AFM attempt to reduce recorded competition with live musicians on the air on a national scale occurred in 1937 when the union made preemptory demands on recording companies and broadcasters to restrain their employment of live musicians under threat of having the union forbid any broadcast use of records. A nationwide musicians strike against radio and television was avoided by a hastily formed association of independent radio network affiliates which, after lengthy negotiations, presented the union with a two-year agreement to double their employment of musicians (increasing their expenditures for this purpose from $1.5 million to $3 million a year).

New Network Pact
A similar agreement was subsequently negotiated for non-network stations and peace was restored, AFM dropping its proposed restrictions on recorded programs in exchange for a guarantee of increased employment of live musicians by the nation’s broadcasters. Contracted for an additional renewal, the agreement expired when the Dept. of Justice warned both AFM and the broadcasters that it considered the agreement a definite violation of the anti-trust laws and any renewal would lead to prompt prosecution of both sides. However, the broadcasters generally agreed to increase the employment of musicians at the level previously agreed on.

In 1942 AFM forbade its members to work for recording companies unless the firms would agree to make royalty payments into the union’s welfare fund. A year-long stoppage of the production of phonograph records and transcriptions ensued, until in May 1943 Decca Records and World Broadcasting Co., then a Decca subsidi ary, agreed to pay the royalties, with some other companies following suit shortly thereafter. RCA-NBC and CBS continued the fight

‘REVIEW’ CITES
Lists Top Radio, TV Shows
SIL CAESER and Imogene Coca in Starring Role on NBC’s New York Philharmonic over CBS, and Edward R. Murrow over CBS were named tops in television, radio and news respectively by readers of the Saturday Review of Literature in a current poll by the magazine.

First 10 television programs, in the order of their popularity, were: Show of Shows, Groucho Marx, Kukla, Fran and Ollie, Studio One, United Nations debates, Fred Waring, Lue Theatre, Ed Sullivan’s Town, Phile Playhouse and Kraft Theatre.

First 10 radio programs: New York Philharmonic, Metropolit’an Opera, Informed Please, Theatre Guild, Guild of Peace, Groverible Invitations to Learning, Halls of Ivy, U. of Chicago Round Table, The Telephone Hour and Town Meeting of the Air.


WWNY Watertown, N. Y., was given the Herald Tribune Fresh Air Fund Radio Citation for outstanding work on behalf of the fund in 1950. Judges (1 to r) Frank White, presi dent, MBS; Mark Woods, vice chair man, ABC, and Niles Trammell, board chairman, NBC, look over station reports.

against the royalty payments in hearings before the National Labor Relations Board, but when the union refused to comply with the board’s order to withdraw its recording ban these companies, too, capitulated.

Another AFM strike against the recording companies occurred in 1948, lasting through most of that year and coming to an end only when the recording companies agreed to make royalty payments to a trustee of the AFM welfare fund instead of directly to the union, the latter practice having been outlawed by the Taft-Hartley Act. Warned of the strike well in advance, the record and transcription firms piled up a sizeable backlog of recordings and the strike had little effect on broadcasters.

In March 1948, AFM and the networks signed a three-year contract, retroactive to Jan. 31, expiration of the former one. This agreement, which expires at the end of this month, required no increase in wages or in the number of men to be employed, permitted the duplication of AM programs on FM at no extra cost for musicians and also permitted the employment of musicians on telecasts, with rates for network TV broadcasts set at three-fourths the AM rate for similar network programs, with a bonus of $7.50 per man to be paid for commercial simulcasts and of $3.75 for FM broadcast of a sustaining program.

NEW ORLEANS’
$431,000,000.00 NEGRO MARKET.

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively direct ing the buying habits of this vast, faithful audience. WMRY is the only sure way of sharing in all of this $431,000,000.00 market.

“THE SEPIA STATION”
WMRY
“600 ON THE DIAL!”

WMRY
THE ONE DIRECT APPROACH TO NEW ORLEANS’ LARGEST MAJOR MARKET

JOHN E. PEARSON CO.
Natl. Representative
MORT SILVERMAN
General Manager

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BRIGHT FACTS

McCLATCHY Broadcasting Co., Sacramento, Calif., sending bright yellow mail piece to advertisers and trade. Pamphlet is headed "The McClatchy Bee-Line" and has map of California on cover. Inside gives BMB coverage facts, both for day-time and nighttime. It also has audience percentages for day and night. Back cover gives BMB data for counties.

TURNPIKE BEGINS

KOTV-TV Tulsa televised roundtable discussion following ground breaking ceremonies of Tulsa-Oklahoma City Turnpike. Members on panel included noted civic leaders who campaigned for $21 million road way.

KIDS PROGRAM

WSLS Roanoke, Story Time, 1:45 p.m., Mon., taped as public service for grammar school children. All grade schools in station's area are equipped with radio so children may listen to broadcasts. Stories are taken from fairy tales and children's stories. Each school receives schedule of programs to be presented.

NAVAL RESERVE SERIES

WIND Chicago transcribed series of programs for Naval Air Reserve, Thurs. 8:10-9:25 a.m., started Jan. 11. The "kickoff" show featured Paul Weston and his orchestra, the Starlighters and Jo Stafford, all recorded. Program also had discussion of overall set up of USNR units throughout country.

TV LAYOUT GUIDE

KMTV-TV Omaha sending "Guide to Layout and Reproduction of Art for Television" to all regional agencies and timebuyers. Four-page illustrated guide gives many pointers on preparing artwork for TV.

CIVIC MINDED

KRON-TV San Francisco making half-hour daily afternoons available to Northern California officials for series of educational and civic defense programs. Time will be offered on alternate days to universities and school superintendents for educational offerings and to defend officials for programs dealing with civil preparedness, first aid instructions, etc.

FILM PROMOTION

WBAL Baltimore sending advertisers and trade promotion resembling roll of film. Unrolled, film reveals large white letter against black background saying "On WBAL ... Your Products Are Better Exposed To Buy Appeal!" On the other side in red are pictures of entertainers, along with companies advertising on station.

BRINGS SCHOLARSHIP

WSB Atlanta, Speaking of Sports, 7:15 p.m., featuring Sports Director Thad Horton. Mr. Horton mentioned certain local high school football player who was being overlooked by college scouts because he had only one year of experience. As direct result, coach of Georgia Tech put in call at the youngster's coach, and the following day, boy was signed to grant-in-aid scholarship at Georgia Tech.

TOP NEWS PERSONALITIES

KGO-TV San Francisco presents new half-hour weekly news show. Personalities involved in week's top local news stories and people behind the scenes of news are featured.

AUTO LISTENING

KGEY Toronto mailed pamphlet to advertisers on listening audience of "Carville," those who drove autos daily in Toronto area. Pamphlet reports Elliott-Haynes survey showing potential auto radio audience of 144,000, total larger than urban audience of all but seven of Canada's largest cities.

FILMED MUSICAL SHOW


FM COVERAGE

WSGN-AM-FM Birmingham, Ala., sending promotion booklet to trade headed "The Alabama FM Story." Booklet points out station's coverage by counties, its baseball broadcasts and percentages of persons listening to station. Booklet gives interesting facts about FM listening in counties. Data is gathered through survey to determine extent of FM listening in state.

SPECIAL PRAYER

WRC Washington, What Prayer Means to Me, 11:05-11:15 a.m., Jan. 7, Special program was written and aired by Earl Godwin, "dean of Washington newsmen." Station reported that mail response topped all mail counts for that day. Station plans another such broadcast soon.

SPECIAL GUARD COVERAGE

KSTP-TV Minneapolis Jan. 14, 6:00-11:00 p.m., presented special on-the-spot films of Camp Rucker, Ala., where activated Minnesota National Guard will train. Station's film crew headed by Dick Hance, motion picture director, filmed camp and send to Minnesota. Along with this, KSTP-TV presented descriptive narration of area.

LIVE GUEST SHOW


IRE Agenda Released

AGENDA for the Institute of Radio Engineers 1951 national convention in New York, March 19-22, has been released by I. S. Coggshall, IRE president. Approximately 45 subjects with more than 200 speakers have been listed. A keynote of the convention is "Advances with Radio-Electronics in the National Emergency."
AUDIENCE DATA

Proposals Nearly Ready

SATISFACTORY progress toward completion of the draft of proposals for studies to clarify the status of the various types of broadcast audience measurement services was made Thursday by the Joint Broadcast Audience Research Group, which was named last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to try to eliminate the confusion caused by dual rating services (Pulse and Hooper) in the San Francisco area.

The committee will meet again in New York Feb. 1 with C. E. Tomlinson, television programming manager of the Hooper and Pulse organizations, and observer-members of the committee, invited to discuss the proposed recommendations. Another meeting is scheduled Feb. 15, at which time the group hopes to put its final approval on the proposed research plan which will then be submitted to Broadcast Audience Measurement Inc. with the suggestion that executing these studies be made the first BAM project.

WIBK CASE

FCC Answers Station’s Appeal

FCC answered the appeal of WIBK Knoxville, Tenn., last week in a brief supporting its decision to reverse the FCC’s decision to grant a station on grounds of misrepresentation and lack of personal qualification of part-owner Rev. J. Harold Smith, to operate as an educational station. The decision in rem was rendered Oct. 8, June 5, 1949; Aug. 15, 1949.

Argument of the case, before the U.S. Court of Appeals for the District of Columbia, is expected to be scheduled sometime in March. WIBK, assigned 1 k.w. daytime on 800 kc, in its appeal charged the FCC with refusing to grant unlawful deletion of the station and violated the First and Fifth Amendments of the Constitution. WIBK also charged FCC wrote a protestation of its station’s grant that the Commission was aware of Rev. Smith’s background when the permit was issued.

The Commission told the court its hearing was properly conducted and revealed alleged concealment of financial and business interests by Rev. Smith. FCC also contended WIBK misrepresented stock ownership. The brief explained FCC based its ruling on Rev. Smith’s qualification on the “uncontradicted evidence as to what Smith did, rather than what other persons thought of Smith.”

The brief explained this evidence concerned “the impenetrability of language used by Smith in his writings, sermons and broadcasts, his constant habit of attacking the honesty and sincerity of all those individuals and groups with which he found himself in disagreement, his efforts to institute economic boycotts of people and groups who failed to him the degree of cooperation which he demanded, and his constant solicitation of funds . . .”

BUFFALO BID

Consortium Recommends Denial for Erie

DENIAL of a new local AM station at Buffalo, N. Y., was recommended last week by FCC Hearing Examiner J. D. Bond on grounds the station would render a “grossly deficient nighttime service” to Buffalo and its metropolitan district.

The applicant, Erie Broadcasting Corp., seeks 1230 kc with 250 w fulltime there. Erie Broadcasting is owned 50% by John W. Wagle, program producer WOLF Syracuse.

Meanwhile, in several other hearing cases, the Commission certified the records of the proceedings to itself for investigation, without preparation of recommended decisions by Hearing Examiner James D. Cunningham. The examiner has been devoting considerable time as presiding officer in the Commission’s probe of the news policies of the G. A. (Dick) Richards’ stations, KMPC Hollywood, WJR Detroit and WGBR Cleveland. Cases certified: Gateways Broadcasting Co., for new AM station in Cleveland, Ark., on 790 kc, 1 kw day, 500 w night. Delta Broadcasting Inc., for new AM station in Thibodaux, La., with 500 w daytime only, and Norville Broadcasting Inc., for new AM station in KCC Houma, La., from 250 w fulltime on 1490 kc, to 1 kw fulltime on 650 kc, directional.

Southern Western Pub. Co. to increase power of KFSA Fort Smith, Ark., from 500 w night and 1 kw day to 5 kw day, 1 kw directional, 1 kw fulltime, operating on 660 kc.

A. Dr. Ring & Co., Washington, for license for new special industrial base and mobile station for station field survey and construction work.
Decisions cont. to FCC activities (continued from page 77)

By Examiner Elisabeth C. Smith to KSL, Salt Lake City, Utah—Grant additional capacity of unused ionosphere to use power of 2 kW, 1000 kHz, during Oct. 1, 1951, and continue granting of additional frequency on the same terms and conditions.

By Examiner J. D. Bond to KDY, Deadwood, S. D.—Grant new frequency of 1450 kHz to KDY, Deadwood, S. D.

By Examiner L. A. Ainsworth to WOLD, Sioux Falls, S. D.—Announced proposal of WOLD, Sioux Falls, S. D., June 19, 1951, for the use of a frequency of 1430 kHz to KDY, Deadwood, S. D.

By Examiner L. A. Ainsworth to Wimp, East St. Louis, Ill.—Announced proposal of Wimp, East St. Louis, Ill., June 19, 1951, for the use of a frequency of 1200 kHz to KDY, Deadwood, S. D.

By Examiner L. A. Ainsworth to WOLD, Sioux Falls, S. D.—Grant additional capacity of unused ionosphere to use power of 2 kW, 1000 kHz, during Oct. 1, 1951, and continue granting of additional frequency on the same terms and conditions.
New NAB Structure
(Continued from page 28)
the red and couldn't afford to pay high dues. Now the TV industry is moving rapidly into black ink and may be able to afford a share of the overhead.
Currently NAB is operating on roughly a $721,000 budget for the fiscal year ending March 31. Assuming member dues run at about the present level, NAB's budget may be trimmed to $560,000 for the next fiscal year to allow for separation of BAB as of April 1. This would provide roughly $180,000 for BAB in the ensuing 12 months.
Rapid expansion of the BAB operation is planned as a result of the NAB board's decision last summer to let the sales-promotion part of the association operate as a separate unit. The BAB budget will provide for the $56,000 salary to be paid Mr. Ryan.

Stations belonging to NAB have the option of belonging to BAB. If they elect not to join BAB they will be entitled to a 30% cut in their NAB dues.

Stations not members of NAB will be eligible to join BAB but a scale of dues has not been drafted. In addition, station representatives, networks, transcription firms and other related industry groups will be eligible to join BAB, with dues not yet established.

On the amount of income flowing into BAB from these new participants will depend the extent of the agency's growth. The board had in mind last summer a vastly enlarged sales-stimulating operation which eventually might have a million-dollar budget comparing favorably with the extensive promotion setups of competing advertising agencies.

Mr. Ryan has a three-year contract as BAB president. His salary goes up to $40,000 the second year and $50,000 the third. Since becoming NAB general manager last spring he has realigned the headquarters and committee structures.
NAB membership is holding its own despite a flurry of disqualifications at the year-end for failure to pay dues. Such separations are unusual at the end of the calendar year.

As of Jan. 15 NAB had just over 960 AM station members, about 380 FM members, 44 TV members, two networks (NBC, MBS) and about 70 associates. These estimates compare with a Nov. 1 total of 951 AM, 389 FM, 42 TV and 76 associates.

Planning for the April convention is in charge of a board committee headed by Eugene S. Thomas, WOR-TV New York. This year the Management and Engineering Conferences are to be held, the meeting will be held with several joint sessions likely.

TV Convention Plans
Into that picture must be fitted the Television programming. With video stations demanding autonomy in NAB, the convention committee is expected to give them their share of time at Congress and programs including a day or two of separate conferences in addition to joint management discussions.

Already NAB is contacting associate members in preparation for the annual equipment exhibit held in connection with the convention. TV firms are understood to be showing more interest this year.

At least a dozen changes in composition of the present NAB board may develop before the April convention. The Florida session next week will be the last for 15 board members whose terms expire in April. Many of these members are eligible for re-election, however. Nominating forms and lists of eligible nominees for at-large and odd-numbered district directors were mailed Jan. 10 by NAB. Those nominated will be notified Jan. 26. The convention, held Jan. 31-Feb. 2, will determine if they will accept. Final ballots will be mailed Feb. 5, returnable Feb. 20, with election results to be certified Feb. 28.

Specifically, the convention is slated in District 8 (Ind., Mich. in part) to pick a successor to George J. Higgins, WISH Indianapolis, who is moving to KMBC Kansas City.

Expiring Terms
District directors whose terms expire in April are: District 1, Paul Fairley, WMUR-TV, Manchester, N.H.; District 2, Richard T. Nunn, WLAP, Nashville, Tenn.; District 3, Robert R. Ballard, KBUE, Vancouver, Wash.; District 4, D. Richard Neill, KBMT, Dallas, Texas; District 5, Allen M. Woodall, WDAK, Columbus, Ga.; District 6, Clyde W. Petty, KTRK, Houston, Texas; District 7, Glimore N. Nunn, WLAP, Lexington, Ky.; District 9, Charles C. Caley, WMBD Peoria; District 11, John F. Meagher, KYSM Mankato, Minn.; District 13, Clyde W. Petty, KBMT, Houston, Texas; District 15, Glenn Shaw, KLX, Oakland, Calif.; District 17, Harry R. Spence, KKRO Aberdeen, Wash.

H. Quentin Cox, KGW Portland, Ore., was elected last month to fill a special district director's post vacated by Dr. Rembert. He is ineligible to run for re-election in their districts, having served two consecutive terms. Mr. Woodall notified NAB he was not a candidate for re-election.

Directors-at-large whose terms expire in April are: John H. Hewitt Jr., WSM Nashville; John E. Shore, WJZ, and a member of the board was Mrs. Judith J. Jordan, WJZ, who was a candidate for re-election.

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CENSORSHIP
MacArthur Defends Action

GEN. DOUGLAS MacARTHUR, defending himself against censorship complaints, said last Thursday that a mid-December conference, of radio and press representatives who included NAB's President Justin Miller, Government Relations Director Ralph W. Hards, and Public Affairs Director Robert K. Richards [BROADCASTING • TELECASTING, Dec. 23, 1950].

Gen. MacArthur's statement was to Editor & Publisher, taking issue with a Jan. 13 editorial of the magazine discussing censorship in Korea. Gen. MacArthur claimed the editorial was "misinformed."

He said he had "tried to defend press freedom but strangely I found myself opposed on the issue by the press itself and finally yielded to its almost united demand that military censorship be imposed."

Gen. MacArthur said demands for censorship became so strong that he put the question up to the Dec. 18 conference in Washington, in which Defense Secretary George C. Marshall conferred with representatives of all media. The groups responded with a message to Gen. MacArthur, and this was followed within 48 hours by imposition of security curbs in the Korean theater. More stringent censorship orders, which aroused Tokyo correspondents came a fort-night ago [BROADCASTING • TELECASTING, Jan. 15].

Pat Griffith to WAC

PAT GRIFFITH, former director of the NAB Assn. of Women Broadcasters and later with WHO Des Moines, has joined the WAC with rank of captain. Miss Griffith served 3 1/2 years in WAC during World War II.

1950 OCT.-NOV. SURVEY

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From co-investigative survey conducted by Economic Research Agency for Madison.

RADIO executives, salesmen and program directors of the Ottaway Stations in Oncoota, N. Y., Stroudsburg, Pa., and Endicot-Binghamton, N. Y., met Jan. 12 to discuss the latest techniques in retail selling and radio advertising. Featured speaker for the all-day session at WENE Radio Center Endicot-Binghamton was Maurice B. Mitchell, vice president and general manager of the Associated Program Service and former BAB head. (to: seated, Francis H. Brinkley, Ottaway stations managing director; Mr. Mitchell, and Byron E. French, vice president of the Empire Newspapers Radio Inc., WENE license; standing, Stephen W. Ryder, WENE station manager; Elton Hull, WFOO Stroudsburg station manager, and Wolton Deming, WDOS Oneonta manager.

MBA SCHEDULES
Sales, Program Clinic
A TWO-DAY Program and Sales Clinic has been scheduled for members of the Mississippi Broadcasters Assn. who will meet in Jackson, Miss., Feb. 1-2. Bob McRaney, general manager of the Midsouth Network, Columbus, and chairman of the Program and Sales Clinic Committee announced meetings have been scheduled for discussing problems and latest developments in both the program and sales fields.

Maurice Mitchell, formerly head of BAB and now with Associated Program Service as vice president and general manager, will lead the Sales Clinic on Feb. 1. Henry P. Johnston, recently elected president of Broadcast Audience Measurement Inc., and owner of WSGN-AM-FM Birmingham, Ala., and WHBMS-AM-FM Huntsville, Ala., will be the principal speaker at the Sales Clinic luncheon.

The Program Clinic on Feb. 1 will feature Jack Flowers, editor of the Mississippi State College Extension Dept. and originator of the Mississippi State Farm Programs, as well as Mel Alpern, director of Mississippi State College radio department. Harry Lead- ingham, of the Associated Press in New Orleans, will lead a discussion of "Programming With News." Each of the stations attending the clinic is to present a successful program and sales idea which it has used.

ARKANSAS MEET
In Little Rock Feb. 4-6
"ARKANSAS and the NAB" will be the subject of an address by NAB's Director of Government Relations Ralph Hardy at the Arkansas Broadcasters Assn. annual winter meeting to be held in Little Rock Feb. 4-6.

Oliver Gramling, assistant to the general manager for radio for the Associated Press in New York, will speak to the group on "The News Services."

Other speakers are to include Jack Wolaver, general manager of KTHS Hot Springs, who will address the group on "Free Time Policies;" Fred Stevenson, general manager, KGHR Fayetteville, on "Chicken of Tomorrow;" Maj. Carl Martin, civil defense director for the state of Arkansas, who will lead the group in discussion of "Radio's Role in Civil Defense;" and a guest speaker yet to be announced.

SECOND TEST
N. J. Emergency Network

SECOND TEST of the New Jersey State Emergency Radio Network [BROADCASTING • TELECASTING, Dec. 18, 1950] took place Jan. 13, 11:45 a.m.-12 noon, and utilized for the first time New Jersey's only TV station, WATV (TV) Newark, as audio-originator. WATV went on the air at 11:45 a.m. with a discussion by Leonard Dreyfus, state director of civil defense, about the network's uses in time of emergency.

Thirty seconds before the 11:55 a.m. mark, each of the 23 AM and FM stations in the network received a number of short warning beeps, and at the five minute signal, all stations picked up the emergency broadcast. The time was devoted to an explanation of the defense program, but in case of real emergency will be used for supplementary instructions by state authorities to all citizens.

At noon, arrangements were made for all cities to test their siren warnings and other civil defense facilities. Two New Jersey cities, Camden and New Brunswick, simulated an enemy bombing attack, and WCTC New Brunswick featured an "emergency" broadcast of the services rendered by ambulances, hospitals, Red Cross, police and other defense groups at work.

Further tests have not been scheduled as yet, and, according to one station official, will probably not be announced beforehand in order to present a more realistic and effective test.

Sues NBC, Sally Rand

$2 MILLION damage suit was brought against Dancer Sally Rand and NBC in Chicago's Federal District Court Wednesday by Al Wagner, head of Cabacale of Amusements. Mr. Wagner charges that Miss Rand, in private life Mrs. Harry Finkelstein, damaged him by a remark made on The Ches Show local broadcast from the Chez Paree night club on WMAQ, NBC O and station in Chicago. Miss Rand reportedly made the remarks during an interview Dec. 3, saying Mr. Wagner owed her $23,000.

SONG, "Love That Haldene," recorded by Mercury Records, is being featured throughout country by disc jockeys and juke box operators.

Page 98 # January 22, 1951
KAUFMANN’S NEWSCASTS
Department Store Marks 17 Years on WJAS

ONE of the first department store-sponsored newscasts in the country, WJAS’ Broadcast News, has been heard at 12:30 p.m. over WJAS Pittsburgh, celebrated its 17th anniversary Jan. 1. All through the years, since the show started in 1934, it has had the same sponsor, Kaufmann’s Department Store; the same newscaster, Beckley Smith, and the same time and station, a half-hour past noon on CBS’ Pittsburgh outlet, WJAS.

Beckley Smith’s policy of sticking to the facts, without comment or attempted analysis, is cited as a big factor in its continued popularity with the “Steel City’s” audience, a popularity which many surveys have shown to be greater than that of any other newscaster, local or national, the station reports.

Mr. Smith points out that there has never been any scarcity of facts to be reported. Since his first broadcast on Jan. 1, 1934, there has been a war to report. Then it was Italy’s drive into Ethiopia and all the swift-moving events leading up to World War II. Now, of course, it is Korea and the many other facets of the precarious world situation.

Another strict program policy, which has been broken only once, is a “no guest” rule. H. V. Kusen- born was the only exception. He appeared on the show during a visit to Pittsburgh.

Kaufmann’s regards its daily newscast as a fundamental part of its advertising plans and has a special script writer who concentrates on the program’s commercials. The script writer searches for merchandise most suitable for radio presentation and writes as many commercials as nearly as possible in Mr. Smith’s individual broadcasting style. Merchandise promoted is often tied in with the news of the day.

No appeal is made to any special income bracket or economic level, and commercials are directed at both men and women. Commercials on the program are limited to two one-minute announcements, which may be cut to one-minute of advertising or eliminated entirely if the news is especially serious.

Radio’s vital advertising role in Pittsburgh will continue to be underlined by Kaufmann’s and WJAS, who have already made “It’s Kaufmann’s for Everything Under the Sun” a by-word among the city’s thousands of radio listeners.

Name Warwick & Legler
L. A. BREWING Co., Los Angeles (Eastside Beer), has named Warwick & Legler there to handle its advertising. The account, for 13 years handled by Lockwood-Shackelford Adv., Los Angeles, exceeds $1 million annually. Half of this is reported spent in radio and TV. C. E. Staudinger, W&L account executive in New York on the Palm account, transfers to the West Coast to handle Eastside. Six other agencies were reported bidding for the account.

VICTOR ALBUMS
‘Treasury’ Promotion Set
RCA Victor Feb. 5 launches a two-week promotion and advertising campaign for its new “Treasury of Immortal Performances” record album series. Special programs written around the records in the Treasury series will be presented for two weeks nightly on more than 250 stations on the Music You Want show.

In addition RCA Victor has suggested that record dealers promote the series in their own local radio shows and in other advertising.

Disc jockeys, long haired and popular, will be the album free of charge to help promote it.

The series, recorded on both 33 1/3 and 45 RPM, is composed of 12 classical and six popular albums containing performances by the greatest vocalists and instrumentals of the age. Performances are by such stars as Caruso, Galli-Curci, Benny Goodman, Russ Colombo, Glenn Miller, etc. The series has been selected from thousands of original masters.

Dolcin Sues
“WE SHALL not modify our conservatively-worded advertising except to do even more of it than in the past,” Victor van der Linden, president of Dolcin Corp., said in a statement announcing a libel suit against Reader’s Digest. The latter magazine has been served by Dolcin Corp. with a summons in a $2,500,000 libel suit as a result of an article entitled “Those Million-Dollar Aspirins,” which appeared in the January 1951 issue.

BMM’s 15th Clinic
BMM’s 15th program clinic opens a two-day session today (Monday) in Radio City, New York, with an all-time high in attendance expected. More than 100 station executives, representing thirty states and Canada, are enrolled. Executives of BMM, stations and agencies will lead in the discussion of various aspects of program-building.

When Is Your’s
Another BMM “Pin Up” Hit—Published by Peer
When you get the money
On Records: Jo Stafford—Col. 39065; June Hutton—Dec. 27329; Joan Shaw—MGM 10866; Kenny Roberts—Coral 64064; Ernie Lee—Mercury 6289; Dusty Fletcher—National 19162; Wayne Raney—King 914; Mervin Shin—Dec. 46274.
On Transcription: Chuck Foster—Langworthy; Eddy Howard—World.

January 22, 1951
CLOSED CIRCUIT (Continued from page 4)

NAB-TV Voted (Continued from page 4)

Mr. Swezy; Harold Hough, WBAP-TV Fort Worth; Mr. Thomas; Clair R. McCollough, WGAL-TV Lancaster; George B. Storer, Fort Ind. station's; Pat A. Donald, ABC vice president, and C. J. Witting, of WABD (TV) New York, for DuMont.

Whether CBS and ABC, non-NAB members, would join NAB-TV had not been determined at press time Friday. Should these networks enroll, it was expected their Washington vice presidents would be assigned directorships.

They are: Frank H. Hinckley, ABC, and Earl Goodman, CBS.

Lawrence W. Lowman, CBS vice president and general executive, said that decision will be made after consulting Columbia Affiliates Advisory Board. Mr. Lowman, ABC vice president, secretary and general attorney, declared that ABC course will be considered by ABC board in New York.

There was confusion in the New York area as to what was begun after Friday, Rogers and McCollough had collaborated on motion that directors on TV board who represent TV stations should bear same ratio to total number of members of TV board that TV-only stations bear to members of stations who are members of new organization, but in no case less than two members.

Thus, meeting resolved that there should be minimum of three board members representing exclusively TV stations licensee including automatic membership of DuMont.

Late registrations (see advance list page 25) follow:

Lee Aver, Avery-Knodel, New York; Harry Wannier, WBZ-TV; Herbert Bloomberg, WNYC; KRWV-Siracuse, N.Y.; John Dunphy, WBZ for Croley Broadcasting Corp.; Dean Fitzer, general manager of WADP-TV Kansas City.

AT&T RATE INQUIRY STARTED BY FCC

INVESTIGATION of AT&T rates for interstate and foreign communications services instituted by FCC Friday, with initial hearings to start April 16, 1961, and following Bell System companies were given till March 23 to show (1) why present rates should not be held "unjust and unreasonable," and (2) why interim reduction should not be ordered pending completion of probe.

With investigation directed primarily at message toll telephone rates, authorities expected it to have little effect on rates for program lines and other services for radio and TV. Even if probe brings rate reductions, authorities said, principal benefits would be in long-distance message charges. It was also noted that rates for intercity TV service already are in hearing, and that proceeding was not consolidated in general hearing.

BILL DEMANDS FOOTBALL TV

BILL to compel U. of Washington to award football television rights to highest bidder introduced in Washington State Legislature by Reps. Ed Henry and Jeanette Testu, Seattle Democrats. Pacific Coast Conference recently placed ban on telecasts.

PRATT ELECTED BY R&R

K. S. PRATT, account executive for Dodge cars, Ruthrauff & Ryan, Detroit, elected vice president of agency.

YOUNG ON PROGRESSIVE

JAMES R. YOUNG, correspondent and author, will be featured news analyst of PBS at 2:45-6 p.m. Sunday, beginning Jan. 21.

WEATHER STYMIE

PLAN of Frank Stanton, CBS president, to be present at the special Friday afternoon demonstration of closed circuit for NAB television delegates was stymied by weather, as fog forced Chicago-bound plane on to Omaha, Neb. There CBS president headed back to Chicago via bus.

and not likely to be broken down by states or cities. Complete radio-TV data due in summer but so far only apportion of mileage is doubtful.

CAPITAL housing note: Radio-Television Mfrs. Assn., needing space when new president is elected next month, looking hopefully at ample square footage in NAB's headquarters building. RTMA also scanning town house situation to see if own building could be acquired.

PACE AT WHICH defense effort is proceeding, with concomitant cutbacks or freezing of strategic materials, may mean that before long FCC will become phantom agency insofar as normal regulatory operations are concerned. New applications are down to mere trickle.

RE FCC work load, part of it probably will be absorbed through call to convert many re- servists in both legal and engineering bureaus. Conversion of FCC staff to defense activities now is in feverish process to hold personnel line.

MAIL-POUCH Tobacco, Wheeling, longtime radio user, planning extensive campaign within month to break into Midwest, using both radio and TV spots.

WHITE HOUSE action in cancelling Radio Correspondents Assn. banquet, scheduled for Feb. 3, has caused some consternation. Reason cited was that President didn't want to discriminate against press and photographers groups, which now have to pay renewal of normal events presumably because of conditions and high talent costs. Radio, however, was all set and some members feel discrimination runs other way. In any event, there will probably be function later, maybe without Chief Executive.

DOHERTY, Clifford & Shenfield will be named to take over Borden's instant coffee account resigned Friday by Kenyon & Eckhardt, New York. Firm is currently sponsoring Peter Lind Hayes on NBC-TV.

APPEAL SOUGHT IN RULING COVERING RADIO LIBEL

PETITION for rehearing of U. S. District Court judgment in case of Westinghouse Radio Stations Inc. (KYYW), WCAU and Wフィル Phila- delphia, covering radio libel liability, filed Friday with U. S. Court of Appeals, Third Circuit.

District court had ruled Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates [BROADCASTING & TELECASTING Dec. 25, 1960]. It had reversed district court decision which dismissed three $60,000 libel suits against Philadelphia stations.

KHON ASKS FREEZE LIFT

KHON Honolulu petitioned FCC Friday to lift freeze on new channel allocation in expectation that between four principal Hawaiian cities will permit assignments under either existing or proposed channel allocations plan, or under new plan if new one is issued. KHON will apply for both, according to petition, filed by Washington law firm of Dow, Lohnes & Albertson.

ROBERT JONES TO AGENCY

ROBERT H. JONES, head of his own marketing specialists firm, to Marschall & Pratt, New York, in contact capacity at Esso Standard Oil Co. account.
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 signal. 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.

5000 WATTS, 600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK
New television microphone, developed at RCA Laboratories, virtually vanishes when in active use.

**Vanishing Microphone lets the stars shine**

Now you see it, now you don’t! RCA’s new “vanishing microphone” is plainly visible when standing alone—but let a television performer stand before it and it seems to disappear.

Called the “Starmaker,” this RCA microphone is little larger than a big fountain pen . . . and principles of design based on modern camouflage blend it with an artist’s clothing. There’s no clumsy “mike” to distract your attention—and it’s also a superbly sensitive instrument.

Through research carried out at RCA Laboratories, the “Starmaker” microphone picks up sound from all directions—hears and transmits every sound the human ear can detect. It’s not only small and almost invisible, but it’s also one of the most efficient microphones ever devised.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20.

Known for brilliant pictures, RC Victor’s 1951 home television receiver also have the finest of sound systems RCA Victor’s “Golden Throat.”

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television