FATE TOOK US (it must have been Fate) a while ago to the office of a banker who bought WOR air to make people come into his bank. But we never saw that banker. Couldn't. The only thing we saw the rainy day we dropped in, were 1,100 people packed into that banker's nice white marble lobby between the hours of 9:00 and 12:00 AM dripping raindrops and shouting, "Gimme! Gimme!" It was all because this banker said over WOR that if his listeners came down to his bank the next morning they could have a booklet each. And a lot of those people who came to pick up their booklets, later crossed that banker's palm with silver.

This incident is not told to stir you to crash into WOR with booklet offers. Mostly, they mightn't work. We don't know. But if WOR can sell bank accounts fast, it will sell anything good, booklet or no booklet.

It will even sell fowl. Has, too.

WOR —that power-full station
In the face of constant stories that AM radio is losing audience, WLS listener mail for the first six months of 1950 was the largest of any like period in the station's history! For the full year, well over a million letters were received by WLS—making 22 million in the past 21 years!

A new WLS tradition had its beginning in 1950 with the WLS sponsorship of the First Annual International Square Dance Festival. WLS instigated, organized and promoted this Festival. 11,000 people jammed the Chicago Stadium to watch dancers from 20 states and Canada whirl in one of the most spectacular exhibitions ever seen in the Chicago Midwest.

The WLS National Barn Dance played before its two millionth paid visitor late in 1950. Yes, 2,000,000 people have paid to see WLS stars broadcast the nationally famous National Barn Dance—further indication of the amazing acceptance of this one WLS program.

In other personal appearances in 1950, WLS talent entertained before another million people... who jammed county fairs, theatres, churches and stores to see their favorite WLS artists in person. 1950 was one of our top years in demand for talent personal appearances.

WLS participation in Midwest State Fairs was again a major attraction. At the Illinois State Fair alone, 12,000 people paid to see the five-hour WLS National Barn Dance presented as the opening feature of the Fair. The story was the same at Indiana and Wisconsin—larger, more enthusiastic crowds anxious to see and talk to the folks from their favorite station... WLS.

In the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever increasing in size and importance, proves once again the power of radio—to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.
...is one of the South's most promotion-wise radio-television stations. A glance at the layout will tell you of WAGA's aggressiveness to make WAGA pre-eminent in the Atlanta area.

WAGA promotion is based on a sound budget determined by the greatest business volume in its eleven year history as a Fort Industry Station.

1. Over 100 express trucks in the area carry 4 sheet WAGA Posters.
2. WAGA is sending its message to prospective New York time buyers on a Douglas Leigh spectacular at Broadway and 46th Street.
3. WAGA sends its own tabloid carrying program schedules and publicity directly to thousands of consistent WAGA fans who have requested this service. This paper is expected to eventually reach 80,000 circulation figure.
4. 200 three-sheet poster boards help to create the Atlanta area's first daytime radio audience.
5. A WAGA neon animation brightens Atlanta's heaviest traffic artery—Peachtree Street at West Peachtree intersection.
6. Every Yellow Cab illuminated in Atlanta delivers a round-the-clock WAGA message.
7. General Outdoor 24 sheet bulletins on a complete half-showing advertise WAGA.
8. WAGA flashes its message from atop the Avon Hotel in the heart of the city.
9. A 70 foot neon on WAGA's television tower on West Peachtree dominates the nighttime traffic.
10. WAGA's scoreboard in the Atlanta Crackers' Ponce de Leon Park plays to more fans than any other in the South- ern League (295,696 during the 1950 season).
11. Of course WAGA uses its own facilities. We too! our own horn over radio WAGA and press before WAGA television cameras to send promotional messages to a 51,000,000,000 market.

Not shown is the timely programming, the professionally staged shows, and the well-knit organization that enables WAGA to offer you a billion dollar market.

*WAGA*

CBS THE STARS' ADDRESS IN ATLANTA, GA.

Complete Weekly Waga Schedule of Program Times

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 670 National Press Building, Washington 4, D.C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
NEW REPORT on radio rates in TV markets by Assn. of National Advertisers expected to be in important aid to the FCC. The committee, on its own, conducted the survey on last summer’s market. One will investigate daytime as well as night. Although ANA committee reported will not recommend reduction in daytime rates, it will in evening ones, it is expected to oppose any effort to raise daytime rates. Last summer ANA would not have seriously resisted daytime increases up to 10% had its demand for nighttime reductions been successful, it’s said.

IS FCC seeking to generate series of WPA projects for duration to keep its staff busy and preclude reduction to skeleton dimensions? That question being asked now that FCC (1) has launched another AT&T investigation (the last one took five years), (2) TV “Blue Book” crusade, activating another burning issue that will keep reformers, bluenoses and flannel-mouthed crusaders busy.

RE FCC’S WPA, there’s talk also of another network investigation, this time going into TV as well as AM affiliations, exclusivity, and, more important, duplication of network programs on stations covering same areas. It’s been talked for months and now seems to have substance, since Commission staff has minimum of hearings to handle because TV is frozen and will continue that same; FM is practically forgotten medium, and AM spectrum is overloaded.

TIN PAN ALLEY insiders, in re AFM’s latest radio-TV onsales, says that Czar Jimmy Petrillo himself would be satisfied with renewal of existing AM deals but that locals in New York and Chicago are demanding unconscionable increases [BROADCASTING • TELECASTING, Jan. 22]. Jimmy, “it’s said, is making demand increase known as impossible and hopes to wind up with status quo. He can’t risk being too conservative.

ALL ISN’T serene on election by Broadcast Advertising Bureau of NAB General Manager William B. Ryan as its new president (see NAB board story page 19). Number of board members feel NAB was “raided” at time when Ms. Ryan’s services were needed most. Whole matter will be aired at board of directors’ meeting at Belleair, Fla., this week.

EYES of some NABers scanning field for new general counsel have been turning toward Joseph A. McDonald, vice president, secretary and general attorney of ABC, but there’s doubt about his availability. Another possibility: Thad Brown, of Roberts & McInnis law firm, representing TBA and DuMont.

ALL THREE Baltimore TV station—WMAR WBAL-TV and WAAM—have agreed to refuse mail-order business because of people answering complaints and difficulty in handling. Stations have not carried per-order business and have now extended their agreement to mail-order field.

NEXT CHAIRMAN of NBC’s Station Plan—(Continued on page 30)

Upcoming


Jan. 31-Feb. 2: NAB Board meeting, Belleview-Biltmore Hotel, Belleair, Fla.

Feb. 1-2: Mississippi Broadcasters Assn., Program and Sales Clinic, Jackson, Miss.

Feb. 4-6: Arkansas Broadcasters Assn., Hotel Marion, Little Rock, Ark.

(Complete list of Upcomings on page 30)

Bulletins

PARK & TILFORD, New York (Tintex), through Storm & Klein, New York, will place spot announcement campaign mostly in participating daytime shows to start Feb. 19 in 20 markets.

WAGA-TV TECHNICIANS CHARGED WITH SABOTAGE

WAGA-AM-TV Atlanta filed suit Friday in U. S. District Court charging three technicians with sabotaging equipment when they walked out Jan. 14 [BROADCASTING • TELECASTING, Jan. 22]. Port Industry Co., owning and operating stations, asked $10,000 actual and punitive damages.

Named defendants in suit are Jim C. Brannon, Clifford Rogers and William M. Taylor, technicians. They are charged with “upsetting, maladjusting and distorting broadcast and studio equipment; removing and concealing good tubes and substituting therefore defective tubes and parts.” Suit alleged action was “wilfully and maliciously.”

James E. Bailey, WAGA vice president and general manager, said stations are still operating without interruption.

CONTROL ORDERS FREEZE WAGES, PRICES

PRICE and wage control orders handed down late Friday by Price Administrator Michael DiSalle and Wage Stabilization Chief Cyrus Ching. Prices in general are frozen at highest point in period from Dec. 19 to Jan. 16 midnight.

Farm products in general not covered until price goes above parity. Wages are frozen at level of midnight Jan. 25.

RTMA TUBE STUDY


Business Briefly

JOE LOWE on MBS • Joe Lowe Inc., New York (Popsicles), buying 5:55-6 p.m. on MBS, Tues., Thurs., starting in June, for 13 weeks. Duane Thompson Co., New York, agency, looking for program.

CARDUI PLANS • Chattanooga Medicine Co. (Cardui) through Fitch & Carnaney, New York, plans spot announcement radio campaign in 15 markets, starting in February.

GARRET SPOTS • Garret & Co., New York (Virginia Dare wine), through Ruthrauff & Ryan planning radio announcement in 10 markets, starting Feb. 12.

EISENHOWER COVERAGE CREATES MEDIA DISPUTE

ARRANGEMENTS were not yet complete Friday on media coverage of informal address to Congress this Thursday, 10:30 a.m. at Graham of Congress, by Gen. Dwight D. Eisen-

hower, supreme commander of Atlantic Pact nations’ forces. Radio networks scheduled to broadcast Gen. Eisenhower’s report to nation on following day (Feb. 2) 10:45-11 p.m.

Films understood to have been developed when high-level, Congressional and White House, echelon decided to permit newsmale cameras and press coverage but no radio or live television at inaugural. In first stage of conferences, TV networks, obtaining film from newswire, were asked to hold telecasts until after Friday broadcast. Radio was to be barred completely, including tape recording.

14,589,949 RADIOS PRODUCED

RADIO SET production in 1950 topped all previous estimates, amounting to 14,889,949 receivers, exceeded only by 1947 post-war boom figure second only to final calculation by Radio-Television Mfrs. Assn. Figure covers entire industry. Radio set total boosted by record 5,000,000 auto units. TV production in 1950 totaled 7,485,762 sets, RTMA found. Broadcast and nonbroadcast models to be issued in few days by RTMA.

FREE & PETERS EXPANSION

THREE additions to TV sales staff of Free & Peters Inc. announced Friday by L. E. Shover, television sales manager: John Serrao, former sales service manager, CBS Hollywood, to F&P there; Lon King, with KNBC San Francisco since 1941, to F&P in that city; Keith McKenney, for four years with WWJ-TV, Detroit, to F&P Detroit office.

NEW JOHNSON PRODUCT

INTRODUCTORY campaign for Pride, new furniture wax of S. C. Johnson & Son, Racine, Wis., will include sponsorship of Starlight Theatre on CBS-TV Feb. 8, 22 and March 8 and 22, alternating Thursdays, 7-7:30 p.m. (CT) with Burns & Allen. Agency is Needham, Louis & Brbury, Chicago. James Isham is account executive.

U. S. ARMY and U. S. Air Force Recruiting Service announce nationwide “National Pearl Harbor” show, 9-9:30 p.m., Feb. 21 and 28, and The Line-up, Thurs., 10:10-10:30 p.m., March 1, 8, 15, 22 and 29, over CBS. Agency is Grant Adv., Chicago.

[a blank page]
In Minneapolis-St. Paul alone, during Class A listening periods, seven nights a week, WCCO gets an average quarter-hour rating of 14.5... on the average delivers 30% more families than both Twin Cities TV stations combined during Class A viewing periods! *(Pulse: Nov.-Dec. 1950)*

Here’s proof: All told, 50,000-watt WCCO reaches 894,600 radio families (50-100% BMB Nighttime Listening Area)... seven times more than the 127,390 set-owning TV families reported by Pulse for the TV service area.

Based on Twin Cities ratings, one WCCO Class A station break, for example, costs 73¢ per thousand families delivered... nine times less than the average ($6.50) cost-per-thousand of a full Class A station break on the two TV stations. (On a year-round basis WCCO’s cost-per-thousand averages only 53¢.)
BRAVOS!

For the repertory that keeps growing!

9 more music publishers join SESAC

- AMSCO MUSIC PUBLISHING CO.
- CENTURY MUSIC PUBLISHING CO.
- FITZSIMONS, H. T., CO., INC.
- GOSPEL SONGS, INC.
- HERITAGE MUS. PUB. INC.
- KEYBOARD PUB. CO.
- LILLENAS PUBLISHING CO.
- MERCURY MUS. CORP.
- NAZARENE PUBLISHING HOUSE

SESAC INC., 475 FIFTH AVENUE, NEW YORK 17, N. Y.

The accent is on quality music in Broadcasting and allied fields. That's why more and more AM-FM-TV stations call for SESAC music...the repertory which continues to grow!—9 more music publishers now add their distinguished names and quality publications to an already imposing list. Plus thousands of copyrights—that's millions of additional performances for SESAC. Here's the answer to Broadcasters who are calling for more and more quality music...SESAC HAS IT!...THE BEST MUSIC IN AMERICA!
Looks like somebody needs a new calendar...

CBS prints this calendar for the benefit of those people in radio who are obliged to reach back into 1948 and 1949 to find figures that will support their claims for circulation, audience, billings, cost-per-thousand, or whatever. Fellows, while your backs were turned, it became 1950. And after a while, even 1951. And as of 1951, it's like this:

CBS starts 1951 with the highest average ratings in network radio: 26% higher than the second-place network.  

CBS starts 1951 with the highest billings in network radio: 11% above 1949, 13% above the second-place network.  

CBS starts 1951 with the lowest cost-per-thousand homes reached in network radio: 33% lower than the second thriftiest network.  

CBS starts 1951 with the largest circulation in network radio: 895,000 more homes than the second-place network.

---

1 January-November, 1950, NRI. 2 January-September, 1950, PIB. 3 January-October, 1950, NRI. 4 February-March '50, NRI (all right, this is our least up-to-date figure, but it's nearly two years more up-to-date than the latest figures quoted by some broadcasters.)
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>Adam Hatt</td>
<td>6:00 PM</td>
<td>CBS</td>
<td>Ellen Monroe</td>
<td>6:00 PM</td>
<td>MBS</td>
<td>Charlie Wild</td>
<td>6:15 PM</td>
<td>ABC</td>
<td>The Big Show</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15 PM</td>
<td>ABC</td>
<td>Steve Allen</td>
<td>6:15 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>6:15 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>6:30 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 PM</td>
<td>ABC</td>
<td>The Big Show</td>
<td>6:30 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>6:30 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>6:45 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45 PM</td>
<td>ABC</td>
<td>The Big Show</td>
<td>6:45 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>6:45 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>7:00 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>7:00 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>7:00 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>7:15 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>7:15 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>7:15 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>7:30 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>7:30 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>7:30 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>7:45 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>7:45 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>7:45 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>8:00 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>8:00 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>8:00 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>8:15 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>8:15 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>8:15 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>8:30 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>8:30 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>8:30 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>8:45 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>8:45 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>8:45 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>9:00 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>9:00 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>9:00 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>9:15 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>9:30 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>9:30 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>9:45 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>9:45 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>9:45 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>10:00 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>10:00 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>10:00 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>10:15 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>10:15 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>10:15 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>10:30 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>10:30 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>10:30 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>10:45 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>10:45 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>10:45 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>11:00 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>11:00 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>11:00 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>11:15 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15 PM</td>
<td>ABC</td>
<td>Jackie Gleason</td>
<td>11:15 PM</td>
<td>CBS</td>
<td>Ernie Kovacs</td>
<td>11:15 PM</td>
<td>MBS</td>
<td>Desi Arnaz</td>
<td>11:30 PM</td>
<td>ABC</td>
<td>Jack Benny</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAY</td>
<td>SUNDAY</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>--------</td>
<td>----------------</td>
<td>----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Excerpts: Listings in order: Sponsor, name of program, number of stations, start time. If program originated from West Coast, time to be announced. Time is EDT.

NBS


4:15-6:15 AM Sat. Speeches, Hearings, Reports.

9:30-10:45 AM Mon-Fri. Call Time, General News, Special Programs.

10:45-12:00 PM Sat. Call Time, General News, Special Programs.

12:00-1:15 PM Mon-Fri. Call Time, General News, Special Programs.

1:15-2:30 PM Sat. Call Time, General News, Special Programs.

7:00-8:15 PM Mon-Fri. Call Time, General News, Special Programs.

8:15-9:30 PM Sat. Call Time, General News, Special Programs.


9:30-10:45 AM Sat. Call Time, General News, Special Programs.

10:45-12:00 PM Sat. Call Time, General News, Special Programs.

12:00-1:15 PM Sat. Call Time, General News, Special Programs.

ABC


5:30-7:30 AM Mon-Fri., Sat. Sky Patrol.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.

5:30-7:30 AM Mon-Fri., Sat. World News, 30 Stations.
More advertisers spent more money on WCAU in 1950 than in any other year in WCAU's 28-year history!

WCAU
The Philadelphia Bulletin Station
50,000 watts, CBS affiliate
Represented by Radio Sales
SOS MAGIC SCOURING PADS considering spot announcement campaign. Agency: McCann-Erickson, San Francisco.

J. A. WRIGHT, Keene, N. H. (silver cream), started participation sponsorship on WGN-TV Chicago last week. If test successful television participation campaign will be expanded into other markets. Agency: Lambert & Feasley, N. Y.

REISS DAIRY, Sikeston, Mo., appoints Harold Kirsch Co., St. Louis, to handle advertising and merchandising. Extensive radio campaign being used.

BALLARD & BALLARD, Louisville (Oven Ready Biscuits and grocery products), sponsoring two or three participations in daytime home economics TV shows each week in seven markets indefinitely. Cities: Memphis, Detroit, Huntington, Oklahoma City, Atlanta, Birmingham and St. Louis. This is first use of TV spot except for initial test in Louisville, the home market. Agency: Henri, Hurst & McDonald, Chicago.

REED PRODUCTS Co., St. Louis (Inergel Tablets), appoints Dorrance-Waddell Inc., N. Y., to handle advertising.

FRIEDMAN-SHELBY branch, International Shoe Co., St. Louis, (Red Goose shoes), expands its Saturday morning, half-hour Movies for Kids from 9 to 19 markets in mid-February through Henri, Hurst & McDonald, Chicago. Contracts for 52 weeks.

LOS ANGELES BREWING Co., L. A., names Warwick & Legler, N. Y., to handle its $1.8 million advertising account for Eastside beer.

MAHER SHOE STORES, Toronto, sponsoring weekly half-hour transcribed Henry King Show for one year on seven Ontario stations. Agency: Woodhouse & Hawkins, Toronto.

C & W FROZEN FOODS, San Francisco, appoints Ley & Livingston, same city, to handle advertising. Radio and television will be used.


CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnot), names Henri, Hurst & McDonald, Chicago, to handle radio portion of its account. Agency has handled rest of account for 15 years.


Network Accounts...

ANDREW JERGENS Co. (lotion) sponsoring Wed.-Fri., 4:15-4:30 p.m. segment of Kate Smith NBC-TV program. Agency: Robert W. Orr & Assoc., N. Y.

STERLING DRUG INC., N. Y. (Bayer Aspirin, Molle Shaving Cream), to sponsor News of Tomorrow, 10:30 p.m., ABC, starting April 2. Agency: Dancer-Fitzgerald-Sample, N. Y.

BULOVA WATCH Co. has renewed sponsorship through June of 9-9:30 p.m. segment of Frank Sinatra Show, CBS-TV, 9-10 p.m. Sat. Agency: Biow Co., N. Y.

GENERAL MILLS, Minneapolis (Kix), has bought 6:30-7 p.m. EST por-. (Continued on page 81)

---

FIRST in Georgia’s third market...

FIRST (power) 5000 W

AUGUSTA

GEORGIA

FIRST in selling power...

FIRST Hooper-Wise

According to the latest Hooper Survey, WRDW is first in more 30-minute periods than all other Augusta stations combined. WRDW, with a 30.2 in total rated periods, is a Big First in the market.

BROADCASTING • Telecasting

January 29, 1951 • Page 11
McFarland Pledges

EDITOR:  
...The majority leadership... duties have been especially heavy during the last few days in connection with assuming this post... The position... is probably more difficult now than at any time in our history. I will do my best to discharge my responsibilities conscientiously and prudently... 

Ernest W. McFarland  
United States Senate  
Committee on Interstate and Foreign Commerce  
Washington  
* * *

TV or ‘tv’?

EDITOR:  
Perhaps I’m overly [and unduly] conscious of possible results in the usage of type to convey ideas.

When the human voice is not available, then type is resorted to. I’m glad you use it to tell everybody what is going on in Broadcasting. By just capitalizing that word Broadcasting, you don’t know whether I mean the Industry or your Publication... as both are of real stature and importance. So, I mean both!

All the above by way of preambles to this offered suggestion; when, in speaking of television, by using the short form “TV” and, using the word “radio” to mean the broadcasting of sound unaccompained by sight at the same time, it often appears thusly... “radio and TV.” Capitals generally carry more emphasis than lower case... so “TV” gets more attention... or results in a stronger impression than “radio” in lower case.

Perhaps the relative values would be better expressed if, in all instances, we either used this form... “Radio and TV” or “radio and tv.”

W. B. McGill  
Advertising Manager  
Westinghouse Radio Stations Inc.  
Washington, D.C.

EDITOR’S NOTE: We believe Mr. McGill, one of the nation’s foremost type experts, has a point. For example, WOR New York, identifies its television affiliate as WOR-TV. Reason for capitalizing TV in past has stemmed from use of AM and FM in caps. But it’s never too late to change, if there are cogent reasons for it. The editors invite short comments.

'Columbia Network'  

COLUMBIA NETWORK  

In Buffalo  

Thanks to the best wave length on the dial, WGR’s 5000 watts reaches western New York’s prosperous markets with radio’s biggest dollar’s worth in this area. BIGGER COVERAGE with top-rated programs... Columbia and local... makes WGR the best buy in Buffalo.

WGR  
550  
Broadcasting Corporation  
RANDBUILDING, BUFFALO 3, N.Y.  
National Representative, Free & Peters, Inc.  
Leo J. ("Pits") Fitzpatrick  
I. R. ("Ike") Loansbery

'Lasting Value'

EDITOR:  
I consider the BROADCASTING • TELECASTING magazine the finest in its field and I can assure you that I plan to have it in my library always. More than I feel that every issue has articles of lasting value, I see that they are filed in order. That way they’re available when I want them...

* * *

'No Sympathy'

EDITOR:  
I was very interested in the article on page 35 of the Jan. 15 issue on “Mail Order Deals.”

Unfortunately, I have no sympathy for the advertisers in this article. I see no reason why they have been accepting PI business only to find that the advertisers are not responsible parties.

We had one experience with a Pacific Northwest agency that sent a firm order with check for a mail order deal. We thought that, at least, paying for the advertising in advance they would take care of the customers. We refunded almost as much money as we got, however, when the merchandise was not delivered on time and did not live up to its advertised claims.

I would like to see you continue to hammer away as you have done editorially against broadcasters taking business on a contingent, pay-out of PI basis. As long as we have broadcasters who are willing to prostitute their own business, we certainly cannot present a very strong competitive force against other media. I see no reason why we should not have agency recognition as many have recommended. Certainly we investigate every agency before we accept business. There are too darn many of them who operate on the media money, and are slow in paying their bills...

* * *

'Be Gay, Go USA'

EDITOR:  
I think one of the greatest things lacking in our present federal government is a good propaganda and public relations setup for the people of Europe and Asia.

Therefore, I would like to suggest... the possibility of using five top advertising agencies in the United States today to do a consistent job of selling the American people to other lands. As you well know, advertising agencies have the knack of selling most anything to us in the way of products and I can see no reason why the American Way of Life should not be sold to other countries on the same basis as soap is sold to the

(Continued on page 45)
You're the Doctor

Only $75.00 Per Month the First Year and just $50.00 Per Month Thereafter

Check up on the Capitol Custom Library. You'll find this new transcription service plan as sound as a dollar used to be.

It makes sense. You SELECT your basic Custom Library from Capitol's complete Transcription Library — you SELECT all additions and exchanges. Result, you have a concentrated library service of just what you need and want. A potent hypo for your musical programming!

You save dollars. Since this Custom Library Plan eliminates supplying you with transcriptions you don't need, Capitol eliminates wasted pressings expense. Result, a big savings!

You Pay —

Write or wire for Custom Library and Bonus Information
CAPITOL RECORDS, Inc., BROADCAST DIVISION
Sunset and Vine • Hollywood 28, Calif.
SPARTANBURG
(township) 1950
U. S. Census

POPULATION
67,888

Spartanburg is the "Hub City" of South Carolina's highly industrialized Piedmont section. The City of Spartanburg is ringed in with textile mills and the homes of well paid operatives who turn out a great portion of the nation's textiles.

These textile mills began migrating from New England to the Piedmont section over a quarter of a century ago. They were established just outside the city limits of Spartanburg. (Spartanburg has not changed its city limits since 1886).

The growth of Spartanburg is reflected in the new U. S. census population of 67,888 for the township of Spartanburg, which covers most of the metropolitan area of the city. Within a ten-mile circle of the City of Spartanburg reside 100,000 people.

In Spartanburg County, where a fine balance exists between industry and a diversified agriculture, there are 147,844 people (1950 census), with retail sales in excess of 100 million dollars.

Covering Spartanburg and this thickly populated and high income area is WORD—SPARTANBURG'S BEST RADIO BUY!

WORD
SERVING THE HEART OF THE PIEDMONT
ABC
WDXY-FM • DUPLICATION
Walter J. Brown, President

SPARTANBURG
• See HOLLINGBERY

PAGE 14 • JANUARY 29, 1951

Paul M. Browne, freelance radio-TBV producer, named vice president Abbott Kimball Co., S. F.


Lee Randon to Henri, Hurst & McDonald, Chicago, as assistant to Scotty Keck, radio TV director. Mr. Randon was assistant director Ruthrauff & Ryan, same city.


Robert E. Moore, vice president Boss Roy-Fogarty Inc., Chicago, to C. Wendel Muench & Co., same city, as merchandising director.

L. J. Wiegand, advertising and promotion manager Cincinnati Industrial

(Continued on page 19)

One of advertising's most vocal advocates of a uniform method of determining a station's coverage is Al Eisenmenger, head of the radio and television time buying department of Leo Burnett Co., Chicago.

Al will talk at the drop of a hat about the need for an improved BMR, BAR or whatever they are, and industry leaders often invite him to discuss his ideas about how to evaluate a station's potentials, the composition and penetration of its audience, before groups of broadcasters.

Although just turned 40 and looking younger, which permits him to reveal his birth date "off the record"—Mr. Eisenmenger has had unusual broad experience in many phases of radio and advertising. As a young studio engineer at NBC, he was one of the founders of NAB. He has been in charge of program production on some of the nation's largest advertising accounts, and is an authority on talent contracts.

One is led to wonder where Al got his nickname, because his initials are E. G. All he tells you is the Al comes from the "E." The "G" stands for George.

Al was born on his father's 100-acre farm, but moved into the village of Humphrey, Neb. (population 864), before he was three years old when his dad passed away. As a boy, he delivered milk and eggs to help support himself and his mother, and later, while attending St. Francis high school, he worked part-time on farms and in a local nursery. Although he was absent from his high school classes six weeks each year during the corn picking season, Al maintained the highest scholastic average in his class.

After graduating from St. Francis, he was another farming Eisenmenger for two years, then got the urge to become a radio operator. He went to Omaha, but could find no part-time work to finance his education, so went to Chicago. Thirteen months after enrolling at the Chicago Radio Institute, he got an operator's license.

He worked his way through the course by "tooting" boxes in the shipping room of a hardware concern, and later as assistant in a U. of Chicago biological research laboratory.

Al's first full-time job was making radio parts for Universal

(Continued on page 44)

At its recent convention The National Association of Radio News Directors awarded to WOW a plaque for...

"Outstanding Preparation and Presentation of the News"

... When 400 men in the same profession agree that WOW'S news presentation is the best, it MUST be good.

Last year the WOW NEWS DEPARTMENT broadcast, to the more than 485,000 families in WOW-LAND, 77,237 news stories, an increase of 1,783 stories over the previous year.

Right Now News is the Hottest Advertising Buy in Radio . . .

FRANK P. FOGARTY, General Manager
JOHN BLAIR CO., Representatives

BROADCASTING • Telecasting
WANT A GOOD RECEPTIVE AUDIENCE AT A GOOD LOW COST In the Rochester, N.Y. Area?

BUY IN WHAM'S "Midnight Merry-Go-Round"

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

See your Hollisbery man for details about lowest cost availabilities on "Midnight Merry-Go-Round"

PUERTO RICAN advertising agency Publicidad Badillo Inc., San Juan, last month celebrated its sixth anniversary of service to the island which boasts the largest per capita consumption of U. S. manufactured goods in the world. Agency planning board includes (l to r): R. Hernandez, assistant radio director; R. A. Fornier, vice president in charge of production, formerly with The New York Times; R. Martinez, account executive; S. E. Badillo, president, and A. R. Moll, vice president, formerly production manager of NBC's International Division, New York.

Agency Beat

(Continued from page 14)

tries Inc., to Guenther, Brown & Berne Inc., same city, as account executive.

SAM WOODALL, production manager WINN Louisville, to Krupnick & Assoc. Inc., St. Louis, in account service department.

JOHN BUTLER, Buchanan & Co., S. F., to Brisacher, Wheeler & Staff, S. F., as radio and television producer.


HAROLD M. SCHNEIDER, president Schneider, Cardon Ltd., Montreal, has purchased all shares owned by Norman Cardon and has appointed J. GERALD GALES as senior account executive. Mr. Gales has been radio director of a Montreal agency.

STEPHEN GOERL ASSOC., Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

GEORGE ALLEN DANCHUK, to Biow Co., Hollywood, as art director and production manager. Was art director, Sears Roebuck & Co., and North American Aviation. He succeeds E. C. WILLIAMS, recalled to active service as officer, Army Engineers.

CLAUDE C. WIMPERLY, senior account executive McKim Adv. Ltd., Toronto, to manager of Vancouver office of agency.

RICHARD VROOMAN, Harry Bonath Art Service, Seattle, to Sidney Garfield & Assoc., S. F., as art director.

FRED MAY, BBDO, S. F., to Guild, Bascom & Bonfigli, S. F., as media and production manager. He replaces FRED BYRON, resigned. WILLIAM HOFFINE, treasurer Potts-Turnbull, Kansas City, appointed treasurer.

EVERETT DOTEN, account executive Long Advertising Service, S. F., ordered to active duty with Air Force in Washington, D. C.

NELSON WINKLESS, copy group chief BBDO, N. Y., to San Francisco office in same capacity.

JOHN McKENNEY BINGHAM forms new agency under his own name, formerly known as Toronto office of Russell T. Kelley Ltd. J. HARRY TITHERINGTON appointed vice-president and IRENE PORTER named secretary-treasurer of new agency with headquarters at 86 Adelaide St. East, Toronto.

S. E. ROBERTS Inc., Philadelphia, changes name to H. H. DuBOIS Inc.

JOSEPH P. MCLAUGHLIN, director public relations Thomas J. LaBrum, Phila., opens own agency, The Beacon Agency Inc. JOHN J. MCLAUGHLIN, Neal Ivey Agency, Philadelphia, will be associated with him. SUZANNE ROBERTS, local radio-TV producer, will handle radio-TV production for new firm.

ROY SMITH, DICK EVANS and JACK DOONAN, Shawl Nyeland &

BROADCASTING • Telecasting

January 29, 1951 • Page 15
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are:

Washington enjoys excellent position in the first ten major markets in the country...you’ll find WRC’s results are a telling reason in these years of hard selling.

IN THE NATION’S CAPITAL
YOUR BEST BUY IS

strictly business

whether his singing hastened or hindered his departure from high school in Lincoln, but he was graduated from there in 1934. Early schooling was gathered in that city and Paola, Kan., where he was born Clifford Eudell Ogden in 1915. Following high school he received further formal education at Pasadena Junior College, Pasadena, and U. of Nebraska, Lincoln, where he majored in music.

About this time the urge to get into radio hit him again and he left school to go on the road peddling syndicated shows to stations. The following year, in 1938, June Carlson, an artist costumer designing for Paramount Pictures, was influential in making Cliff decide to desert his bachelorhood and the call of the open road for a more stationary job.

In December of that year he became a salesman at KTMS Santa Barbara, Calif., where he told one of the few lies of his otherwise untarnished career. In order to become eligible for the $2 weekly additional salary afforded married men, Cliff unashamedly told Frank Webb, then station manager and now general manager of KFH Wichita, that he was a member of that happy group. The following month he squared things with his (Continued on page 48)
Annoying "Roll-over"—starts up in TV sets when you mix remotes with locals

RCA's TV Genlock TG-45 ends picture slipping when you "lap dissolve" and "superimpose."

Now you can lock two entirely different programs together—remote or local—and hold pictures steady right through switching! No manual adjustments of phasing to fiddle with. No extra equipment needed at remote pick-up points. Here's how the GENLOCK works.

Located in your main studio, this simple unit compares the signal of your remote sync generator with the signal of your local sync generator. The difference in the phasing of the pulses produces an "error" signal which locks your local generator as a "slave" to your remote generator as a master. This enables you to treat remote signals as local signals—and switch back and forth without picture "roll-over," no matter where your program originates!

The RCA GENLOCK is simple in design, completely automatic in operation—"locks-in" much faster than you can switch. It fits any standard 19-inch TV rack.

Give your programming a lift. Switch as you please between programs for variety and for special effects. It's easy with a GENLOCK. For more information call your RCA TV equipment representative. Or write Dept. 19AE, RCA Engineering Products, Camden, N. J.

---

**TELEVISION BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

January 29, 1951 * Page 17
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
CHART FOR NEW NAB-RADIO-TV Faces Board This Week

By J. FRANK BEATTY

A BRAND new structure for NAB, adapting it to serve both aural and visual stations, is scheduled to emerge this week from the NAB board's winter meeting in Belleair, Fla.

If a workable federation isn't evolved, then the industry faces prospects of a wide open radio-TV split.

It appeared at the weekend, however, that a series of meetings started Friday morning stood a good chance of producing a formula suitable to NAB's present aural members and the 70-odd TV stations that launched the NAB-TV project in Chicago Jan. 19 [BROADCASTING • TELECASTING, Jan. 22].

The reorganization proceedings got under way in Miami Friday evening as the NAB-TV Steering Committee, plus other TV board members, began putting in black-and-white the principles approved at Chicago.

TV stations are on record with a loud demand for autonomy, and lots of it. Many of the stations that signed the pledge at Chicago—perhaps three-fourths of the 107 network stations—want to come under the NAB banner but don't want aural stations exercising control over their own NAB-TV.

Order of Agenda

Because all NAB board actions this week depend on what's done about television, the topic gets top priority when the board convenes Wednesday morning. Before the week has ended, the following major problems are to be solved during the series of board and committee meetings:

Chart the NAB and NAB-TV federation.

Find ways of making it work.

Get the greatly expanded Broadcast Advertising Bureau working under full steam.

Find a new general manager for NAB to succeed William B. Ryan, now slated to become BAB president Feb. 1 under a five-year contract.

Devises ways of raising perhaps a million dollars to finance NAB, NAB-TV and BAB.

Staff these three operations.

Dispose of all the other association business [BROADCASTING • TELECASTING, Jan. 22].

BAB AIMS AT ANPA

BROADCAST Advertising Bureau has taken sharp-eyed aim at as big a sitting duck as a marksman could want—the chest-thumping newspaper ads placed by the American Newspaper Publishers Ass'n. Bureau of Advertising, claiming Pittsburgh went to pot during the recent newspaper strike.

The full-page ad, which ran in many newspapers within the past few weeks, was headed: "What Happens when Newspapers Don't Hit Town?" and, answering its own question, the Bureau of Advertising listed a host of unhappy developments that BAB, in its attack, characterizes as "misleading" and full of "hog-wild falacies."

In the introduction, the BAB brochure, which will be published this week, points out that BAB "doesn't question the importance of newspapers to any city and its people . . . but BAB—together with all radio—does take exception to misleading statements that pepper this entire advertisement. Any respect for the intelligence of public and advertisers alike demands honest presentation of the true facts. . . . BAB believes that any thinking executive, whether advertiser or agencyman, will instantly discern the hog-wild falacies in this widely published, chest-thumping advertisement."

The brochure was prepared under the direction of Hugh Higgins, BAB director.

Contradicts Statement

In its ad, the Bureau of Advertising said: "Business, big and small, took a beating."

BAB draws on the Nov. 30 issue of the Pittsburgh Business Review, an authoritative publication of the U. of Pittsburgh's Bureau of Business Research, for a contradiction to the newspaper bureau's statement. The Review said:

"Aside from the loss in pay of the several thousand employees of the newspapers, the strike apparently had little effect on the total economy in the district."

The next month's issue of the same publication pointed out the "business activity in the Pittsburg district held near record levels in the first three weeks of November"—which was during the strike. The Review also reported that retail sales in October, also during the strike, were "relatively high for the month."

In its ad, the Bureau of Advertising said the sales of 10 department stores took a "nosedive during newspaperless October." Comparing October 1950 with October 1949 (rather than with October 1949, when coal and steel strikes drastically slowed the retail market), the bureau said the sales for these 10 stores were down 5.6%.

BAB points out what the Bureau of Advertising neglected to mention—that department stores reported a 4.7% increase in that month, and further, BAB says, the

Answers Strike Ads

Vol. 40, No. 5
WASHINGTON, D. C., JANUARY 29, 1951
$7.00 A YEAR—25c A COPY

(Continued on page 24)
REGGIE SCHUEBEL, radio and television director of Duane Jones advertising agency, and John M. (Jack) Wyatt, radio and television head of Grey Advertising, have resigned their positions effective Feb. 15 to create a new agency service to be known as Wyatt & Schuebel.

The firm will assemble, plan and produce radio and television programs, including the buying of both spot and network time for advertising agencies. Among agency clients already signed by the organization are Doyle Dane Bernbach Inc., New York, and Honig-Cooper & Co., San Francisco. Others are to be revealed within a fortnight. Besides serving as production consultants for Duane Jones, Wyatt & Schuebel will function, in effect, as the radio and television departments in New York for out-of-town agencies.

Miss Schuebel, a 20-year veteran in the industry, has served previously with the Show Co. where she innovated the Bulova Watch spot radio campaign as well as produced the Philip Morris programs, including Crime Doctor, Johnny Presents, The Philip Morris Playhouse, and Why's My Name for Dunhill. For Eversharp she produced Take It among others.

As executive in charge of radio and television he has been responsible for such network shows as Twenty Questions, Robert Montgomery Show, Wrestling with Dennis James and Hands of Mystery. Wyatt & Schuebel has established offices at 40 E. 51st St., the Peninsular, and will work directly with agencies and packagers. Among the accounts handled by Doyle Dane Bernbach are BVD, Crotton Watches, Barton's candies, Book of Knowledge and Obharc's. Honig-Cooper already has assigned to Wyatt & Schuebel, handling of Famous Jury Trials over DuMont for Swiss Colony Wines.

**RIGGIO RETIRES**

Leaves American Tobacco

VINCENT RIGGIO, chairman of the board and a director of the American Tobacco Co., New York, last week resigned his past to retire. Mr. Riggio, who is 75, has completed 44 years with the company, including the last three years as president and one year as chairman of the board.

Mr. Riggio was named president succeeding the late George Washington Hill, and was elected chairman of the board on April 7, 1950, at which time Paul Hahn became president. No successor to the post of chairman of the board is expected. Mr. Hahn continues as president.

**Miss SCHUEBEL**

* * *

WRAYTT & SCHUEBEL New Agency Service

reggie schuebel, radio and television director of duane jones advertising agency, and john m. (jack) wyatt, radio and television head of grey advertising, have resigned their positions effective feb. 15 to create a new agency service to be known as wyatt & schuebel.

the firm will assemble, plan and produce radio and television programs, including the buying of both spot and network time for advertising agencies.

among agency clients already signed by the organization are doyle dane bernbach inc., new york, and honig-cooper & co., san francisco. others are to be revealed within a fortnight.

besides serving as production consultants for duane jones, wyatt & schuebel will function, in effect, as the radio and television departments in new york for out-of-town agencies.

miss schuebel, a 20-year veteran in the industry, has served previously with the show co. where she innovated the bulova watch spot radio campaign as well as produced the philip morris programs, including crime doctor, johnny presents, the philip morris playhouse, and why's my name for dunhill. for eversharp she produced take it among others.

as executive in charge of radio and television he has been responsible for such network shows as twenty questions, robert montgomery show, wrestling with dennis james and hands of mystery.

wyatt & schuebel has established offices at 40 e. 51st st., the peninsular, and will work directly with agencies and packagers.

among the accounts handled by doyle dane bernbach are bvd, crotton watches, barton's candies, book of knowledge and obharc's. honig-cooper already has assigned to wyatt & schuebel, handling of famous jury trials over dumont for swiss colony wines.

**WWDC TO MBS**

becomes washington key

wwdc washington, 5 kw independent station, will become the capital outlet for mutual broadcasting system effective march 11, it was announced last week by network and station officials.

under terms of the affiliation agreement, announced friday by e. m. johnson, mbs vice president in charge of station relations, and ben strouse, wwdc vice president and general manager, wwdc will serve as washington origination point for the network, replacing weam arlington, va. wash-fm continues as mbs' fm affiliate.

wwdc is licensed to capital broadcasting co. wwdc studios and engineering facilities have been utilized by mutual for all capital originations since february 1950 when mbs switched its affiliation from wol to wram. at that time, wwdc and wol exchanged offices and facilities, including frequency and power [broadcasting • telecasting, feb. 20, 1950].

mbs was understood to have made the latest affiliation shift in the belief that it would receive better all-around coverage and a more convenient origination point. wwdc operates with 5 kw full-time on 1260 kw, with location at 1627 k st., nw, washington, former power, wave-length and location of wol. weam is assigned 1390 kw with 5 kw directional, with offices in arlington, va.

participating in arrangements for the affiliation were, in addition to meerson, johnson and strouse, robert carpenter, eastern director of station relations for mbs, and thomas m. dowd, of the law firm of pierson & ball, washington.

**FEW ELECTED**

liggett & myers president

benjamin f. few, director and senior vice president of liggett & myers tobacco co., has been elected president of the firm succeeding j. w. andres who, pursuant to the company's employees' retirement plan, will retire effective feb. 1.

mr. few has been with the company since his graduation from college in 1916. for the past several years he had directed the company's advertising.

zach toms, secretary of the company, was elected vice president and l. d. thompson, head of the purchasing department, was named a director of the company at the board meeting.

**TWO FOR ABC**

kso, kscj join june 14

kso des moines and kscj sioux city will become affiliates of abc effective june 14.

kso, now a cbs affiliate, is a full-time station operating with 5 kw on 1450 kw.

the station is owned by murphy broadcasting co. and is managed by s. h. mcgovern. it replaces kfmt des moines which becomes a cbs affiliate in june [broadcasting • telecasting, dec. 19, 1950].

kscj, also a former cbs affiliate, is a full-time station operating with 5 kw on 1500 kc. it is owned and operated by perkins brothers co. and managed by eugene t. flaherty. station replaces wnax yankton, which serves the sioux city area and became a cbs affiliate.

**Or Leave It and for Camels she created Thanks to the Yanks.**

as radio and television director for the duane jones co., since 1943, she has supervised the following programs: we love and learn, menmen shave time and sweet-heart soap show. miss schuebel directed the spot announcement campaigns of the hudson paper co. and Mueller products. in addition she bought and supervised one man's family in television.

mr. wyatt, an important radio figure for 17 years, has recently held the position of radio and television director at three agencies: grey advertising co., cecil & presbrey and, before that, buchanan co.

during his tenure at the various agencies he has handled the radio and television advertising for the texas co., paramount pictures, philip morris (daytime programs), romson and the block drug co.

**Riggio Retires**

leaves american tobacco

vincent riggio, chairman of the board and a director of the american tobacco co., new york, last week resigned his past to retire. mr. riggio, who is 75, has completed 44 years with the company, including the last three years as president and one year as chairman of the board.

mr. riggio was named president succeeding the late george washington hill, and was elected chairman of the board on april 7, 1950, at which time paul hahn became president. no successor to the post of chairman of the board is expected. mr. hahn continues as president.

**Greystone Show**

GREYSTONE CORP. (publishing house) sponsored one-time 10-10:15 a.m. segment of no school today, 9-11 a.m. over abc, jan. 27, to promote its children's record guild. huber hoge & sons, new york, is agency for the publishing house which also has taken an option for the following 12 weeks.

drawn for broadcasting • telecasting by sid hix. "wof regrets it is unable to present today's congressional proceedings on the grounds that broadcasts and telecasts are discouraging attendance . . . ."
WITH TIME on its hands because of defense emergency, the FCC has decided on another bold venture into station programming—a Blue Book on TV (CLOSED CIRCUIT, Jan. 22).

It will meet today (Monday) to rubber-stamp procedures in its project to evolve programming principles, in a move that is certain to cause strong protests from both industry and Congressional quarters.

Though the mechanics remained to be determined, it is evident that the study—the public service responsibilities of television stations—would be labelled a cooperative venture in which the views of all TV stations would be solicited.

Promptly forthcoming will be an order calling a conference of all TV licensees to consider principles applicable to TV commercial operation. The announcement is being made post-haste because 492 licensees are expected to receive renewal for the customary one-year period, on Feb. 1. In 44 instances, the staff has raised questions about commercialism, while in five technical or allocations factors are involved.

At first, the staff wanted to issue temporary renewals, but the FCC majority vetoed that. The term “Blue Book” permitted the FCC’s discussions, and apparently the same standards of a maximum of 80% commercialism were considered as yardstick. The FCC majority apparently was sold on the project as an “exploratory” one. Certain members wanted to move warily because of the repercussions to the AM Blue Book of 1946.

Deal in Categories

Such factors as triple-spotting, plugging, and news, were considered in the preparer’s programs, horror shows during early evening hours, all came into the FCC’s discussion. It was decided to avoid specific programs, in categories and over-all balance.

Tentative plans for the project were approved before Chairman Wayne Coy left last week on a long-delayed vacation tour of the Southwest. He expects to return in early March. The plan, a month in the works as of the deadline, was brought before the FCC by its law Bureau, which spawned the controverted AM Blue Book.

The new Blue Book plan was understood to have been agreed upon after proposals for full-dress hearings on particular stations’ applications encountered stern opposition from some of the Commissioners.

Among the “problems” concerning the Commission, it was understood, are “program balance,” alleged excessive commercialism in some instances, the “taste” of some programs and programming practices, and, generally, the problem of differentiating between principles applicable to radio and those applicable to TV, due to inherent differences between the two media.

Apart from numerous complaints which FCC claims to have received, however, there are no instances of scheduling of crime or horror shows during children’s viewing hours, for example, or against the length of some commercials.

One-week survey of New York TV programming which was submitted in the educational TV hearing last week shows that the FCC expects to add fuel to the Blue Book movement, though the survey report was sharply challenged by commercial broadcast representatives.

TV commercials may receive exhaustive examination, and some of the definitions spelled out in the radio Blue Book may be over-hand.

One question already has been raised: When is a TV commercial not a commercial? That is, does the FCC accept a sponsor’s name on some similar advertising device as background material, where it is in sight during some or all of the regular program presentation, constitute a commercial? Station operators contend that it does not, but others argue that a sharper line of demarcation is needed.

On the question of advertising, FCC’s 1946 Blue Book said: “... the evidence ... warrants the conclusion that some stations, by segmenting some or many portions of the broadcast day have engaged in advertising practice which is not compatible with their public responsibilities, and which threaten the good name of broadcasting itself.”

As the broadcasting industry itself has insisted, the public interest clearly requires that the amount of time devoted to advertising matter be related to a reasonable relationship to the amount of time devoted to programs. Accordingly, in its application forms the Commission will request the applicant to state how much time he proposes to devote to advertising matter in any one hour.

This by itself will not, of course, result in the elimination of some of the current radio advertising done (in the Blue Book). This is a matter in which self-regulation by the industry, properly executed, may well be and indeed expected. The Commission has no desire to concern itself with the current radio commercializing of satellite programs of particular commercial clips.

The Commission has professed to claim no authority to set the ratio of commercial programs to sustaining programs in radio, except that it considers a “reasonable proportion” of sustaining time to be “one standard of operation in the public interest.”

Yet it requires radio applicants to break down their program proposals to show the percentage of each type, and, generally, proposals to sell more than 80% of program time are regarded as suspect.

Thus far TV applicants have not been required to make such breakdown on application forms—a subject which itself may receive attention at any forthcoming FCC-station conferences.

Different Problems

Though FCC authorities appear to recognize, at least partially, that there are many differences between radio and TV techniques and problems, the Commission in its radio Blue Book cited four program service factors which it considered particularly pertinent in evaluation of broadcasting in the public interest.

(1) The carrying of sustaining programs, including network sustaining programs, with particular reference to the licensees of a proper discretion and responsibility for maintaining a well-balanced program; (2) the limitation of airing of local live programs; (3) The carrying of programs devoted to the discussion of public issues, and (4) The elimination of advertising excessive.

NEW McFARLAND BILL

May Meet Set

A NEW McFARLAND bill to streamline FCC procedures was sent to the Senate last week designated for early approval—possibly early this week.

Its 1951 debut on the legislative scene was greeted with high hopes in some quarters as prelude to the enacting by Congress of the first comprehensive Communications legislation since 1934.

Sparkplugged by its sponsor and author, Senate Majority Leader David McFarland (Col.), the bill was introduced in the upper chamber Tuesday and reported unanimously by the full Senate Interstate & Foreign Commerce Committee a day later.

Except for its number, the new bill (S 658) is virtually identical with its predecessors, S 793 and HR 4251, which passed the House Aug. 9, 1949 and July 26, 1950 respectively in the 81st Congress. Both bills also bore the sponsorship of Sen. McFarland, who chairs the Commerce radio subcommittee in the Senate.

While the bills (HR 4251 was an amendment to a House-passed measure that modified S 1978 only slightly to bring its provisions up to date) twice passed the Senate, the measures faltered in the House. The use of the “x-ray” label with those most closely associated with the McFarland Bill’s legislative welfare.

They felt that FCC, which had voiced objection to certain provisions of the measure, may be more receptive this session.

It was learned that FCC Chairman Wayne Coy, who testified last August before the House Interstate & Foreign Communications Committee on HR 4251 as amended by the Senate, had a bill, testified by Sen. McFarland and Ed C. Johnson (D-Col.), Commerce committee chairman, on the same day the bill was introduced.

During the discussion of the bill, it was revealed that the trio agreed that in the light of present world conditions perhaps less strenuous objection would be forthcoming from the Commission.

It is believed that although the Commission does not intend to scuttle its oft-stated opposition to sections of the McFarland version, the FCC may take the position that differences can be reconciled in joint House-Senate conference.

Close House Examination

That the House committee will look closely at the new bill was pointed out by Commerce Committee Chairman Robert Crosser (D-Ohio) Tuesday (CLOSED CIRCUIT). Casting that the measure would be “x-rayed” by the committee’s staff.

Chairman Crosser recalled the stiff opposition to the bill expressed by the Commission in the last Congress and its recommendations presented to the committee in the form of a “model bill.” It is presumed that the committee will concur with the staff member urging the FCC in working out its staff report, which Rep. Crosser said probably would be requested before any committee action is taken.

In the Senate committee report, Sen. McFarland stressed that the entire field of FCC’s structure—the administrative and appellate procedure—has long been subject to severe criticism by special and select Congressional investigative committees and has come under the Senate Commerce and Judiciary and House Commerce Committee spotlight.

The Senator pointed out that no attempt was made to deal with changes in FCC’s “policy” as it affects radio or TV broadcasting or with that affecting common carriers.

But far from closing the door to “such policy provisions,” the Senator scored current studies which are being “further pursued” on policy under the Commerce Committee added, “... in the field of radio the subject of most pressing importance today is the functioning of the Commission.”

Reviewing the history of the procedural bill, which would set “deadlines” for FCC action on applications and provide for changes in FCC regulations, McFarland pointed out its 10 year history of investigation, study, hearing and report-making by various committees, subcommittees, select and special Congressional groups.

For the past seven years alone, he explained, the Senate Commerce (Continued on page 21)

BROADCASTING • Telecasting

January 20, 1951 • Page 21
TWO ANNIVERSARIES marking major milestones in all-night radio will be observed in Chicago within the next month. WIND's Night Watch becomes 15 years old Feb. 6 and Atlas Brewing Co. on March 1 will celebrate its ninth birthday as the dominant sponsor of this oldest of Chicago night-owl shows.

The 60-year-old Atlas firm has "hogsed" the WIND Night Watch nine years for good reason. Its 33 participating spot announcement nights, costing approximately $22,000 a year, have brought results. Atlas, strictly a local concern, is currently reported the No. 2 beer in Chicago sales.

But what makes Atlas Brewing's Night Watch story so phenomenal is the comparatively low cost of sponsorship. In 1950 the company spent $265,000 for radio of which Night Watch got less than 10%. In the same period the show draws up to 4,000 pieces of mail weekly and is credited by the Atlas advertising manager, August G. Gomer, with doing "one of our most effective advertising jobs."

"We are so sold on spot commercials of the type used on the Night Watch that we plan for several new ones during 1951," Mr. Gomer said.

Radio is increasing in popularity at Atlas Brewing at the expense of at least one other medium—outdoor advertising — according to figures for 1949 and 1950 released to Broadcasting - Telecasting last week. In 1949 the company spent $91,000 for billboards and other outdoor displays. Last year the figure had dropped to $86,000. Atlas' overall radio budget in 1949 was $280,986, as compared with $285,000 last year.

If Atlas were to buy all-night radio in any other big U. S. city, its story might not be as good as in Chicago. The "Windy City" is desirable from the radio advertiser's viewpoint because it has hundreds of thousands of night-shift workers. And there is considerable saving in buying time in the wee hours as rates are lower than during conventional daytime.

Chicago was not always a "night shift" town, but veered sharply in that direction after Pearl Harbor when war plants started spouting throughout the metropolitan area. Noting the heavy all-night traffic to and from plants, and well aware of radio's usefulness as a moral-builder in industry, WIND Commercial Manager John T. Carey seized upon the opportunity to extend the Night Watch, then only four hours long, throughout the night. Mr. Carey's sale to Atlas Brewing of three participating spots nightly in every 25 minute period soon followed.

Not many months later Time magazine praised WIND's Night Watch as "the best late show beamed at war workers in the 1,600 plants which operate 24 hours a day around Chicago."

**Listener Response Takes Varied Forms**

In its 15 years on the air, the show, a combination of news, variety recorded music and emcees, has drawn a varied assortment of phone calls, telegrams and mail from many sections of the country. A group of North Dakota convicts on night duty, were steady listeners for years. A Florida man reported that the love songs played on the program helped him patch up a broken romance. But on the other hand, a young New England lady who had been jilted requested that the WIND Night Watchman dedicate such numbers to her erstwhile boyfriend as "I'm a Lover," "A Cappella," "You Are My Sunshine," and "Cheatin' On Me."

A member of the Horlick Malted Milk family, William Horlick Jr. of Racine, Wis., was a steady Night Watch listener for years, often writing in a request for "The Blue Danube." Mr. Horlick once sent each member of the WIND night staff a shipment of Horlick products, "a midnight lunch to keep you awake."

A typical letter to the Night Watchman was from a listener who noted that "the death of my father, plus the marriage of the girl I love, have given me many sleepless nights, which your fine programs have done much in helping me pass through."

**Industrial Salutes Proved Popular Feature**

During the war Night Watch honored a different industrial plant each Monday, Wednesday and Friday on a "Salute to Industry" program. News about workers, plant activities and descriptive information not subject to censorship, as well as recordings requested by plant personnel, was included in the half-hour period. Plant executives were enthusiastic about this show.

The Night Watch has had a long list of Watchmen, most of whom were young at the time they worked the show and since have become better known industry-wise. The roster includes Jerry White, Allen Thomson, Brooks Connolly, Riley Jackson, Bob Diller, Don Faust, Doug Bruce, Russ Wodeo, Claude Kirchner, Russ Salter, Jack Drees and Jim Lounsbury. Present emcees are 26-year-old Larry Berrill, Mr. Kirchner, now ringmaster of ABC's Super Circus on TV, presided over the show when it originated in Isbell's Restaurant, one of Chicago's gayest niteries, in the fall of 1941. Earlier that year a Radio Guide nationwide poll placed the Night Watch seventh in its standings, outranking any late broadcast in the country. About the same time National Advertiser's Marketing Service reported that more than 50% of all radios tuned in after midnight were dialed to WIND. Pulse has ranked the program either first or second among Chicago's night shows consistently.

Atlas Brewing's commercials—most of them musical—have largely stolen the Night Watch show during the past decade. For years the phrase "Atlas Prager—GET IT!!" was popular, both in announcements and sung with a brass band. Presently a ditty praising "The Better Beer That's Bitter-Free" is in vogue. The word "Prager" has been part of the product name of Atlas and its predecessor companies for many years because the founders of the company originally came from Prague.

The Night Watch has not been entirely an Atlas show, however. Through the years WIND salesmen have placed dozens of sponsors on the all-night schedule. Current co-sponsors are Ruby Chevrolet, with 12 spots and 39 five minute on-the-half-hour newsbreaks (Continued on page 30).
PALEY NAMED

FACED with the spectre of bottleneck civilian economy growing shortage of raw materials urgently needed for electronics and other production, President Truman last week named William S. Paley, CBS board chairman, to head a "trail-blazing" advisory body which will study the long range supply and demand outlook.

Mr. Paley, whose appointment was announced last Monday, as chairman of a five-man Materials Policy Commission, which will report directly to the President. It will function within the Executive Office of the President.

As a "task force," the new group will study production materials problems over and above immediate defense needs and will report "within six to nine months" to the President, who promised to formulate a "comprehensive" policy on raw materials.

In a letter to Mr. Paley, the President described materials as "one of the crucial problems facing the nation" and declared:

"We cannot allow shortages of materials to jeopardize our national security nor to become a bottleneck to our economic expansion."

Shortages of raw materials have sorely beset electronics and other manufacturing industries, drawing the attention of top government agencies as well as industry advisory groups through the past six months. Mr. Paley's assignment is destined to work closely with Munitions Board, National Production Authority, Defense Production Administration, the Office of Defense Mobilization and other departments.

Set Up Contacts

The commission also will deal directly with private groups, such as the Radiacenium Committee, having been requested basic data relating to use of aluminum, copper, cobalt, nickel and other materials. Other industries will, of course, be approached for facts and figures.

Mr. Paley, who had been mentioned prominently for government duty since last month (CLOSED CIRCUIT, Dec. 18, 1949), will devote most all of his time to his new duties during the next six or more months, it was understood. He had conferred periodically for weeks with President Truman, Stuart Symington, chairman, National Security Resources Board, and other top-level government aides.

The CBS chairman at the war II, Mr. Paley held the rank of colonel, serving in the Psychological Warfare Division of SHAPE. He was named CBS board chairman in January 1946.

The CBS board chairman will headquarter in Room 484, Old State Bldg., which houses the Executive Office of the President, NSRB, and other government units.

He will serve without compensation. Operating expenses will be defrayed from an emergency fund. Others named to the commission include; George R. Brown, Houston, Tex., engineer and businessman; Arthur H. Bunker, partner in Lehman Bros., New York investment firm; Edward S. Mason, dean of the Graduate School of John, Administration, Harvard U.; Eric Hodgins, author and former editor of Fortune magazine.

To Trend to Defense Service

Mr. Paley's acceptance of the post marked the appointment of another top-tier radio executive to government service in recent weeks. Lewis Allen Weiss, former board chairman of Don Lee, has reported to National Production Authority as a consultant in the newly-created Office of Civilian Requirements. He will assist Nelson Miller, division chief, in setting up the section advising on functions relating to civilian appeal cases. Mr. Weiss is on leave of absence from the RCA Victor Div., is currently a key assistant to Maj. Gen. William H. Harrison, chief of the Defense Production Administration, charged with jurisdiction over allocation priorities and requisitioning of materials.

Mr. Paley's commission is directed specifically to "make an objective observation on the many aspects of the problem of assuring an adequate supply of production materials for our long-range needs and to make recommendations which will assist ... in formulating a comprehensive policy on such materials."

Long-range Outlook

The commission will look into long-range outlook for requirements, supply, extent of shortages, consistence and adequacy of existing government policies, plans and programs, and "consistency and adequacy of private industry practices."

Executive director of the commission, working with Mr. Paley, is Philip Combs, economist and consultant in private industry. The commission, according to Mr. Combs, will function as a non-operating agency with a small staff. An organizational meeting was held last week.

Continued on page 30

RADIO IS BACK

Newspaper Group Warned

Against an emergency backdrop, Mr. Paley in Washington begins to chart the course of the new Materials Policy Commission.

Hughes Aircraft Co. (CLOSED CIRCUIT, Jan. 15). Walter W. Watts, vice president in charge of Engineering Products

To Study Shortages

RADIO—the medium that refused to be burned—"is back, as big as life on the local as well as the national front."

Newspaper Advertising Executives Assn., meeting last week in Chicago's Edgewater Beach Hotel, not only heard that blunt concessions from Howard S. Barnes, director of the Bureau of Advertising, American Newspaper Publishers Assn., but also heard the forecast of the ANPA executive that Broadcast Advertising Bureau, under the leadership of William B. Combs, executive director, will do effective work in the rough, competitive fight for the 1951 advertising dollar. [Ed. Note—Story on B.A.B.'s barrage against ANPA at claims in Pittsburgh strike is on page 19].

Another threat to newspapers' position as an advertising medium is television, declared Mr. Barnes, who reviewed the possibility of set production slowdown weakening video's position. "No matter what happens to set production, TV is going to spellbind a lot of advertising. It's going to be a lot of dollars that used to go to other media."

Newspapers, to meet the competitive situation, must develop new advertising ideas, bring back former customers and keep present customers sold, he said. Whether total newspaper advertising dollars are "up, down or equal," newspapers are going to bump into the "toughest, toughest competition this business has ever seen," Mr. Barnes said. In addition to radio and television, newspapers must compete with magazines and the fear among advertising men that papers will not be able to fulfill schedules because of newspaper shortages.

The day before (Monday), Fairfax Cone, board chairman of Foote, Cone & Belding, appeared as key speaker on the opening agenda of the three-day sessions.

Advertising in 1951, "vital to success," will operate both as a prospective force to preserve brand names and product reputation and as "our straightest, strictest, purest means of communication," he declared.

Discusses Economy

Mr. Cone, outlining "Advertising in the New Economy," explained advertising must operate "in an entirely new climate, in helping to sell American philosophy, its moral and ideas, and in keeping brand names alive." He warned, however, the new "climate" may frequently be "hostile" to business, selling and advertising—"to business because hostility to business on almost any basis makes good politics; to selling on the grounds that selling in a time of shortages is unnecessary, and to advertising on the basis that it is economically unsound when selling is not needed to sell goods."

Citing the need for "a temporary planned economy, confined to vital factors," Mr. Cone said advertising can help in two ways. "It can be used boldly to keep the position clear and to confine controls, by telling the truth about consequences wherever these may be in doubt, and by helping to sell ideas, to make right ideas understood and make bad ideas abhorrent."

"The only possible safeguard to a company's earned position" in a time of shortage or when goods are completely removed from the market is "through investment in brand names," he asserted. However, "unlimited use of institutional advertising by new advertisers (advertisers without record in any way) and with brand names of earned position and should be carefully restricted," he said.

"The thing is to hold restrictions to proper proportions and not to all institutional copy."

Advertising, which Mr. Cone described as "self-purifying," can "get into the business of selling ideas, probably—and certainly—in the record—the hardest thing there is to sell. We can sell against chisellers by bringing chiselling out in the open, and pointing the fair, right way. We can sell against any black market, by bringing it up, too, out into the open and pointing the active force to preserve brand names alive."

Mr. Cone discussed the business of selling ideas, which may not be "the easiest job in the world for an absentee a traitor to all honest workers, if we will."

Enlarge Production

Arno H. Johnson, vice president and director of media and research for J. Walter Thompson, speaking to the American Advertising Federation, said the total economy of the country can be expanded by enlarging production as well as consumption. To hold the line for the civilian economy, the country must have a wide base for taxes, remove the basic cause of inflation, pay for more armament and raise the standard of living.

January 29, 1951 • Page 23
Chart for New NAB

(Continued from page 19)

director-at-large who are to be eliminated) plus the 11 members of the new NAB-TV board (it will be 13 if all four networks join). NAB President Justin Miller moves as chairman at NAB board meetings and can break a tie.

But at this point another plan comes in— an Executive Committee consisting of the NAB president plus three members from each of the two boards. Such a committee is not provided in the first draft of the resolution. The three NAB-TV Steering Committee members likely would represent NAB-TV on such an executive group.

All this is complicated, many members feel. They say that a board of 35 or more members is too bulky for efficient operation. On the other hand it is pointed out that most of the decisions will be made by the two separate boards, with a minimum of work for the joint board.

The question of money will be important this week— money to run NAB-Radio, NAB-TV and BAB.

Budget Consideration

At the weekend appeared the board would be offered a budget just short of $550,000 to run NAB during the fiscal year starting April 1. This is based on anticipated dues of perhaps $500,000 from radio stations.

A minimum budget of nearly $76,000 was being considered last week. But it was pointed out that the association out of the present NAB TV Dept. Another $15,000 or so might be needed for board and committee meetings.

That said, the board approved a NAB-Tv picture, adding up to around $85,000.

It doesn't pay NAB anything for overhead and use of labor, legal, public affairs, government, research and other activities. That will take another $50,000 or $60,000.

Totalled, these items place roughly $140,000, and added to the $540,000 regular NAB budget could approach $700,000.

Now, suppose NAB-TV decides to have a paid head receiving $35,000 or more a year, plus ambitious projects desired by the membership. That can raise the $140,000 for NAB-TV quite considerably— perhaps to $200,000 or more.

But there's still BAB. Allowing BAB to bring in $50,000 a fiscal year as it attains greater autonomy next April 1, the NAB, TV and BAB budgets could total close to a million dollars.

However, this sum pays for two major trade association projects—associations for radio and television, plus a radio sales-promotion committee.

Under present NAB planning, BAB is to operate purely on behalf of aural radio. NAB-TV will have to do its own sales promoting, perhaps even more so than is done now, similar to the former NAB Broadcast Advertising Dept. which previously handled NAB.

SYMBOLIZING the goal of a two-day radio sales clinic in New York, Worth Kramer, manager of WJR Detroit, left, and John F. Patt, president of WJR, KMFC Los Angeles and WGBR Cleveland; Robert O. Reynolds, manager of KMFC; Carl George, manager of WGBR; Mr. Kramer; Edward Petry, president, and Larry Field, assistant eastern sales manager, of Edward Petry & Co., New York. Announcing the highest sales during 1950 in the histories of WJR and WGBR, and initial point for KMFC, Mr. Patt set a new and higher sales goal for the three stations in 1951. The clinic is expected to become a semi-annual event.

Many of those who signed up at the NAB-TV organization meetings believe they will have a ranking industry leader as full-time general manager, director, president or whatever title is used. They want an NAB-TV board to replace the current board of last resort in NAB-TV affairs.

Other feel present NAB video operation could be enlarged into an efficient and economical association with access to the overall NAB departmental services. They see no need for a full-time big-name official to head video.

Involved in all this thinking is the power to be vested in the NAB president. Suggestion has been made that the president become chairman of the NAB board. Some TV elements want the head of NAB-TV to be top man, reporting only to the NAB-TV board.

When the NAB Inc. board meets during the week under Mr. Sweezy's chairmanship it will take up where it left off in Chicago Jan. 19. At that time, it was understood, the idea of a five-year contract for Mr. Ryan met approval.

Ryan Vacancy

Some board members are said to feel that NAB suffers a serious loss with departure of Mr. Ryan. They argue he will be hard to replace as general manager and give him credit for pulling the association out of a dangerous predicament last spring and summer. Many sharp changes have been made in the headquarters operation, with economies effected. Some feel when it was noted that he is under a three-year NAB contract and hasn't yet served a third of the term.

Mr. Ryan told BROADCASTING TELECASTING: "It was never contemplated that I would have a protracted leave of absence from NAB when the BAB board elected me to the presidency. The BAB board arranged with the president of NAB to grant me a leave so I could accept the BAB presidency while under contract to NAB."

"This was done principally in case NAB wanted me to serve in an advisory capacity for a short time; in the event I had to resign as president of BAB Feb. 1, realizing the problems involved in adapting NAB to expand its services to television."

"The NAB board will determine if my contract with NAB is to be terminated at this time, and if my leave will end April 1. The action was taken to provide interim services to NAB."

Mr. Ryan added that he will submit his resignation as general manager to the NAB board this week. He is not sure how long the leave will be. The BAB board will decide details of BAB expansion. Mr. Ryan envisions a million-dollar or more within two or three years, as conceived by the NAB board when the BAB separation idea was approved last summer.

One of the industry names mentioned in connection with direction of NAB-TV is Leo J. Fitzpatrick, pioneer broadcaster, majority owner of WJR and WRB, Detroit TV consultant. Another is Thad H. Brown, TBA counsel and member of the firm of Roberts & McInnis.

For the time being, Mr. Burt NAB might name a staff member to succeed Mr. Ryan. However, interest seems to be turning somewhere outside NAB.

RTMA AGENDA

Set for Chicago Feb. 13-15

MOBILIZATION problems and expansion of Radio-Television Mfrs. Assn. is a paid, full-time president top the agenda of the RTMA mid-winter conference to be held Feb. 13-15 at Chicago. A score of committee meetings will be held. One scheduled for final day when the board is expected to name a president. Mentioned most frequently for the post is Glenn McAllister, president of the Radio's Industry Weekly [CLOSED CIRCUIT, Jan. 8]. Robert C. Sprague, current RTMA president, has been serving until a full-time executive could be obtained. He heads a Springfield Electric Co. Max F. Balcom, Sylvania Electric Products, is head of the RTMA Reorganization Committee.

The Joint Electronics Industry Committee, headed by F. R. Lack, Western Electric Co., and the Electronic Parts Mobilization Committee, of which A. D. Flament Jr., RCA vice president, and R. E. Laux, General Instrument Corp., are co-chairmen, will submit reports to the board.

The opening day's list of committees and special meetings include the Ad-"
Clair R. McCollough

GENERAL manager of the Steinman stations, Clair McCollough has been active in industry affairs for more than a score of years. He was founder and first president of Pennsylvania Broadcasters Assn.; served as NAB board member as representative of District 3 and director-at-large for small stations, whose rights he has championed. He took part in industry negotiations covering legislation, music copyright and labor matters. His many committee chairmanships include the NBC Stations Planning & Advisory Committee. Mr. McCollough started with the Lancaster Intelligencer as a carrier boy in 1913. During prep school and college he worked in newspaper offices. After the Intelligencer acquired WGAL Lancaster in 1929 he became interested in radio and managed WDEL-WILM Wilmington, Del. As the Steinman-owned station acquired other stations Mr. McCollough put them on the air. He is a Rotarian, Mason, Shriner and has numerous other fraternal and social affiliations.

Paul Raibourn

As one of the founders of Television Broadcasters Assn., Paul Raibourn served that association as a board member. He represents KTLA (TV) Los Angeles on the NAB-TV board. Born in Colorado Springs, Colorado, 1896, he was graduated from U. of Illinois as an electronic engineer and from Columbia U. with a post-graduate degree in economics. After serving in the Air Forces during World War I he joined Bell Telephone Labs as an engineer. From Bell he moved to Paramount Pictures as an economist. Presently he is vice president and director of Paramount; treasurer and director of Allen B. DuMont Labs; president of Paramount Productions (wholly owned subsidiary), and board chairman and director of Chromatic Television Labs (Paramount subsidiary).

**W. D. Rogers Jr.**

Prominent in Southwestern advertising circles for many years, W. D. Rogers Jr. is vice president and general manager as well as one of the owners of KEYL (TV) San Antonio. Previously he was general sales and advertising manager of Coca Cola Bottling Co., West Texas. He is past president of the Lubbock Ad Club and Sales Executives Club; former director and past secretary-treasurer of Toastmasters International Club of Lubbock; past director of Lubbock Lions Club. During World War II he served in the Air Force. A year ago he moved to San Antonio from Lubbock to be close to the TV station, but still maintains business interests in Lubbock. He is a member of the Masonic lodge and an alumnus of Baylor U.

Mr. Storer Mr. Sweezey Mr. Rabourn Mr. Witting

Frank M. Russell

ONE of radio's longer tenures in office belongs to Frank (Scoop) Russell—22 years as NBC Washington vice president. Born at Lohrville, Iowa, June 23, 1895, he was graduated from Iowa State College in journalism and agriculture. After one year in the Army. He went to Washington in 1921, after spending two years in farm and livestock reporting, as director of the Dept. of Agriculture press service. In Washington he was assistant to three Secretaries of Agriculture. NBC President M. H. Aylesworth picked him as Washington vice president in 1929. For 17 years Mr. Russell served as a councilman. He was an alumnus of Iowa State College in journalism and agriculture.

January 29, 1951 • Page 25
MR. CONNOLLY    MR. BRANDT    MR. REEG    MR. STRONACH

Board of Directors Names Four

FOUR new ABC vice presidents have been elected by the board of directors of ABC, as announced by Robert E. Kintner, network president, Jan. 23. Reeg, vice president for radio program for television programs;

RFD MEET Spring Conclave Set

SPRING membership meeting of the National Assn. of Radio Farm Directors will be held in St. Louis and Fayetteville, Ark., June 12-16, it was announced last week.

Program will get underway with a soiree June 12 in St. Louis. The following morning the Doane Agriculture Service will conduct an open forum. That afternoon there is scheduled of the Monsanto Chemical Co., plant where agricultural chemicals are made. Dinner, as guests of agriculturally interested firms of St. Louis, is planned for that evening. June 14 will be spent visiting the 738-acre Ralston Purina Research Farm at Gray Summit, Mo.

That evening the directors are to entrain for Fayetteville, arriving there the next morning in time for the “Chicken-of-Tomorrow” contest finals. A train will leave that same night and return the group back to St. Louis the following morning.

SPLITS SALES In ABC Chicago Radio-TV

ABC CHICAGO completed separation of its radio and television network sales department last week. General Manager James L. Stirtton announced. Robert McKee heads the radio division, with Gerald Vernon working as manager of video sales.

Mr. Vernon’s staff includes these account executives: Karl Sutphin, former ABC Central Div. promotion manager; Cyril Wagner, former manager of the television and radio department at Mutual Entertainment Agency; Lovick Draper, who was radio and television director and account executive of John H. Sampson agency, and Anthony Koehler, former ABC Chicago station relations manager.

Mr. McKee supervises work of four men, and will hire an additional salesman shortly. His staff includes Walter Hallohan, who has been with ABC sales since 1946; William Wilson, in ABC sales and sales promotion since 1946, and William Yonan, former assistant sales promotion manager at the division.

ARKANSAS BILL Would Outlaw Liquor Ads

A BILL prohibiting advertisement of alcoholic beverages on radio, or in newspapers or magazines that originate in Arkansas, was introduced Jan. 22 in the Arkansas State Legislature.

Introduced by Rep. Oliver R. Williams, of Grant County, the bill would become effective immediately upon passage and violators would be fined $100-$500 upon first conviction.

The proposed legislation was referred to the Temperance Committee with instructions to hold an open hearing before conclusion of the current session about March 10. It is understood that the Arkansas Broadcasters Assn., State Press Assn. and the Little Rock Ad Club are “saving their ammunition” for the hearing.

DuMont Offers Series

ALLEN B. DuMONT Labs Inc., has secured exclusive availability to a new series of 15 minute radio programs featuring commentary by Quentin Reynolds. DuMont is offering the series for sponsorship by national advertisers and distributors to radio stations and dealers within their markets on a cooperative advertising basis. Programs are prepared by World Sound Co., Philadelphia, and tape recorded in New York. Friday, twenty-four hour delivery to an United States point for Saturday or Sunday schedule is guaranteed.

ZIV EXPANDS Names 6 Sales Representatives

FREDERICK W. ZIV Co. last week announced the appointment of six new sales representatives to its staff.

William H. Catrow, former vice president of Food Budget Plans, will have sales territories in Ohio, Michigan and Indiana. James Sweetney, formerly with the ABC sales department, will handle the Baltimore and Washington, D.C., sales territory and headquarters in Baltimore.

Ray Kunkle, formerly with WJWV Louisville, will be responsible for the state of Oklahoma sales territory and will headquarters in Oklahoma City.

James F. Coz will handle the sales of Kentucky sales territory and headquarters in Louisville.

Carl Tanburelo, former sales manager of the American Encyclopedia Co., will cover the South Dakota sales territory and temporarily headquarters in Sioux City.


Signs Arlen

MARGARET ARLEN, WCBS New York commentator, has been signed to the station to a new, long-term contract for her exclusive services on radio and television.

Page 26 • January 29, 1951
NEGOTIATIONS between AFM New York Local 802 and radio-TV network representatives continued last week in New York, along with similar meetings in Chicago and Los Angeles for musicians employed on programs originating in those areas. Although there was no comment from either side in the New York meetings, it is understood that the union proposal to ban recorded programs between 8 a.m. and midnight has dominated the discussions, as they began a fortnight ago. [BROADCASTING • TELECASTING, Jan. 22.]

Negotiators, meeting on Monday, Wednesday, and Friday, were believed to have explored further the extent and significance of original union demands, while research was conducted by the networks into programs which might relate to musician unemployment. Some attention is believed to have been given to the possibility of working toward agreement through a formula.

AFM President James C. Pirrelo continued his attitude of aloofness toward the negotiations, as he is expected to do until an impasse is reached or discussions get beyond "local" matters. Mr. Pirrelo, chairman of the national council of the president of the American Federation of Labor executive council at its annual meeting Jan. 22 in Miami.

Prompts No Action In 3 Cities


SEIZURE BILL

Introduced in N. Y. State

A BILL that would give the New York Governor power to seize communications, including radio and television stations, was being considered by the state legislature last week.

Apparently patterned after the President's "model bill" for states as defense against atomic warfare, the legislation was introduced by Gov. Thomas E. Dewey broad powers over all facilities of communications and transportation.

The bill's introduction and subsequent hearings scheduled in Albany, N. Y., created a stir among critical lawmakers. In answer, William L. Pfeiffer, Republican State Chairman, charged Democratic members with playing politics with state civil defense. Mr. Pfeiffer stated that the present bill emanated from the bi-partisan Joint Legislative Committee to Study the Military Law.

In an open letter to Gov. Dewey, commentator-columnist Walter Winchell said in part: I can't see why New York State should put on the statute books a law by which it can seize radio and the press—even to give emergency warnings. To pass a law compelling the radio and newspaper publishing industries to serve this law by implication, I would have to be a fool.

IAAB Sets March Meet

MARCH 19 has been set for the opening of the II General Assembly of the Inter-American Assn. of Broadcasters in Sao Paulo, Brazil, according to Felix Muguerra, IAAB secretary. Agenda for the ten-day meeting will be announced soon. Campbell Arnoux, WTAG Norfolk, and Glenn L. Lennen, WYU's managers, had been named as U. S. delegates with the possibility that NAB President Justin Miller might also attend.

BROADCASTING • Telecasting

ONE-DAY "stands" of the BMI Program Clinic will be given in Missouri, Iowa, Nebraska and Colorado March 15-19 by request of broadcasters associations of each state, Carl Haverlin, BMI president, announced last week.

Speakers from New York who will make the tour and be augmented by speakers selected from each district are Ted Cott, general manager of WBNC and WNBT (TV) New York; Robert Saudek, ABC vice president; Reggie Schue, Duane Jones Co. sales depart.

BMI vice president, and Robert J. Burton, BMI vice president of publisher relations.

Record-breaking attendance characterized BMI's Program Clinic Monday and Tuesday in New York, with 110 representatives of some 80 stations present, according to Al Marlin, of BMI, chairman.

About 40% of those attending were station owners, presidents and managers, which indicated an increasing interest in programming problems on the part of higher executives, Mr. Marlin said.

State association presidents who extended invitations to BMI to make a tour with the clinic are William B. Quaritt, WMT Cedar Rapids, Iowa; Mahlon Aldridge, KFRU Columbia, Mo.; Rex Howell, KFXJ Grand Junction, Colo., and William J. Newens, KOIL Omaha.

Mr. Haverlin said BMI "takes real pleasure in this opportunity to broaden the scope of its clinics. As is well known, our clinics have from the beginning, some three years ago, brought experts together to exchange program information with BMI's part in the discussion being restricted to the barest minimum. We have been merely the Christmas tree on which the presents hang."

Agendas of the clinics have gradually changed, the announcement said, bringing an increase in attendance of higher level executives.

Some of the clinics will meet in Jefferson City, Mo., March 12; Cedar Rapids, Iowa, March 14; Omaha, March 16, and Colorado Springs, March 19.


MOVIE Stars Parade plaque goes to Rex Dale (center), WCKY Cincinnati's emcee of MakeBelieve Ballroom. Doing honors are Charlton Wallace (l), radio-TV editor, Cincinnati Times Star, and Charles H. Topmiller, WCKY station mgr.

JUNIOR Chamber of Commerce award marking Edward C. (Cal) Cannon (r) KEV Glendale, Calif., gen. mgr., as community's outstanding young man in 1950 for station's public service, is presented by Harold L. Angle, pres., Glendale Merchants Assn.
MINOR LEAGUES DRIVE

Efforts to stimulate public interest in minor league baseball were under way this week by NAB and the National Assn. of Professional Baseball Leagues. The action came as the National Football League eased up on its TV regulations to allow for additional telecasting of games.

Hugh M. P. Higgins, director of NAB's Broadcast Advertising Bureau, opened the cooperative baseball project at a meeting of Iowa broadcasters and minor league officials in that part of the Midwest. Idea of the promotion is to develop a pattern for broadcast promotion which will assist baseball in increasing the 1961 gate. The year is the golden anniversary of minor leagues.

William B. Ryan, NAB general manager who with Robert K. Richards, public affairs director, has sparked a winter-long effort to convince professional and amateur sports officials that radio and TV are not responsible for lowered attendance, said:

Winter Meeting

"At the time of the winter baseball meeting in St. Petersburg there was some feeling that the broadcast of play-by-play descriptions of baseball games, or the retransmission of such games on radio, was reducing the attendance at baseball games, particularly in minor league playgrounds."

"Broadcasters, and most baseball people with whom I have talked, do not believe there has been sufficient research to establish definitely that radio has had any thing to do with reducing baseball's gate. On the contrary it is generally acknowledged that radio coverage of baseball games during the last 20 years has done much to build and broaden interest in the national pastime."

"Cooperation between broadcasters and baseball groups should be developed," Mr. Ryan said, "to promote the sport, since playing of the game and the broadcast both serve the public interest."

The series of sectional meetings of minor league club owners and officials with broadcasters will last into mid-February.

Robert L. Finch, public relations director of the National Assn. of Professional Baseball Leagues, was conference leader at the first meeting in Des Moines, held Friday and Saturday.

Broadcasters at the meeting with Mr. Higgins were Robert Dillon and Al Coupe, KRNT Des Moines; Marvin Rosene, Jim Kelehan and Robert Elston, KIOA Des Moines; Robert Webber and Al Triggs, KWDM Des Moines; Gene Shumate and Herb Holm, K50 Des Moines; Paul Loyet, Woody Woods and Jim Zehl, WHO Des Moines.

The rest of the minor league sectional meeting schedule is:
- Feb. 1-2, Portland, Ore., Multnomah Hotel; Feb. 4, New York, Hotel Roosevelt; Feb. 4-5, Los Angeles, Alexandria Hotel; Feb. 7-8, Fort Worth, Fort Worth Hotel; Feb. 8-9, Indianapolis, Lincoln Hotel; Feb. 9-10, Houston, Texas State Hotel; Feb. 13-14, Atlanta, Piedmont Hotel; Feb. 16-17, Winston-Salem, N. C.; Feb. 17-18, Fort Bell. Commission of the National Football League, told Broadcasting • Telecasting the league expects to use 75% more TV in 1961 than in 1950. A game will be played in each city only with permission of the home club and visiting team. This will not necessarily depend on whether the club is on the list. Each city will make its own decision. Most of the teams will have the game televised and sent out to free territory and visiting teams will most likely have home games as well back home, he added. The league held a five-day meeting in Chicago that came to an end last Monday.

SDX INITIATES

FRATERNITY HONORS FOUR

RADIO was represented by three of four initiatives inducted into Sigma Delta Chi, professional journalism fraternity, at a dinner of the Washington Chapter last Tuesday night.

The initiatives: Edward W. Barrett, Assistant Secretary of State for Public Affairs, who heads the State’s Voice of America and other international activities; Morgan Beatty, NBC commentator; Columnist Walter Lippmann, and Rufus Crater, associate director of Broadcasting • Telecasting.

B. M. McKelvey, editor of the Washington Evening Star, which owns WMAL-AM-FM-TV, received a 1950 follow award from the national fraternity, as did Mr. Lippmann and AP Science Editor Howard Blakessel.

Sol Taisoff, editor and publisher of the Southwestern Advertising & Marketing, Dallas, was re-elected executive secretary and treasurer.

FRANK STANTON, president of CBS, and other top executives of the network, will hold meetings with station managers in Districts 7, 8, and 9 of the Columbia Affiliates Advisory Board during the next several weeks.

First conclave is taking place for District 8 in Dallas Jan. 28-30 with Wayne Coy, FCC Chairman, as special guest. Network executives present at the meeting, beside Mr. Stanton, will be Herbert V. Akerberg, vice president in charge of station relations; J. L. Van Volkkenburg, vice president in charge of network sales, and William B. Lodge, vice president in charge of general engineering.

District 9 meeting will be held Feb. 12 and 13, in San Francisco, with John J. Karol, CBS sales manager, and Louis H. Lago, CBS vice president in charge of advertising and sales promotion, joining Messrs. Stanton, Akerberg and Coy.

Feb. 14-16 will be the dates of the District 7 meetings in Omaha, where Joseph H. Ream, CBS executive vice president, joins Messrs. Akerberg, Hausman and Karol.

Page 28 • January 29, 1951
SIGNAL CONTROL

INITIAL phase of hearings on the Defense Dept.'s proposal to empow-er the President to silence radio-TV signals in "the interest of national security" got underway at an executive session, Oct. 24 here.

At the same time, the Senate Interstate & Foreign Commerce Committee, which held closed sessions throughout the day, initiated its investiga-tions on their reactions to the con-terversial plan and marking time toward full-dress hearings.

Sen. Carl Vinson (D-Ga.), chairman of the Senate Commerce Committee, who sponsored legislation (S837) at the request of the Defense Dept., and other committee members met behind closed doors, in executive session, with key military and FCC officials. The discussions were described as "highly classi-fied.

Sen. Johnson, who has stressed that he did not necessarily support the measure in its present form, made plain, however, at the meeting, that he still considers the bill "too drastic" and again promised full-scale hearings. He indi-cated that industry groups also will be able to testify should they desire.

Committee officials said last week that FCC, the Defense Dept., and other interested key agencies have submitted "in-depth" comments on the proposed legislation, and that NAB and other industry organizations could file to appear, though no invitations would be exten-ded formally.

Hearings Seen

Hearings were slated for the "near future," with probability held out that they would be con-ducted into early 1951 or at least by early March. It also was held likely that open hearings would be held before the full committee. Meanwhile, the communications subcommittee, headed by Sen. Ernest McFarland (D-Ariz.), Senate majority leader, was scheduled to start last week as to whether the bill, when finally reported out, will take legislative form, giving the Presi-dent the requested authority, or be spelled out in an amendment to the Communications Act, which would retain authority with FCC.

At last Wednesday's executive session, Sen. Johnson and other committee members received testi-monies from Curtis B. Plummer, FCC's chief engineer, and Maj. Gen. L. J. Echols, Acting Chief, USAP communication command.

It was understood that Sen. Johnson had reiterated his previous fear that the bill is too drastic in present form. In particular, the Sen.-brand had re-emphasized the military's earlier stand that it needs formal authority, through the Pres-i-dent, to deal with "electronic radiations," including radio-TV emissions. [BROADCASTING • Telecasting, Jan. 22, 16, 8, Dec. 25, 1950]

Under the Johnson-introduced bill, which differs techni-cally in other language aspects with the military proposal, the President would be empowered to control signals "in time of war, national emergency or other situation deemed advisable in the interest of national security." The wording "in times of strained international relationships," contained in the Defense request, was dropped but now apparently repudiated by military authorities as semanti-cally incorrect, was omitted by Sen. Johnson.

Sitting in at Wednesday's com-mittee meeting, in addition to Sen. Johnson and Sen. McFarland, were Sens. Charles Tobey (R-N.H.), Kenneth Keating (R-N.Y.), Bricker (R-Ohio), Herbert O'Connor (D-Md.), Warren Mag-nuson (D-Wash.) and James P. Kem (R-Mo.).

Meanwhile on the House side, where a companion measure, pending, the House Armed Services Committee also was marking time—but for a different reason. The com-mittee was reportedly occupied with hearings on the draft and manpower, which threaten to side-track the signal-control bill for at least a few weeks.

 Authorities said that the bill (HR 1643), introduced by Commit-tee Chairman Carl Vinson (D-Ga.), had received little attention thus far, and the com-mittee would give it careful atten-tion and probably open hearings, once it had cleared the deck on other legislation matters. Authori-ties also thought it unlikely that the measure would be re-referred to the House Interstate & Foreign Commerce Committee, as it was in the upper chamber.

Rep. Vinson, like Sen. Johnson, has made plain that while he sponsored the legislation, he does not necessarily endorse it and intends to receive the benefit of testimony from government and private industry groups.

MEDIA BUDGETS

FOR the present time, at least, it appears that the government is not planning any full-scale crackdown on advertising budgets in view of the excess profits tax law and a new contract renegotiation proposal already under discussion.

This opinion was expressed on Capitol Hill and by Paul B. West, president of the Assn. of National Advertisers, in New York. Some weeks ago, although some "talk" was prev-alent in the early discussion of an excess profits tax bill on the Hill, it was understood the lack of com-pliments that manufacturers and other business owners have been abusing the "reasonable and ordi-nary" capital expenditure clause. Business executives have taken most of the steam out of the drive to put a legis-lation clamp on advertising budgets.

The ANA reported assurance from the U.S. Internal Revenue Bureau that the government office would continue to regard legitimate advertising expenditures as deductible under the profits tax act.

In a detailed report to members, ANA based its findings on consul-tations with the bureau. It deals with advertising as an operating expense, not necessarily an investment.

According to Mr. West, the gov-ernment policy on deductibility of advertising expenditures has not changed since 1942 when the bureau gave ANA an outline of views with respect to the then existing excess profits tax law.

"Most types of general and public policy advertising are de-ductible as well as regular commer-cial advertising," Mr. West said.

"Understandingly, questions have been raised from time to time about specific advertisements involving matters in the area of political controversy. That type of adver-tising may in some cases be disallow-ed.

"As the ANA has long recog-nized, corporations as good business-citizens may well have a respon-sibility from time to time to weigh the public interest against a strict legal policy. This is in no way in-hibited.

"The individual advertiser must use his sense of fair play in allo-cating funds to his advertising budget, according to the Congress-sional spokesman. He warned that it is up to the Bureau to become as well informed, as well versed in the law as the most cases, the government is cognizant of the necessity to adver-tise one's business or product."

There is no reference to adver-tising expenditures in the contract-renegotiation act, as passed by the House last week. Bases for de-ductible expenditures are similar to those established in the excess profits tax law, it was explained.

The contract-renegotiation act is designed to curb profits which are in excess of a reasonable return as a result of orders obtained from the government for defense pur-poses. Its provisions also are de-signed to strike at expenditures made by a company for unnessary services—such as the "five percenters.

A manufacturer who plans to allocate a portion of profit gained from a defense contract in the form of his advertising expenditure along with the allocation taken from his non-defense operation is permis-sible, but more "appliances" it was explained. While this technical explana-tion does not pinpoint any set rule for the advertiser to follow, it is widely regarded as being in the general category of "reason-able.

CENSORSHIP

Prospect of little change in the Far Eastern censorship picture was held out last week at the Pent-agon where Col. Marion Echols, Gen. Douglas MacArthur's public information officer, conferred with high military officials on the Korean campaign. At the same time contro-versy raged anew over basis for the military's broad censorship powers.

Supporting the recently imposed censorship blackout, Col. Echols stated that Army and radio newspaper correspondents are not dis-covered to report news about the war, and added that the Korean war was the best-covered campaign in the nation's history.

Basis for Action

New stories are censored, not for accuracy but for security, he stressed. News correspond-ents have been free to cover the campaign within the bounds of reasonable restrictions. Further-more, there has been a better briefed on background infomation than ever before, he said.

Meanwhile Editor & Publisher differed sharply with Gen. Mac-Arthur's contention that military censorship was impos-ited on radio and newspaper repre-sentatives who met in Washing-ton last month [BROADCASTING • Telecasting, Jan. 22, Dec. 26, 1950].

"Either the general is searching for a clutch to support his rigid censorship policy, or the line has been feeding him a lot of guff about the press demanding military censorship," the magazine editorialized. Media representa-tives, including NAB President Justin Miller, who attended the December meeting reportedly had wired Gen. MacArthur on the sub-ject.

Text of the message, revealed initially the past fortnight by Editor & Publisher, reads in part:

"The presence of maximum protection of armed forces, not necessarily combat areas is the responsibility of the military. That responsibility can not be passed to any other agency or group within the combat zone or with-out the military's consent.

"If the military feels some further action is necessary to maintain maximum security, that action should be consistent with the principles of freedom of the news media.

"The military likewise has the responsibil-ity of maintaining free news-gathering consistent with security, and must provide facilities for news gathering and handling in accordance with the rules.

Censorship issue also commanded the attention last week of the American Society of Newspaper Editors, which said it had advised President Truman on a set of prin-ciples to be followed if censorship should become necessary in the Continental United States.

Dwight Young, editor and pub-lisher of the Dayton Journal Her-old and ASNE president, declined to reveal details but said the asso-ciation had met with military and other defense officials to discuss the problem.

Secret Session Held

Held likely
MAIL ORDER FUROR

BETTER Business Bureau in at least a half-dozen cities has joined in the crusade to halt fly-by-night mail order firms that have exploited radio and TV stations by shipping shoddy merchandise to the public or, worse yet, no merchandise at all.

Orders last week from stations claiming to have been mailed by such concerns [BROADCASTING • TELECASTING, Jan. 8, et seq.]. Postal officials have been compiling evidence.

Midland Adv. Co., 110 E. 23d St., New York, last week told this publication it had received numerous telephone calls from listeners on orders on which the concern had told Midland Adv. Co., that it had never had any connection with Midland Adv. Agency, despite the similarity in names.

Ten-Year Operation

Midland Adv. Co., said Mr. Bernstein, has been in business for 10 years. The group in which it disappeared a month ago after failing to pay numerous stations for time it had ordered and which placed advertising for several mail-order clients, operated only about two months.

Wide Use Planned

Upwards of 35 cathode ray tube manufacturers are planning to utilize the new technique. Mr. Balcom said, predicting that sets in the next year will show 25% of the 1960 seven million mark.

Changes in loud speaker magnets may save as much as 30% of both cobalt and nickel, it was reported. As an example, RCA and Sylvania are working on new types of vacuum tubes which use less nickel. And Philco Corp., which is understood to be radiating a demonstration before NPA officials shortly, is said to have evolved non-magnetic substances through change in its electrical circuits, designed to save about 50% of components used in transformers. Use of selenium rectifiers, a non-metallic mineral, was mentioned specifically.

Beginning next month, cobalt will be allotted, on orders of over 25 pounds, on an allocation basis, with present supply cut to 30%. Copper and nickel are cut to 85% and 95%, respectively, of average use during the first six months of 1960.

‘Night Watch’

(Continued from page 22)

The show has rendered valuable public service during the various civic drives and campaigns.

In May 1948 Milton Berle raised more than $1,000,000 in a “Heart Marathon” on the Night Watch.

Present Night Watchman Berrill played baseball at New York U. and once tried out with the St. Louis Browns. After World War II, during which he served with the Navy Air Corps, he studied at the CBS Workshop in New York, and later worked with WHOB Gardner, Mass.; WKPJ Poughkeepsie, N. Y.; WTAG Wor- cester, Mass., and WCAE Pittsburg, before joining WIND last October.

Atlantic Brewing’s other radio shows are Musical Scoreboard, also on WIND, which gives a run-down of baseball and football scores after the regular play-by-play shows of the Chicago Cardinals pro football schedule on WCFL. Atlantic paid $24,000 for Musical Scoreboard TV rights, the company has carried the Chicago Cubs home games on WEBB.

Atlantic Advertising Manager Gomer uses a combination of media to drive promotion close to the top in Chicago sales, but he does not hesitate to say “radio has played a large part in our success.” A former U. of Nebraska medical student, Mr. Gomer has been in advertising for 25 years, starting with Marshall Field & Co.’s wholesale division. He later moved to the American Management Theatres Publicity Co. in Chicago and, in 1933, joining Edelweiss Brewing Co. After 11 years, he joined Atlantic, which is now associated with WEBB, and the two companies have separate and distinct organizations, however.

Olian Advertising Co. has handled the Atlas account for the past eight years, with President Irwin A. Olian and Executive Vice President Maurice H. Bronner serving as account executives.

Budget Hearings

ASSIGNMENTS for hearings for the President’s budget were not yet complete in the House last week. However, it is expected that the Appropriations Committee will set up subcommittees earmarking various portions of Mr. Tru- man’s budget for their consideration, possibly sometime this week. FCC would get $6,850,000 for fiscal 1962 under the President’s proposal [BROADCASTING • TELECASTING, Jan. 22].
WHAT MAKES NEWS NEWS?

News is news, first of all, if it is timely.
Every important news story of the past decade has broken first on radio. Perhaps that’s the reason why 72% of the people depend on radio as their principal source of news.*

But news must also be complete.
Complete in coverage and in thoroughness. The group of stations represented by NBC Spot Sales are unsurpassed in news coverage . . . and thoroughness. The sources for these stations’ popular newscasts are: AP, UP, INS and NBC’s staff of 121 radio news reporters on world-wide beats from Pusan to Oslo.

And news must have local flavor.
The stations listed below are staffed with local news reporters and news announcers who know what makes local news. Complete local news reporting is one reason why these stations’ newscasts are frequently the highest-rated in their markets. Spot radio and only spot radio brings local news first to the people of America.

If you have not established your formula for spot radio success, make your decision for local newscasts, now.

The listener loyalty to local newscasts will pay off in customer loyalty for your product. Your NBC Spot Salesman is your first contact for assistance in planning your newscasting schedules.

*National Opinion Research Center

NBC SPOT SALES
NEW YORK  CHICAGO  CLEVELAND  HOLLYWOOD  SAN FRANCISCO

WNBC  New York
WMAQ  Chicago
WTAM  Cleveland
WRC  Washington
KNBC  San Francisco
KOA  Denver
WGY  Schenectady—Albany—Troy
BAB Aims at ANPA

(Continued from page 19)

stores among the 10 that had been regular radio advertisers kept their sales high. It was the group of stores not previously advertisers that showed the greatest gains. Of the six stores that were regular users of radio, one had sales as high as 1948, two had big gains, while three did not gain at all. The four stores which were not radio users before the newspaper strike lost so many sales that they pulled down the average for the whole 10. “The moral of this is obvious,” says BAB. “Where radio is used, consistently, with skill and intelligence, business consis-
tently, with skill and intelligence, business con-
tinues to prosper. Six Pittsburgh stores found this to be true. The other four pulled the average down. But the ANPA Bureau of Advertising feels that the numbers prove that radio users still hold the edge over radio non-users.”

In its ad, the BAB Bureau of Advertising states: “Scores of other downtown stores felt the loss of the mass traffic-building power of daily newspaper advertising.”

Says BAB: “The Bureau of Advertising has just released a record. Here are facts reported by the U. of Pittsburgh’s Bureau of Business Research—men’s wear store sales were up 25.2% in October over September in the previous months. New car registrations were up 16.8%, and women’s and children’s wear up 11.5% in October over September. Jewelers stores reported sales up 23.3%; florists had a 4.2% increase; general mer-
chandise stores showed a 1% gain, and lumber, building and hardware had a 1.4% rise.”

‘Hopes Go Glimmering’

Said the Bureau of Advertising ad: “Football games, theaters, nightclubs, and box office business hopes go glimmering.”

Says BAB: “This is interesting. The attendance at the Pittsburgh Steelers pro football games of Oct. 7 and 22 were both sellouts, with thousands turned away at the gates. Even the clash with the last-place Baltimore Colts pulled an attendance of 36,000 spectators. These games were all advertised by radio. Theaters and nightclubs are, by tradition, heavy users of newspapers than radio. It is ob-
vious why their boxoffice receipts suffered, but even so, eating and drinking places showed a 2.6% increase in October over Sep-
tember.”

Said the Bureau of Advertising ad: “Men sought jobs and jobs sought men with little luck.”

BAB explains that the U. of Pittsburgh Bureau of Business Research reported an increase in the number of persons employed in the Pittsburgh area from mid-
October to mid-November, in the middle of the strike period, and that this increase was due to radio. The Bureau of Advertising reported in its ad that people sorely miss out on important news.

Says BAB: “. . . the November elections took place during the newspaper strike. The entire news coverage job had to be handled by radio. Result? The total vote exceeded that of any previous gubernatorial election by 50,000.

Quotes Mayor

The Bureau of Advertising quoted Pittsburgh’s Mayor David L. Lawrence: “The newspaperless city is deeply hurt by the people’s inability to get the news accurate-
tely and fully.”

BAB answered that with a letter the same mayor sent to every Pittsburgh radio station: “I need not point out this kind of matter during the fall weeks without our three daily newspapers. The extra news service which radio provided at that time kept the citizens of this area informed of the happenings of local, national and world-wide importance.”

The Bureau of Advertising quoted the chairman of the Community Chest drive as saying that the absence of newspapers had hurt the fund raising. “On the day the newspapers resumed,” he was quoted as saying, “we should have had 95% of our goal, but we were under 75%.”

Says BAB: “The records say differently. In the past four years, the Pittsburgh Community Chest drive has never been over 98% at that stage of the drive. In the ‘model’ year of 1948 it stood at 78.8%—contrasted with 74.8% in 1936 during the newspaper strike.”

“World War II. We also like to call it a further remark of the chairman’s of which the ANPA does not. ‘It cannot be denied’, he admits, ‘that the uncertainty caused by the Korean situation and the certainty of higher taxes has not made the job any easier.’”

The ANPA ad quoted Glenn Knickerbocker, executive of Krypto Murat’s Food Store in Columbus: “We radio doesn’t do the job, nor TV. I say if you want to prove newspapers’ value, just do without. We may be out of business.” For this one, BAB has a crusher: “From Oct. 4 through Oct. 25 all Kroger stores in Pittsburgh were closed because of an em-
ployee strike. We say if you want to see newspaper’s value by a more unrelated ‘testimonial’ than the above quotation, it’ll be pretty hard to find.”

“If business as a whole took a beating in Pittsburgh,” says BAB, summing up, “it’s a beating that only the ANPA Bureau of Adver-
sing recognized. Because the implication that only newspapers’ coverage of national quantities is as preposterous as to say that the only way of travel-
ling to the West Coast is in a Community Chest wagon. ‘Advertisers who realize that intelligent advertising is the skilled meshing of all available media are the business men with the best life expectancy today. The Pittsburgh newspaper strike proved it.’

MAYFIELD KAYLOR

Radio-TV Director Dies

FUNERAL services for Mayfield Kaylor, 47, former radio and tele-
vision director of Walter McCreery Inc., Beverly Hills, Calif. (and a vice-presi-
ent of Scholts, Grover & Co., to be held last Saturday from Blessed Sacrament Cemetery, Hollywood. Mr. Kaylor died Jan. 24 at St. Luke’s Hospital following a lingering illness.

From 1947-1949 he was general manager for the New York office of Smith, Bell & McCreery Inc. After the agency split, he transffered to the Beverly Hills office of the new Walter McCreery Inc. as radio and TV director. Be-
sides his wife, Ruby, he leaves a daughter, Karena, 11.

NOVIK CHARGE

Sees Aim to Scuttle FM

IGNORANCE of the “real facts on FM” or an intentional attempt “to undermine the steady progress FM is making” was charged to Ross Siragusa, Admiral Counselor, by Morris S. Novik, radio consult-
ant and executive as well as chair-
man of the FM Industry Commit-
tee.

Referring to a statement by Mr. Siragusa that “FM is a dying art” and FM’s channels should be vac-
ted to make room for more TV, Mr. Novik declared that FM’s strength is greater than at any other period in its history, with 519 fully licensed FM stations in operation of 678 on the air.

Mr. Novik reminded that MBS and CBS have granted affiliations to FM-only stations. He said about 7 million FM receivers are in cir-
culation. General Electric Co. and Zenith Radio Corp. have committed “enough” FM sets and table models have been on allocation for some time, he added.

W. G. SCHOLTS

L.A. Agency Head Dies

FUNERAL services for William G. Scholts, 66, founder and head of Scholts Adv. Service, Los Angeles, who died at his home last Wednesday of a heart failure, were held Saturday from Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. Mr. Scholts was active in adver-
tising and publishing circles in Minneapolis before establishing his agency in Los Angeles in 1923. He was one of the founders of the Southern California Advertising Agencies Assn. and past presi-
dent of the Advertising Club of Los Angeles and Los Angeles Sales Executive Club.

His son, Tom D. Scholts, agency sales director, will continue direc-
tion of the firm. L. G. Myhro as production head. Surviving are his widow, Mary Elizabeth; his son, Tom and daughter, Ruth.

John D. Hymes Resigns

JOHN D. HYMES has announced his resignation as manager of WLW

Lancas-
ter, effective on or before March 1, it was reported last week. A former producer (1941) of the Ra-
dio Executives Club of New York, Mr. Hymes has held the past three years been WLW manager. He has not as yet announced future plans. He was previously with the Blow Co., WNEW, and WWJ New York. During World War II he was deputy director and station relations dire-
tor of the OWI Domestic Radio Bureau.
If you
would like
to learn
the meaning
of "good radio"
in Erie, Pa.–
we invite you
to talk with
our new
sales specialists—

H-R Representatives.

W I K K
5000 WATTS
ABC
ERIE, PA.
NAB-TV Board

(Continued from page 21)

member. Fraternal and club affiliations include National Press Club, Metropolitan Club, Theta Nu Epsilon, Sigma Delta Chi, Phi Delta Theta.

* * *

George B. Storer

FROM a one-station operation (WSPD Toledo), George Storer has built Fort Industry Co. into an important radio-television group of seven AM and three TV, plus six FM outlets. TV outlets are WJBR-TV Detroit, WSPP-TV and WAGA-TV Atlanta. He has taken an active part in industry affairs for two decades. He serves as board chairman of Standard Tube Co., Detroit. In the 1920's Mr. Storer was vice president of Republic Steel Co. at the tender age of 21. He resigned to go into business for himself, starting a gasoline enterprise in Toledo with J. Harold Ryan, his brother-in-law and senior vice president of Fort Industry. They tried radio to sell gasoline, got results and soon were doing business as WSPP. Mr. Storer is president of Fort Industry. (WSAI Cincinnati has been acquired by Fort Industry subject to FCC approval.) Mr. Storer's early broadcast experience included joint direction of the original ABC with Arde Bulova during the '30s. During World War II he was a commander in the Navy.

* * *

Robert D. Swezy

VICE CHAIRMAN of the NAB-TV board, Robert D. Swezy has been in television two years as general manager of WDSU-AM-TV New Orleans. He has been one of the two TV members of the NAB board. Born Sept. 27, 1906, in Somerville, Mass., he was educated in Massachusetts, was graduated from Harvard law school and passed the state bar in 1932. He went to New York in the heart of the depression with $100 in his pocketbook and landed a job at Chemical Bank & Trust Co. Washington called so he filled several government posts, meanwhile studying radio law. In 1939 he joined NBC, moving over to the Blue with Mark Woods when the Red and Blue were separated. MBS later named him a vice president and he served as general manager of the network under Edgar Kobjak, then president. He moved to WDSU in 1949.

* * *

Eugene S. Thomas

IN broadcasting and television for a quarter-century, Eugene Thomas is general manager of television operation of WOR-TV New York. In the twenties he was with Thomas R. Shipp Inc., public relations firm, handling the Atwater Kent, NBC, General Motors and other accounts as well as managing the Atwater Kent auditions. Later he joined H. W. Kastor & Sons Adv. Agency in Chicago, heading the radio department, moving to WOR in 1934 and becoming sales manager. He was president of Advertising Club of New York and of Sales Executives Club of New York; national director of Advertising Federation of America; vice president of the former WOIC (TV) Washington, now WTOP-TV; member of Commercial Operations Committee of Television Broadcasters Assn.; chairman of NAB Sales Managers Executive Committee. Elected to NAB board in 1949 as TV director and is chairman of new NAB-TV board.

* * *

Chris J. Witting

A CERTIFIED public accountant, Chris Witting has been active in working out cooperative programming on a basis which enables inland stations to offer New York and Chicago products shows on a financially attractive basis. He joined DuMont in June 1947 and is now general manager of the DuMont TV hookup. He attended schools of business and finance at New York U. and Columbia U. as well as Fordham Law School. Later he joined Price, Waterhouse Co. In 1940 he was elected comptroller of the USO camp shows, supervising over 6,000 entertainers in the European theatre. He is a member of the New Jersey Communications Commission.

FOSTER AT RCA

Heads Mobilization Plans

VICE ADMIRAL Edwin Dorsey Foster, U. S. Navy (ret.) has been appointed director of the newly-established Mobilization Planning Department of RCA Victor Division [Broadcasting • Telecasting, Jan. 8]. An announcement was made by Charles M. Odorizi, operating vice president of the division.

Adm. Foster, former chief of Naval material in the office of the Secretary of Navy, is to aid in accomplishing the most effective operation to meet the government's requirements for research, development, and manufacture of vital electronics equipment for the defense program.

New McFarland Bill

(Continued from page 21)

Committee and its radio subcommittee has been concerned with its major radio legislation. In that time, according to the Majority Leader, 45 days of hearings with 145 persons testifying and 800 witnesses submitting testimony, consuming 3,700 printed pages of transcript, were compiled. Sen. McFarland tried that portion of the bill which would amend Sec. 4 (g) of the Communications Act—to permit FCC to buy land and construct buildings for monitoring and research activities—"a proposal," he said, "urged by the Commission as being necessary now because of the current international situation.

A bill (HR 1230), embodying the funds-for-monitoring proposal, was reported by the House Commerce Committee last week and sent to the Senate.

The defense planners, Sen. McFarland continued, look to immediate extension of this Commission authority because of its "foremost importance in personnel and national tension." Sen. McFarland said only one station in Alaska and only one in Hawaii are used for monitoring purposes.

His bill, the Senator asserted, is "an essential legislative step forward in bringing about improvement in administrative functions of the present bill." He said he believes immediate action is necessary "in order that the FCC can adequately and fully execute its functions under the Communications Act.

The bill has a number of objectives. Among these is a provision to set up a statutory target date on the time limit—within three months of filing—for handling original application, renewal and transfer cases. Another is to place a six month limit within which hearing cases must be completed. These "deadline" recommendations are not favored by the FCC, particularly the provision of the bill which would make the Commission explain tardiness to Congress. As in earlier versions—and as being done by the Commission, the measure would resign the Commission staff along functional lines into Broadcasting, Common Carrier, and Safety and Special Services divisions and leave legal, engineering and accounting personnel components.

It would require FCC to notify applicants before setting applications. It would require the FCC to proceed without hearing would continue subject to protest for 30 days. Another requirement for the Commission would be the action on protests within 15 days.

The bill also would permit FCC to issue cease-and-desist orders against violators of the Commission regulation.

One point in the bill which has been debated heavily by the Justice Dept. is a section on anti-trust cases. The "Double Jeopardy" in such cases would be eliminated. The bill also would create a "buffer" staff which would act as liaison between Commission and the regular staff.

The bill would make the chairman responsible to FCC for the preparation and review of decisions, orders, rules and other memoranda upon assignment.

Number of assistant general counsels, assistant chief engineers, and assistant chief accountants would be reduced if the bill became law.

Commission action on renewals would bear on its finding that the public interest would be served. The applicant for renewal would no longer have to make the same presentation and required of original applicants.

Job-Jumping Ban

The measure would prohibit a Commissioner, who resigned, from representing any interest within FCC jurisdiction for one year after leaving the FCC. The job-jumping ban would apply to a Commissioner who has served the full appointed term.

It also would bar representation of any interest within FCC jurisdiction by bureau heads and their assistants and the Commissioners' personal legal assistants for one year after leaving FCC employ.

Job-jumping bans would become effective any year after the measure becomes law.

A radio fraud law similar to the postal fraud statute is included.

Another section—which is outdated since the proposal already is law as a result of the 81st Congress passing a bill before its close last month—would limit all judicial review of cases involving FCC's licensing power to the U. S. Court of Appeals for the District of Columbia. It is expected that this new unnecessary provision will be stricken or otherwise brought up to date when the bill is advanced on the legislative road.
Meet the gals!

All Under The Watchful Eye of Vic Diehm

WAZL
HAZLETON, PENNA.

NBC-MBS. 1490 KC
Serving Eastern Pennsylvania. 
Owned and operated by the 
Hazleton Broadcasting Company. 
Represented by Robert 
Meeker Associates.

WHOL
ALLENTOWN, PENNA.

CBS 1230 KC
Serving Pennsylvania's Third Largest Marketing 
Area. Owned and operated by the Allentown 
Broadcasting Co. Represented 
by Robert Meeker Associates.

WLTR
BLOOMSBURG, PENNA.

1000 Watt Independent 690 KC
Serving the Susquehanna Valley. 
Owned and operated by Harry L. Magee.

These Stations Are All Staffed By Competent Men Too—

—But Who Wants to Look at Them!
NEW plans to provide disaster networks, emergency information service and defense intelligence were offered last week as New York broadcasters opened a statewide atomic program on over 100 stations.

Nation-wide project was suggested to President Truman and to Pennsylvania broadcasters by Robert Walter, manager of WVAM Altoona, Pa. He would have all stations clear at 6 p.m. each weekday night for defense and emergency service.

Timed of relay and selected amateur transmitters on a nationwide basis to provide fast emergency transmission of news to the public was proposed by Robert M. Beer, co-owner of WATG Ashland, Ohio.

The first New York State broadcast was staged last Wednesday under the title Plan for Survival. Millard Caldwell Jr., Federal Civil Defense Administration director, and Col. Lawrence Wilkinson, director of the New York Civil Defense Commission, appeared on the opening broadcast.

Scheduled to continue indefinitely, the program will deal with such matters as planning for survival of children, personal survival, communications and warnings, and evacuation. The network will use no wire lines; member stations will pick up and rebroadcast the signal of the originating station on their assigned frequencies.

For network purposes, the state has been divided into "upstate" and "downstate" areas, the latter reaching from New York City to Albany, Schenectady and Troy with WNBC New York as the originating station. For re-broadcast to upstate and western New York, WGY Schenectady will pick up the WNBC signal. WOR New York will be the alternate originating downstate station, and WXXW Albany the secondary station upstate.

Beginning with the third broadcast in the series, the latter half of each program will be filled by individual stations throughout the state with defense information of a local nature. Foreign language stations in New York will translate the program into other languages to provide for the greatest dissemination possible.

Formation of the emergency network and program was that of the Defense Emergency Radio, downstate part of which includes the following from New York stations: Dave Driscoll, WOR, chairman; Harvey Gannon, WNDB; Eleanor Sanger, WQXR; John Jaeger, WNEW; Alon Carter, WNYC; Gordon Graham, WABC; John McCormick, WJZ and Charles Baltin WHOM, who represents foreign-language stations on the committee.

William Fay, WHAM Rochester, is chairman of the upstate stations. The latter also includes George Driscoll of WHAM and Don De Neuf of the Rural Radio Network, the basic connecting network upstate.


Mr. Walter's letter to President Truman, and to all Pennsylvania stations, raised the possibility of tying all U. S. stations into an anti-communist campaign. Noting that the country has "a tremendous powerful weapon in -- in acquitting the American people with the evils of the system of Communism," he explained that "radio's" is a public service that has always been known for being able to lay aside all else to do a job at hand for the interests of public service.

He described the plan in his letter to President Truman in this way:

I have sent out a letter to each and every station in the State of Pennsylvania. In that letter I have asked the managers if they will try to clear 6 p.m. each night Monday through Friday for a period of two minutes.

Sponsors will be credited and will still retain sponsorship of the period, merely turning over five minutes of their period for the reading of a message (new each day) dealing with the subjects of "What Is Wrong With Communism" and "What to Do in Event of Atom Bomb Attack."

Three days, Monday, Wednesday and Friday, would deal with Communism, two days, Tuesday and Thursday, with the atom bomb attack subject. All five days would include a script which I hope can be written by the government, cleared through the proper chan-

nels, and then sent to all Pennsylvania stations for simultaneous release over the air at the very same time by all stations of this state.

This means, in effect, that all people in Pennsylvania would almost have to hear the subjects, if they listen to the radio at all. Such a voluntary "monopoly state net" would certainly get the public's attention.

Mr. Walter added in his letter to the President, that if the plan works in Pennsylvania it could be done all over the country, achieving coverage for the two subjects above.

He offered to assume personal responsibility for clearing such a scheme with the nation's stations.

RADIO SILENCING

Termed Very Difficult

ENEMY attempts to silence radio stations in the United States have small chance of success, according to Arthur Van Dyck, staff assistant at RCA Lab., speaking last week before the American Institute of Electrical Engineers at a meeting in New York. "While it is probably impossible to prevent an expert and determined saboteur from putting any single station out of operation, at least temporarily, the protection is close enough to discourage all but the most determined and well-equipped efforts," he said.

Transmitter protection is not a serious problem in this country, he pointed out. Instead of only one station serving an area, there are many and the task of silencing all of them would be very difficult if not impossible. Many stations have emergency transmitters available for immediate use; some even have emergency antennas.

 Destruction of large towers would be a problem, he pointed out, since hundred-foot poles can be erected quickly, or balloon-supported wires will do. "World War II experience proves it to be extremely difficult to put stations out of commission by air bombing unless a direct hit was scored," he said.

Mr. Van Dyck expressed doubt that an enemy attack would result in broadcasting being shut down, as was customary in the last war. "Air attack's survival side are so good that broadcast stations emission would be unnecessary," he said.

Pointing out radio's role of educator in defense matters, he said the media also would need to alert civil defense officials and agencies. "In the event of an air attack, many hundreds of points need to be alerted and signalling to the public of a certain action is vital. This can be done only by widespread, high-power radio stations, and means are available whereby it is possible to standard broadcast stations without interfering in any way with the normal operations of the stations."
FOR YOUR INFORMATION:

Much of the strength of an industrial nation -- in peace or war -- lies in its ability to fuel and lubricate its wheels, machines and motors. The American petroleum industry, in the year of half-peace and half-war that just ended, provided the nation with further comforting assurances of its ability to do its part for Uncle Sam and 150 million Americans. The story of petroleum in 1950 unfolds a thrilling panorama of progress and plenty, of what free men can do in a free country to make life more bountiful for a free people.

Preliminary figures for 1950 indicate that domestic consumption of petroleum products soared to an all-time peak -- 2,356,000,000 barrels. That breaks down into 6,455,000 barrels a day -- or figured in gallons (which is the way most of us buy our basic petroleum products) 271,000,000 gallons every 24 hours. That rate of consumption is 11 per cent higher than a year ago, 33 per cent above the wartime peak of 1945 and 59 per cent above the prewar record of 1941. It is equal to 660 gallons a year for every man, woman and child in the United States.

How did the petroleum industry meet this demand? How did the oil men manage to have abundant supplies of gasoline, fuel oil, lubricants, and other petroleum products available everywhere? They did it by working harder than ever before; by surpassing most of the peak performances of previous years; by wisely continuing their expansion and modernization program; by developing new and better ways of finding, producing and refining petroleum; and by competing vigorously with each other for petroleum supplies and markets.

In 1950, the men and women of oil:
...drilled the greatest number of wells in history
...boosted refinery capacity to an all-time peak
...processed more crude oil than ever before
...passed the billion barrel mark in motor fuel production
...set a new record for production of househeating fuel oil
...shattered old highs for production of natural gas
...increased the nation's proved reserves of liquid petroleum
...plowed back another two billion dollars in capital investment
...spent another 100 million dollars on research

These are the highlights of 1950. They show vividly how oil men met record-breaking demand by record-breaking performances. But that's past history now. A new year has begun and the oil men are moving along in high gear to meet the challenges of 1951. What lies ahead is virtually anybody's guess. But judged by its 1950 operations and past achievements, the oil industry is better able now than ever before to meet the demands of an uncertain future.

* * * * *

If at any time you'd like further information about the oil industry and its operations, please write to me.

Harold B. Miller, Executive Director,
Oil Industry Information Committee,
American Petroleum Institute,
50 West 50th Street,
New York 20, New York.
KWBB OPENING
Delayed Until March 15

DEBUT of KWBB Wichita, Kan., as a 1 kw independent affiliate of the Wichita Beacon, originally scheduled for this month, has been delayed until March 15. Station will operate fulltime on 1410 kc.

Keying preparation to a format of news, music, sports and special events, KWBB will use AP news service, and Thesaurus and Capitol transcription libraries. General Electric transmitting and studio equipment and RCA turntables will be used. John J. Pearson Co. has been appointed national representative.

Levand President

Louis Levand, publisher of the Beacon, is president of the new station. Other executive personnel include Milt Hall, formerly with KODA Denver and KSBB Salinas, Calif., vice president and general manager; Merritt Winsby, Wichita businessman, secretary-treasurer; Don Wells, formerly with KSBB, station program director, and Ralph McClellan, chief engineer.

Organization of the KWBB commercial department also is underway, with addition of Bob

Discussing progress plans for March opening of KWBB Wichita as 1 kw independent outlet are (1 to r) Messrs. Hall, Wells and McClellan

* * *

Bennett, former commercial manager of KSJL Gladewater, Tex., and Fred J. Lanigan, who served in a similar capacity at KMAN Kansas City, Kans.

WWRL New York announced a 15% increase in gross business for 1950 as compared to 1949. Greatest commercial increase was reported in the Spanish language programs, which comprise 24 hours of WWRL's weekly broadcast schedule. Station also devotes 22 hours to Negro programs.

where everyone in radio-tv hangs his hat

Symbolic? Sure. But true. BROADCASTING - TELECASTING has been the common meeting ground of everyone concerned with radio-tv since 1931.

The book appeals to different groups in circulation. That includes advertisers, agency account men, agency time buyers in greater numbers than any other radio-tv journal.

You reach them all with a single roll down the BROADCASTING alley

where everyone in radio-tv hangs his hat...

AM'S FUTURE

'Bright, Long,' Dennis Says

AURAL broadcasting has a "long and bright future as long as stations and networks serve their advertisers and tune-in their own audience," Gene Dennis, account executive at R. J. Dett's Calkins & Holden, Kansas City, asserted, at the Chicago Radio Management Club meeting Wednesday.

In a resume of his own radio and advertising experiences, Mr. Dennis concluded also that stations and representatives must "gather and give the sales ammunition" to the agency. The time has come for radio "to arrive at an honest, reliable, comprehensive system of surveys which are indisputable," and announcers, producers, agencies and packagers should "accentuate the positive rebirth of honest radio programming with commercials that have selling sense," he said. Citing Arthur Godfrey as an example, Mr. Dennis said his copy is straightforward, homey, light and full of salesmanship.

Cites Competition

Pointing out that there are "15 sharp salesmen shooting for each advertising dollar," Mr. Dennis asked for advertising to be backed up locally with dealer cooperation and shelf-level promotion. Both radio and television can create "product patriotism," but they need local help, the speaker said. Citing definite need for "pre-planned sales pitches from stations and reps." With the upcoming decline in available manpower, the industry needs more and better trained salesmen and fewer of the "over-zealous, sharp-shooting type that bypasses agencies and goes to the client," Mr. Dennis asserted. "Fabulous penny ante deals and sales offers that more often belong in the gutter than in agency offices are hurting radio," he added.

JWT STUDY

Cites Economic Expansion

OVER-ALL economy can be expanded, in short supply conditions, a study of marketing potentials for 1951, published annually by J. Walter Thompson Co., New York, indicates.

To meet this challenge business must raise its sights and, rather than "business as usual," the country must have unusual productivity, the pamphlet asserts.

The report, called "Marketing in a Defense Economy," was written by Arno Johnson, JWT director of research. It shows that it is not only necessary and justifiable for business to increase productivity (with a resultant expansion of our economy) but it is an obligation for business must assume to improve our defense. It points out the part selling must play in the overall picture. Copies are available upon request to JWT.

TYRRELL KRAM

Former NBC Newsman Dies

TYRRELL KRAM, 50, former NBC veteran and prominent Virginia Republican, died of a heart attack Jan. 23 at Quantico Marine Base, Quantico, Va., where he was working on an exhibit for the Marine Corps League.

Mr. Kram, newspaper reporter and veteran of both World Wars, had a program titled Veterans' Adversie from April 1945 to January 1948, which originated in Washington and was carried by over 100 NBC stations. Starting in January 1948, his commentaries were a part of an NBC show called Veterans' Journal.

A native of Pontiac, Ill., Mr. Kram was graduated from Northwestern U. and from the Chicago U. Law School. Surviving is his widow, the former Harriet Swift, of Vienna, Va.
Top Management:

YOUR BOOST IS NEEDED MOST
IN THIS CAMPAIGN TO BUILD EVERYONE'S INDEPENDENCE

The period May 15 - July 4 marks an important campaign to strengthen the financial independence of the nation's people—and there's nothing of more basic importance to your own and your company's future than the country's economic well-being! What's more, you and other leaders of industry are the men who will be the principal deciders of the success of this campaign.

For this is the Treasury Department's Independence Drive to increase purchases of United States Savings Bonds. And the Payroll Savings Plan, now operated by 21,000 companies, is responsible for the greatest share of Series E Bond sales.

If your company doesn't have the Payroll Savings Plan, now's the time to install it! (A nation-wide survey shows that people are more than twice as inclined to invest their extra money in Savings Bonds as in any other form of investment. So it's good "employee relations" to provide this convenience.)

If your company does have the Plan, now's the time to put extra push behind it! Employees who pile up money in Savings Bonds feel more secure...are actually better workers. Moreover, Bond sales build a backlog of future purchasing power—good "business insurance" for all of us in the years ahead.

The Independence Drive will be powerfully promoted throughout the nation by radio, television, publication advertising, posters, car cards, and special ceremonies. The public will be extra Bond-conscious during this period. Make sure your company adequately informs your employees that the convenience of "automatic" Bond buying is available through your Payroll Savings Plan.

This is your country—and it's your Drive. Help to put it over! All the material and assistance you need are available from your State Director, Savings Bonds Division, U.S. Treasury Department. Remember—employees appreciate Payroll Savings.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Newsweek of Radio and Television

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.
THANKS largely to radio advertising, the Joe M. O’Hill Motor Co., Nash dealer in Kansas City, sold 3,059 cars in 1950. This record sale made Mr. O’Hill reportedly the third largest Nash dealer in the world. O’Hill Motor Co. sponsored the early-morning program, Top of the Morning, each weekday over-KCKN Kansas City, Mo. At a congratulatory broadcast are (l to r) Wayne Stitt, the program’s announcer; Eric Tainter, KCKN news editor; C. R. Whitney the 3,000th car buyer, and Mr. O’Hill.

Announcement of the 1951 committees for the National Assn. of Radio Station Representatives Inc. has been made by Robert C. Meeker, president of the organization.

Members include:
- General TV Committee: Chairman, Jack Brookes, Free & Peters Inc.; William Weldon, Blair TV Inc.; Ed Codel, the Katz Agency Inc.; Raymond Kraft, Paul H. Raymer Co. Inc.

Membership Group


Legal: Chairman, Mr. Kats; Preston Peters, Free & Peters Inc.; Joseph J. Weed, Weed & Co.

GIVEAWAY CASE

Continued to June 11

Chicago Federal District Court Judge Michael L. Igoe continued the giveaway case of Radio Features vs. U. S. to June 11 on appeal last Monday of Radio Features. Final action will be determined after decision in a similar case involving giveaways in Southern District Court, New York, where the networks brought action against the government contesting the FCC decision.

Radio Features, a Chicago radio-TV package firm now operating under the name of Walter Schwimmer Productions, Inc., has announced that the FCC order a year and a half ago, shortly before a similar injunction was awarded the networks in New York, Mr. Schwimmer’s attorney is John B. Moser.
GUILD ENTERS

CBS 'White Collar' Dispute

JURISDICTIONAL struggle over CBS "white collar" workers in New York gained new intensity last week with entrance of a third union, Newspaper Guild of New York, into the dispute. Circulators entitled "You and the Newspaper Guild," which, among other things set forth "a typical guild contract" pay scale, were distributed to employees at CBS.

With Local H-65, Home Office Employees Union, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, challenging the Distributive, Processing and Office Workers of America for representation of the network's "white collar" staff, CBS referred the dispute to the National Labor Relations Board a fortnight ago [Broadcasting* Telecasting, Jan. 15].

Cities Constitution

The constitution of the American Newspaper Guild, according to the circular, defines its jurisdiction as "... news, editorial, business, circulation, maintenance, promotion, advertising and related departments... White Plains and Tarrytown, New York." [Broadcasting* Telecasting, Jan. 15].

MINNESOTA MEET

Crime News on Agenda

RADIO news problems, including handling of crime news on the air, and a progress report on the far-reaching crime probe by the Senate Crime Investigating Committee will highlight sessions of the fifth annual Radio News Short Course at the U. of Minnesota's School of Journalism Feb. 16-17.

The crime news aspect will be touched on Feb. 16 by Sen. Estes Kefauver, chairman of the Senate committee, and explored in panel discussions by newsmen of Minnesota, Iowa, Wisconsin and the Dakotas. Other radio news problems will delve into use of wire services and tape recorders. Closing session will be given over to study of television news and its effect on radio news. Basket Mose, Northwestern U.'s School of Journalism, will speak on "How to Meet the Competition of Television News."

Highlights of the annual dinner Feb. 16 will be addresses by two correspondents — Philip Potter, Baltimore Sun, and Herbert Lewis, St. Paul Pioneer Press and Dispatch—who have returned from the Far East where they covered the Korean war.

ELSIE GORDON

Radio-TV Actress Dies

ELSIE MAE GORDON, radio and TV actress who began her radio career as a Gold Dust Twin in 1922, died Jan. 18 of cancer in Post Graduate Hospital, New York. Miss Gordon was the wife of John Benson, assistant director of scenic design for CBS-TV.

During her radio and TV career, Miss Gordon played over 1,000 roles, appearing with such performers as Al Jolson, Fred Allen, Eddie Cantor, Beatrice Lillie and Burns and Allen. Among the shows Miss Gordon participated in were The Aldrich Family, Young Dr. Malone, When A Girl Marries, Report to the Nation, and her own program, Your Voice and You, on NBC.

Beside Mr. Benson, surviving are a son by a former marriage, Gordon Graham White, and two sisters, Mrs. Grace Gordon Wicks of New York and Mrs. Lola Montrose, Santa Fe, N. M.

Horn Tooting

RADIO's ability to get rapid response from listeners was proven again recently by WIL St. Louis and Announcer Bob Grossman. Mr. Grossman, m.c. on WIL's Breakfast Club, stuck his head out of a ninth floor studio window in the Hotel Chase and watched the mass of cars halted by traffic signals at the busy intersection of Kings Highway and Lindell. Via a hand mike, he suggested that driver-listeners waiting at the intersection toot their car horns and wave their hands. Almost immediately, dozens of horns started blasting and drivers waved their arms frantically. The ensuing din was broadcast from the window. WIL, as a result of its spontaneous testing, is blowing its own horn a bit.

Tallest tower in the U.S. for WSB-TV

RADIO'S ability to get rapid response from listeners was proven again recently by WIL St. Louis and Announcer Bob Grossman. Mr. Grossman, m.c. on WIL's Breakfast Club, stuck his head out of a ninth floor studio window in the Hotel Chase and watched the mass of cars halted by traffic signals at the busy intersection of Kings Highway and Lindell. Via a hand mike, he suggested that driver-listeners waiting at the intersection toot their car horns and wave their hands. Almost immediately, dozens of horns started blasting and drivers waved their arms frantically. The ensuing din was broadcast from the window. WIL, as a result of its spontaneous testing, is blowing its own horn a bit.
DEFENSE DEPT. RADIO

THREE specialists have joined the Radio-Television Branch of the Dept. of Defense in recent weeks and four others are expected to be added sometime this week, Charles Dillon, radio-chief, has revealed.

The additions were necessitated, creating radio-TV activity within the branch, particularly the launching of the new Armed Forces Hour on the DuMont Television Network (see separate story) starting this Sunday.

The new additions are Edward Nell, appointed chief of the television section; Lt. Chester Spurgeon (USAF), who will write the Armed Forces Hour for television and Lt. James Black, (USAF), who joins the radio-TV branch's news and special events section.

Mr. Nell was transferred from the Naval Photographic Center where he handled motion picture production for the Navy for the past six years. Previously, he had produced motion pictures in private industry and was active in light opera and other entertainment fields.

Lt. Spurgeon arrived from CBS Western Division where he was chief of the network's continuity department on the West Coast. During three years with CBS, Lt. Spurgeon directed the Housewives Protective League and also wrote copy for such CBS programs.

FM CAMPAIGN

SPURRED in Bavaria

CAMPAIGN to popularize FM radio in Bavaria continues with distribution of a 1,200-word leaflet to all radio set owners in that part of southern Germany, the State Duty announced last week. The leaflet explains this type of broadcasting to set owners and urges them to acquire sets capable of receiving FM programs.

Congestion of European airways led to the FM campaign [BROADCASTING • TELECASTING, Jan. 8]. Already U. S. Zone stations in Munich, Stuttgart, and Frankfort have initiated regular FM broadcasts and it is planned to have network operation completed by 1952.

FREE FREEDOM RADIO

Builds New Transmitter

Radio Free Europe is building a powerful medium wave transmitter in Munich which is expected to take to the air this winter. In addition, the Crusade for Freedom broadcasting facility plans eight additional transmitters.

These revelations were made last week by Gen. Lucius D. Clay, national chairman of the Crusade, in a letter to Sen. William Benton (D-Conn.). The Senator entered the letter in the Congressional Record.

Gen. Clay said total contributions to the Crusade for Freedom fund totalled $1,288,000, with the number of contributors at 15,567, 877. The biggest single contribution came from small contributions under $1, he said, with only a few gifts over $1,000. Radio Free Europe, he noted, began broadcasting to Soviet satellite countries last July from a 7.5kw short-wave transmitter located near Frankfurt, Germany.

INDUSTRY STATE

Considered 'Excellent' RESULTS of a survey by the National Association of radio-industry executives indicate that the liquid position of the radio, television, and electronics industry is excellent, it was reported last week.

The survey showed that the rate of inventory turnover is good, and the relationship of earnings to sales and net worth is "quite satisfactory."

Col. Kirby Back

COL. Edward W. Kirby, chief of the Army's radio-TV branch, returned to his desk in the Pentagon last Wednesday after a three weeks' illness that had confined him to a bed hospital. Despite his illness, described as a virus infection, Col. Kirby had remained in constant contact with his office on radio and television matters. Office activities were maintained during his absence by Capt. Ben Miller and Lt. Carl Zimmerman, radio and TV associates.

Page 42 • January 29, 1951
**APS SESSIONS**

**Greensburg Agenda Set**

AGENDA for the first of a series of 1951 meetings with broadcasters, scheduled to be held in Greensboro, N. C., Feb. 18, has been announced to subscribers of Associated Program Service by Maurice B. Mitchell, vice president and general manager. Premiere conference for APS members will be held at Greensboro's Sedgefield Inn.

The all-day session, to be keyed to radio advertising and programming, will be presided over by Harold Essex, vice president and manager of WJZ-Winston-Salem, N. C., with formal introduction to the clinic by Mr. Mitchell.

Morning sessions will be devoted to programming. Jim Lucas, APS director of product development, will speak on "Protecting Your Program Investment." He is expected to review program planning techniques, features of music library services and audience potentials. Leslie F. Bibel, APS programming director, will tell APS members how to build library programs and discuss APS "pre-produced" program techniques. His subject is "Programming for Audience and Income."

Mr. Mitchell will head up the afternoon sales talks, stressing ways and means of increasing local, regional and national spot volume, in current sales techniques. The APS executive also will turn to selling radio advertising during a national emergency, as well as problems of retailers' shortages and radio-TV competition.

Question and answer periods and case histories will follow morning and afternoon sessions. A luncheon and cocktail party also will be held during the all-day conference. No charge will be levied for registration.

**KQV ROUNDTABLE**

**Recording Subpoenaed**

TRANSCRIPTION of a controversial roundtable program aired by KQV Pittsburgh nearly four years ago has been subpoenaed by the Pennsylvania Attorney General's office for possible use in connection with hearings involving a public official.

The subpoena stemmed from a charge leveled by State Atty. Gen. Charles Margiottti that his assistant district attorney, Mrs. Marjorie Matson, had alleged Communist "associations" and "sympathies." Mrs. Matson appeared on the KQV program, On The Spot, aired March 21, 1947, and transcribed at the request of News Director Bill Burns because of its controversial nature. Mr. Burns moderated the panel. Transcription may be used as evidence during hearings scheduled by the Allegheny County Bar Assn., which named five lawyers to hear the charges, KQV reported.

**'RADIO STATION GI-USA'**

Local Outlets Get Song Requests from Overseas

AN UNUSUAL radio program—Radio Station GI-USA—is gaining popularity among servicemen stationed on Guam and their friends and loved ones back home, thanks to a reciprocal arrangement among individuals, U. S. stations and the Armed Forces Radio Service.

The GI's fill out appropriate forms requesting that musical numbers be played for sweethearts, wives and others of stations located near their homes. In turn, persons in the U. S. may request selections for servicemen by writing to the Guam AFRTS outlet.

The idea, conceived by Margaret Smith, club director of the Marianas-Bonins Command's Perm Base Service Club, has been picking up steam steadily in the past six months, with U.S. stations taking an active and interested role. Those singled out by the Army Dept.'s Special Services Division include WHK Cleveland, OH; WP Detroit; WTIP Charleston, W. Va.; KCOM Sioux City, Iowa.

Miss Smith reports that stateside stations have been most cooperative in notifying the persons concerned of the request, and several hundred requests have been mailed back to the states by the service club. The local AFRTS station, in turn, has set aside 6:45 a.m. and 4:50-5 p.m. periods for playing numbers asked by families of soldiers, Marines and airmen.

U. S. stations generally have made it a practice to call the person concerned and advise when the selection will be played. The Army reported that one station in Cleveland, Ohio—probably WHK—not only played a request for a "Room Full of Roses" but sent a'serviceman's wife a dozen roses congratulating her on a wedding anniversary.

Typical of the comments received by Miss Smith are:

WHK—"... We were very pleased to see that a service like this has been organized ... We want to cooperate in any way that we can to help you publicize the service and make its acceptance in Cleveland widespread ...

"WTIP—"... Just a line to say that I did play the request ... I am glad that there are some people interested in helping the boys wherever they may be ...

"("Happy)" Steven Iron Jr.

"WJR—"... Pleased to comply with these requests from young Americans who are far from home serving their country ...

The service club reported that it was deluged with requests from GI's during the Christmas holiday season and also that, judging by requests received from the states, "the people at home are learning fast of Radio Station GI-USA."

Requests for numbers to be played over Guam Armed Forces Radio Station are addressed to Box 27, c/o Postmaster, San Francisco, Calif.

CAST of Don McNeill's Breakfast Club and TV Club on ABC AM-TV will travel to California for the first time in Breakfast Club history. The group will transcribe shows from Hollywood during the two-week visit.

**RATES BOOST**

Set by WMGM March 1

INCREASE in rates of WMGM New York, effective March 1, was announced last week by Bertram Lebar Jr., station director, who said the increase was based on the "recognized sales-producing ability" of the station and "its steadily growing audience," rather than on increased production costs.

"Audience surveys taken for 1950 show a continuing increase in listenership to WMGM, despite the roads made in this area by television. Proof of the efficacy of WMGM as a salesman in the contracts signed by sponsors, 90% of which are renewals," he said.

Class A basic time rates for one hour will increase as follows: One per week, from $750 to $800; three per week, from $2,035 to $2,160; six per week, from $5,095 to $5,840. Spot rates for the same category, for one minute: One per week, from $750 to $800; three per week, from $2,035 to $2,160; six per week, from $5,095 to $5,840. For six-quarter-hours of the Ted Haring Show, including talent, the price will go from $1,500 to $1,450.

Class B basic time rates for one hour: One per week, from $600 to $700; three per week, from $1,500 to $1,620; six per week, from $3,900 to $4,280. Spot rates for the same category, for one minute: One per week, from $600 to $700; three per week, from $1,500 to $1,620; six per week, from $3,900 to $4,280. Spot rates for the same category, for one minute: One per week, from $600 to $700; three per week, from $1,500 to $1,620; six per week, from $3,900 to $4,280. Spot rates for the same category, for one minute: One per week, from $600 to $700; three per week, from $1,500 to $1,620; six per week, from $3,900 to $4,280.

All the foregoing rates, new as well as old, remain subject to various discounts. Contracts prior to March 1 will be protected for one year under the current rates, it was announced.

Miss Smith takes applications from servicemen requesting musical selections to be played by U. S. stations for their families and sweethearts.

**How to save $200 on a spot announcement**

You'll get more power, more coverage, more listeners, more results on KMPD alone than on 38 other Southern California stations put together.
Wireless, but he was promoted to the company's research department within six months. Then he was back at Chicago Radio Institute as an instructor in journalism, serving and engineering. He joined NBC Chicago as a studio engineer in the spring of 1930 and soon gained a reputation for his ability in handling remote pickups.

In 1931, while working nights at NBC, Al decided to matriculate at the U. of Chicago. Three years later he took his B.A. degree after sojourns into archeology, anthropology and near-Eastern history. He also indulged heavily in physics and mathematics.

Mr. Eisenmenger’s excursion into union organizing came in 1933 when he not only led in the formation of NABET but occupied an influential place in its national councils.

Takes Signal Corps Post

In 1942 he became a civilian employee of U. S. Signal Corps, serving as assistant civilian training administrator at the Chicago depot of the corps. The following year he returned to NBC, but in 1944 went to Dancer-Fitzgerald-Sample, Chicago, as head of the agency's recording studios. The Eisenmenger commercial techniques were developed at D-F-S (example: Oxydol's Sparkle), and Al also assumed charge of the agency's legal and accounting work regarding talent, contracts, etc. He was a popular choice to take over timebuying on the Procter & Gamble account in 1945.

By late 1946 he had become radio director of Morris F. Swaney agency in Chicago, and handled the Kaiser-Fraser account. He headed both media and program departments. The move to Leo Burnett came in April 1949 and his first assignment was to handle all facets of the Pillsbury account pertaining to radio-programming and program production included. Last January, Al was placed in charge of all time-buying and estimating on all of Burnett's radio and television accounts. Numbering more than 20, they include such advertisers as Pure Oil, Pillsbury, Mars, Sante Fe, Kellogg, Brown Shoe, Green Giant, Club Aluminum, Converted Rice. He also has charge of Burnett's talent contracts.

Al Eisenmenger believes the value of AM radio still is "great" if used properly. He realizes television is "assuming greater proportions as a national medium," but asserts that any successful advertising campaign is based "not on a single medium, but on the proper combination of them."

Al is married to the former Phyllis Regan of Chicago, whose mother's family is noted for its famous railroad men. One of Mrs. Eisenmenger's uncles was president of the Rock Island Lines. They live in an apartment on the city's south side and have a daughter, Deborah, 8. The family maintains a summer place at Ludington, Mich., and Al spends as much time there as possible. But his "vocation and avocation are work."

PEARSON WINS

Cleared in Libel Suit

ABC COMMENTATOR Drew Pearson is cleared in $380,000 libel suit by a U. S. District Court Jury in Washington, D. C., last week. He was being sued for a statement he made during a broadcast. [BROADCASTING • TELECASTING, Jan. 22, 15].

Fred N. Houser, former attorney general of California, charged Mr. Pearson had libeled him on an ABC network broadcast when the commentator accused Mr. Houser of accepting a $1,200 bribe from a gambler.

Judge John Alexander Holtzoff instructed the jury to answer five questions for a "special verdict," which was necessary because libel laws vary in the 10 western states where stations carried the Pearson broadcast.

The full decision found Mr. Pearson proved his broadcast statement was true; that the commentator proved no malice, and that Mr. Houser had suffered no damages. Also determined was that Mr. Houser was not entitled to punitive damages because he had not proved the commentator made the statement with such malice or willful and reckless disregard for the rights of Mr. Houser to require an exemplary recovery.

Juries, who deliberated for 4½ hours before returning their decision, also found that Mr. Houser's reputation was not damaged by the broadcast in Oregon, Washington, Texas, Nevada, New Mexico, Idaho and Colorado. Because no malice was proved, Mr. Pearson was not required to explain the cause of education.

PHILCO ORDER

ORDER for standard commercial microwave communications equipment and associated multiplexing apparatus, which permit handling up to 24 audio channels by a single terminal, has been awarded to the Philco Corp., Philadelphia, by the Air Material Command of the U. S. Air Force, the company announced last Monday. Equipment will be installed by the Air and Airways Communications System (AACS) as part of its worldwide communications network.

The station being built will be on the Air and Airways Communications System (AACS) as part of its worldwide communications network. It will be located at F-1 Terminal and Western Union in such states as Virginia, Ohio, New York and Pennsylvania.

SCHOOL CREDITS

Offered in WCHS Series

LISTENERS are not only able to enjoy roundtables on modern problems for personal analysis if they choose under a cooperative arrangement between WCHS Charleston, W. Va., and Morris Harvey College.

Details of the unique Radio Classroom are spelled out in the January issue of West Virginia School Journal by Harvey M. Brawley, WCHS public affairs director and chairman of the radio series. Course currently being offered is Comparative Government. In addition to those registered for credit, the Classroom also boasts "audit" students who pay fees but are not required to submit written reports, and other listeners who dial the program merely because they are interested in topics to be explored. "Life of the community served by education and by radio is bound to be much richer," Mr. Brawley points out, when such programs can perform a public service for the broadcaster and advance the cause of education.

WJW-AFRA TALK

As Strike Enters 2nd Week

NEGOTIATIONS between WJW Cleveland and AFRA continued as the union's strike entered its second week [BROADCASTING • TELECASTING, Jan. 22]. Lawrence Webb, assistant to the president, said the station was operating normally and no network time had been lost.

Despite union pressure no national accounts have been affected, Mr. Webb said, though a few local accounts had suspended temporarily.

AFRA issued a statement that about 90% of WJW's local income had been cancelled during the strike. The union's executive secretary, Red Smoot, stated that a resolution was introduced in the Cleveland city council last Monday asking the mayor to call on WJW to negotiate with AFRA and NABET. The engineers have asked the station for bargaining rights, after honoring AFRA picket lines, AFRA said.

WMID Atlantic City returned to the air at 9:30 p.m. Jan. 20 after management and striking engineers (IBEW) reached a mutual agreement pending conclusion of negotiations.

The station had been off the air 25 hours after a strike was called without notice, according to David H. Freedman, general manager. He said the union had given definite assurance that ample notice would be given before a walkout.

DISC JOCKEYS from all parts of U. S. and Canada sent goodwill greetings to Bing Crosby at luncheon staged in his honor at Paramount Studios recently. It was part of month-long celebration giving him title of "Mr. Music" and marking his 20th anniversary as a top radio-film star.
LABOR EYES RADIO

CIO Council Explores Use, Builds Programs

LABOR unions are being encouraged to develop techniques and methods for use of radio in carrying their message to listeners in various communities throughout Michigan and to probe the "unexplored market" of labor radio.

IMPetus is furnished by the Radio Council of the Michigan Congress of Industrial Organizations (CIO), which has been active since World War II in radio production and promotion. Since its inauspicious start, the council's Education Dept. has quickly encouraged the use and expansion of radio as a means of expressing labor's point of view.

As a tangible result of these activities, the council education group, headed by Bill Kembles, has been responsible for building 16 separate programs throughout Michigan—15 on a weekly basis, the remaining series comprising daily programs.

"Most of the time that we have been able to spend on promotion has been spent in promoting our 15-minute weekly shows in various communities," Mr. Kembles stated. "Although we have not been able to work toward increasing our time over already existing programs, several of them are now investigating this possibility."

To serve these programs the Michigan CIO News prepares a weekly news roundup, and local commentators are urged to re-write for local consumption, and scripts and publications to serve as a basis for programs. Additionally, the education department has developed various materials for use by radio committees. One of these is "WVO's FILM TOUR

Chicago Sees First Run

FIRST SHOWING of "WVO's Three Million People," an animated film presentation with sound which WVO New York is taking on tour across the country for presentation before groups of advertisers and agency executives, was made Tuesday in Chicago for 60 luncheon guests.

The detailed report on WVO's entire operation, covering the station's tailor-made programming in English and Italian, sales success stories and highlights from WVO's "audited audience" and "consumption" studies, was screened at Chicago's Sheraton Hotel after introductory remarks by Station Manager Ralph Well. WVO Sales Manager Herb Schorr, who also attended the Chicago premiere, was to take the film to the Twin Cities for a Friday showing. The show will be made in Detroit and Cleveland before the presentation is shown in New York. John E. Pearson Co., WVO station representative, is handling arrangements for the out-of-town showing.

The popularity of giveaway shows makes you doubt your sanity at times, but contests remain a good, occasional, promotion stunt. The probabilities are that you can get your prizes donated by friendly merchants who will give publicity during the contest."

FREEDOMS AWARDS

To Be Made Feb. 22

CATEGORIES of 1950 Freedoms Foundation awards to be made at Valley Forge, Pa., on Feb. 22 include those of radio programs and advertising campaigns. General Omar Bradley, chairman, joint chiefs of staff, will make the principal address and announce award recipients.

Prizes include $100,000 in cash, 300 honor medals and 200 certificates of merit. Among the Foundation officials are Don Belding, chairman, Foote, Cone & Belding, who holds office as a trustee, and Colby M. Chester, honorary chairman, General Foods Corp., New York, and E. M. Dealey, publisher of the Dallas Morning News and president of WFAA-AM-FM-TV Dallas, directors.

VINCENT J. ASSALONE, sales promotion department American Can Co., has been appointed general chairman of "Inside Advertising Week," sponsored by Assn. of Advertising Men, New York, April 1-4, 1951.
experimentation

he broadcasting industry,

Canal, operator for

radio operator. To expeditate

remained character-

Los Angeles

Angeles

a traveling

year

tanker

parts.

weeks,

beamed to a

station's history,

station, and John J. Hoke, president of Consolidated Tower Construction Co., Petersburg, Va.

pears. Time

Sponsor Still Pends

NEW SPONSOR for Drew Pearson's ABC Sunday night newscasts had not been decided in the nation's capital last week. Mr. Pearson's contract with Adam Hat Stores expires Feb. 18.

Reports persisted last week that Mr. Pearson has been negotiating with ABC for a new sponsor. It was said that Jayson Shirt Co. had considered possible sponsorship of the broadcasts on alternate weeks, or attempting to line up the other sponsor.

Mr. Pearson's commentaries have been attacked in the Senate by Sen. Joseph McCarthy (R-Wis.). The Senator had urged a "boycott" of all Adam Hat Stores. The firm had been released from the Army and put the tanker as radio operator for the Maritime Service. Thirty days later, instead of the character-building routine of a boot camp, Clifford had been to the Panama Canal, Johnston Island, Ulithi and Colombia (S. A.).

Joins Capitol

Following his release from the Maritime Service in 1946, anxious to get back to some phase of the broadcasting industry, he joined Capitol Records, which was just starting its transcription department, as sales manager. From there on he ascended climbing. In June 1949 he was named sales manager. And in September 1950 he was named to his present position.

In this post the good-looking young executive directs the production and distribution of the Capitol Transcription Library. In addition he supervises the planning and experimentation of television film shows for the firm, which hopes to increase its TV activities to the level of its radio interests.

Anxious to keep up with ever-changing program requirements of stations, Clifford keeps in close touch with stations, making many cross-country trips a year to get first hand knowledge on their operations.

Two additional reasons for Clifford's liking to get home again are Peter, 9, and John, 3. Peter has no use for the broadcasting industry—he wants to be a western movie star. John has expressed no single preference. Fixing up their newly purchased home in La Cienega outside of Los Angeles has become a fulltime hobby for Clifford, replacing for the time being one of his former loves, golf.

Pearson Time

WICH Norwich, Conn., increases coverage by an estimated 40% with 357-foot-high half wave radiator. In the foregound are (l to r) Alexander Dubenetsky, WICH chief engineer; John Demo, president and general manager of the station, and John J. Hoke, president of Consolidated Tower Construction Co., Petersburg, Va.

REPORT ON '50

Terry Cites KLZ Progress

IMPROVEMENT in technical equipment, including installation of a new 5 kw transmitter, and addition of several CBS programs now beam to a greater daytime and nighttime total audience, are claimed by KLZ Denver, Col., CBS outlet, in its annual report.

Additionally, Hugh Terry, KLZ general manager, reported that business during 1950 was the best in the station's history, with the increase reflected substantially in the annual profit-sharing bonus received by its employees.

With installation last year of a new 5 kw RCA transmitter, KLZ now holds its other 5 kw transmitter in reserve for instant emergency service. Station also has a 75 kw diesel power plant available in the event of failure of normal power supply, Mr. Terry adds.

Mr. Terry also singled out the new array of CBS programs added during 1950, as well as Broadcast Measurement Bureau's No. 2 national survey crediting KLZ with a 10% gain in both daytime and nighttime total audience over DBM Study No. 1. Scheduling of religious, news, sports, farm and public interest programs also was cited by the KLZ executive.

Referring to the television "freeze," Mr. Terry noted that KLZ had advised FCC of its hope to include color in TV schedules if the Commission approves its application. Increase of broadcast hours of KLZ-FM, to coincide with the AM log, also was mentioned.

L.A. AD WOMEN

New Study Series Set

panel discussions on radio and television by leading figures in those fields will highlight the seventh annual conference series of the Los Angeles Advertising Women, Inc. this year entitled "Inside Advertising Series," to cover the every phase of the advertising field, gets underway Feb. 13 for consecutive Thursdays. The two-hour sessions will be held at KECA studio building in Hollywood.

Participating in the television panel, "Most Effective Use of Television for Advertising," scheduled for March 8 will be Haan Tyler, manager, KTLA-TV; Philip Booth, director, KECA-TV; Harry W. McMahan, head, Five Star Productions; Hal Roach Jr., vice president in charge of production, Hal Roach Studios; L.M. Hoffman, president; William Sterling, TV director; Young & Rubicam Inc.; Ed Stodel, president, Stodel Adv.; Ethel Booth, merchandising director of Buying With Betty on KNBH; Al Jarvis of KLAC-AM-TV's Make Believe Ballroom. Moderator will be Rita LaRoy, TV producer.

Radio panel, to be held April 5, will include Jack O'Mara, West Coast representative, C. E. Hooper Co.; James Coffee, recently resigned director of public relations, Mutual-Don Lee; Cliff Gill, general manager, Pacific Regional Network and KFMV (FM); Glad Hall Jones, manager, KFBT; and Judith R. Pratt, CBS account executive; Harfield Weедин, ABC producer; Thomas C. McCray, director, radio network operations, NBC Western Division; Robert J. McAndrews, managing director, Southern Calif. Broadcasters Assn., will moderate. Miss Jones will direct.

Speaking on other phases of advertising will be A. W. Neally, vice president and head of the Los Angeles office, BBDO, who will discuss "Advertising and the Sales Program"; Ralph Yambert, president, Yambert, Prochnow, McHugh & Macaulay Inc. to speak on "Organizing and Operating an Advertising Agency"; Tyler McDonald, account executive, Hixson & Jorgensen Inc. on "Case History of an Advertising Campaign."

Pettrillo 13th AFL VP

JAMES C. PETTRILLO, president of the American Federation of Musicians (AFM) in the Chicago local, was the 13th vice president of the American Federation of Labor in Miami Beach Jan. 25. He was elected to the 15-man executive council by the group at the first day of the council's annual winter meeting. He fills the vacancy created by the death in December of Joseph N. Weber, Mr. Pettrillo's predecessor as president of the AFM.
"SPARKIE" is growing by leaps and bounds—maybe even as big as "Big Jon"—if there is any indication in the mail response containing drawings of the mythical little boy on No School Today. The show, aired each Saturday morning on ABC, originates in Cincinnati.

But blame it all on "Big Jon" Arthur himself. He started the program and requested the drawings, too.

The first invitation to draw Sparkie was made on the program in February 1948, and the result was a swamped with little drawings from the youth—maybe 2,898 of the youthful visualizations. They continued the next week at 2,000 a day.

Sparkie, Jon Arthur's character creation which is produced by a recording trick, is the pivot of the show which began quietly on WSAI in late 1948. It went on ABC in February 1949 on a cooperative basis.

The drawings? "Big Jon" says they'll be used by comic book artist Leon Jason to help make Sparkie more like a real boy.

**KFDM COMPLAINT**

Takes Case to Appeals Court

KFDM Beaumont, Tex., has taken to the U. S. Court of Appeals for the District of Columbia its complaint that FCC's late-December grant of improved facilities for KWTO Springfield, Mo., will result in "substantial objectionable interference to the reception of broadcast programs of appellant's station within its regular and normally protected contour".

[BROADCASTING TELECASTING, Dec. 25, 1950]

KFDM is assigned 5 kw full-time on 680 kc, directional night. KWTO was granted increase in night power from 1 kw to 5 kw, operating on the same frequency and using a new directional array. KWTO is assigned 5 kw daytime.

**WSAI**

Publicity girls Vonne Monsell (l) and Margaret Mau help "Big Jon" get out from under the heap of "Sparkie" drawings submitted by young listeners.

**WMAW PETITION**

Asks FCC Reconsider Denial

WMAW Milwaukee has petitioned FCC to reconsider its decision to deny a license to the station on grounds of ownership misrepresentation.

[BROADCASTING TELECASTING, April 17, 1950].

Com'r Paul A. Walker, who dissented from the majority of the Commissioners voted to deny the application.

FCC's ruling, a 3-to-1 vote, reversed a hearing examiner's initial decision that granted the license.

WMAW's permit is for 5 kw full-time on 1250 kc, directional. The station has been operating more than 33 months, the petition said.

WMAW charged the Commission's decision was "unlawful" in that it requires forfeiture of the station's permit without according the procedural safeguards guaranteed by the Communications and Administrative Procedure Act. The station also contended the decision was unlawful since the hearing was conducted by an examiner rather than a Commissioner, as required by the Communications Act.

Failure of the Commission to heed the findings of fact of the examiner who heard and observed the witnesses also was cited.

**CONTEST OPEN**

For 1950 Safety Awards

NOMINATIONS are open in the broadcast field for the National Safety Council Public Safety Award for exceptional service to safety during 1950, it was announced last week.

Awards will be made in the radio and TV category to stations and national or regional networks performing exceptional service to safety during the past year. The council also will continue to make an award to a radio or TV station which has broadcast a safety program continuously on a regularly scheduled basis for the past five years or more. Also, as in the past, awards will be made for specific achievements.

**FM PROGRESS**

Sets Reach 7.5 Million

TOTAL number of FM receivers now in circulation is 7,500,000, according to a resume of FM progress by Edward L. Sellers, director of the NAB FM Dept.

Surveying the current status of FM, he said 1950 FM set production, including FM-equipped TV sets as well as FM-only and AM-FM radio sets, totaled 2,500,000 units, a new record.

FM achieved progress on three fronts last year, according to Mr. Sellers: Number of FM stations becoming fully licensed (519 of 867 operating stations, a net gain of 41 for 1950); number of FM-equipped radio and TV sets, and recognition of FM's growing audience by two major networks.

Evidence of FM's growth in the Nation's capital as of Dec. 1, 1950, a gain of 8,000 in two months.

"May the Good Lord Bless You and Keep You," sign-off theme of The Big Show, Sundays, 6:30 p.m., NBC, recorded by five companies, with versions by Bing Crosby, Frank Laine and Eddy Arnold among them.
THE LATEST WCKY STORY

IN CINCINNATI, DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES FOR YOUR SPOT CAMPAIGN?

THEN WCKY'S INDEPENDENT BLOCK PROGRAMMING IS YOUR ANSWER - - - BACKED BY WCKY'S 50,000 WATTS OF SELLING POWER.

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

INVEST YOUR AD DOLLAR WCKY'S-LY
RATINGS HIGHER THAN NETWORKS

"MAKEBELIEVE BALLROOM" —10:00-12:00 N 3:00-5:00 PM
Ratings as high as 6.0*. Beats such network shows as David Harum, Our Gal Sunday, Big Sister.

"DAILY HIT PARADE" —6:15-7 PM
Ratings as high as 6.1*. Beats such network shows as Beulah, People Are Funny, One Man's Family, Jack Smith, Club 15 and Dr. I. Q.

NEWS —17 NEWSCASTS A DAY, EVERY HOUR ON THE HOUR.
Ratings as high as 6.3*. Beats such network news shows as Lowell Thomas, Three Star Extra, Fulton Lewis, Jr., Gabriel Heatter, Elmer Davis, Ed. R. Murrow.

(*—Pulse Nov.-Dec. 1950)

IN CINCINNATI,
YOUR BEST BUY
IS WCKY

Call Collect: Tom Welsend
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1699

or

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

FIFTY THOUSAND WATTS OF SELLING POWER
Clearwater Ahead

AFTER LIVING apart for nearly a decade, radio and TV have moved into the same edifice, but in separate wings. The formation of a fully autonomous NAB-TV justifies the liquidation of the valiant Television Broadcasters Assn., which has operated on a minus-cule budget. Previously, FM had job-and-NAB. Thus, the NAB takes on a more substantial role of an over-all trade association. There should be an end to the glowing of one broadcast segment at the other. It marks another step toward fusion of all of the groups that live by the electronic broadcast manufacturer to broadcaster. Each should and can have its own autonomous group in an NAB federation, and pay its own freight. A single housekeeping structure can accommodate all.

Into such an all-inclusive organization the NAB can flourish. Trade associations, like government, live by the will and the tribute of their constituents. The constituents expect leadership, good government and guidance.

But, first things first. Now that radio and TV have moved into the same structure, the task at hand is to appoin staff and functions and to evolve budgetary controls. These are among the fundamental problems to be tackled. One item to do this week, when the old board of the NAB and a majority of the NAB-TV board will meet.

The NAB board comprises 27 members. The new TV board, when complete, will have 40. That's 40, a junior convention. Obviously there should be an executive committee comprising members of both boards, to bridge the gap. Such a committee could meet frequently and act swiftly. When other segments, such as the manufacturers, representatives and transcribers join the fusion movement (which we confidently anticipate), appropriate executive committee representation likewise could be provided.

A welter of matters confront the joint sessions this week. NAB-TV wants its own general manager—an opposite number of the NAB incumbent. There's agitation for a president for NAB-TV—a man of command-and-staff stature. Will there be an organization of the old-line NAB? Would it mean a move to elevate President J. Miller to the over-all chairmanship of a federated organization, with the present president for what necessarily would become NAB-Radio? Would the funds be forthcoming for the maintenance of such a structure at this time—before others who live by the radio and TV dollar are brought into the fold?

It's abundantly clear that there can be no snap judgments. The separate boards cannot contemplate the organization chart alone. They must consider personalities and leadership and whereabouts. CBS and ABC must be won over. Evidently they won't budge until they know who will be retained for policy direction.

There will be talk in Clearwater about Broadcast Advertising Bureau, which moves toward autonomy in months hence. Both NAB and BAB are tugging for NAB General Manager William B. Ryan, slated to move to the BAB presidency. In view of the emergency economy, there's talk about cutting the BAB budget from a projected million dollars to a substantially lower figure.

That, in our view, would be a serious mis-take. It was the mistake made after V-J Day in 1945, when broadcasters thought the wind-fall would continue. At the precise time NAB-TV was created in Chicago on Jan. 19, the American Newspaper Publishers Assn. was holding its own strategy sessions on the other side of town. Radio and TV didn't go unnoticed. The budget of the AHP was being cut. The newspapers aren't resting on their oars.

The broadcast media have made notable progress in getting their houses in order in recent weeks. NAB-TV moved the two most important entities under the same roof. Radio-Television Mfrs. Assn. has suggested that it move physically into the NAB headquarters building, but has made no open overtures toward amalgamation in the common radio-TV front.

There's forward momentum—momentum toward fusion now.

BBC WILL continue to rule Britannia's airwaves if the report of the so-called Benv-
ridge Commission is followed by Parlia-
ment. But there's a chink in BBC's armour. The committee suggests that TV go part-way commercial via theatre TV. And the committee splits, 8 to 4 on whether all radio and TV should adopt the "American Plan," state monopoly control. To those dissenters, we say "cheersio and carry on." The British must learn there can be no truly free Britain until there is a free radio, on a parity with its press.

The Driver's Seat

THOSE slowly grinding legislative mills, which haven't turned out a single piece of substantive legislation on radio communications in 17 years, suddenly have gone into high gear. The McFarland Bill (S-658) whipped through the Senate Interstate & Foreign Commerce Committee last week. It's a safe guess that the Senate will approve it this week on the calendar (without delay) since the measure passed at the last session.

This bill, which would reorganize the FCC and would be paired with reorganization by placing responsibilities on the FCC itself, was sabotaged in the House at the last session. The FCC lawyers had collaborated with House committee minions in writing what became known as the Sadowa Bill which had no chance of passage, but which was used to block the McFarland measure.

Things have changed. "Earthy Ernest" Mc-
Farland of Arizona, author of the bill, is now the highly respected majority leader. He is in the driver's seat. The FCC opposition seems to have melted, but one can't be too sure. Certainly, the McFarland Bill isn't perfect. It differs from the Sadowa-Bill in that it has no chance of passage, but which was used to block the McFarland measure.

There's more important legislation affecting all communications now pending—introduced at the request of the military as S-637. It would extend executive power over radio, TV and cable. Whether or not it would do this in peace-time. It's another way of saying that the military wants the author-
ity to control all communications now.

Bearings soon will be called by Chairman John Foote (Stamps Co.). The Defense Dept. will be loaded, because it covets greatly this wholly unnecessary power in peace-time. If the organized broadcasters and telecasters do not appear just as loaded in opposition, they may find themselves singing a parody to You're in the Army Now.

Our respects to:

DUANE DODGE JONES

DUANE DODGE JONES, chairman of the board of Duane Jones Co., has been called, not without reason, the "Box Top King."

More than anyone else, he has installed the premium in a permanent place in the advertising bag of tricks. In return for a box-top and a quarter, Mr. Jones has distributed untold millions of bracelets, toys, rings, brooches and whatnots and simultaneously sold many more millions of his clients' products.

A tough-minded realist, he likes to measure the value of an advertising campaign by the sales it induces. Institutional advertising, bought to build good will, does not appeal to him. "The best good will," Mr. Jones said recently, "is the kind you can ring up on the cash register."

It is because of Mr. Jones' high regard for the activities of the cash register that his agency, which places about $20 million a year for its 26 clients, puts 60% of that money in radio or television.

Mr. Jones, born at Fort Collins, Col., Dec. 3, 1897, grew up in Colorado but got the wanderlust after attending Denver U. for a short time. He subsequently was enrolled at the U. of Washington, the U. of Michigan and the U. of Pennsylvania's Wharton School of Business, from the latter obtaining a degree in economics.

After graduating from college, Mr. Jones distinguished himself by starting his business career at the top. He went to Los Angeles and launched a trade paper, with himself as publisher.

The publication, Service Station News, was distributed through gasoline stations. In two years of publishing, Mr. Jones wrote lots about oil, but never quite struck any. He unloaded the paper, not to mention a mountain of printer's bills, on a buyer and re-
tired from publishing.

His next job was as an office boy with Lord & Thomas, Los Angeles. Despite the discrepancy in titles this position represented a measurable improvement over that of pub-
lisher. As an office boy he was assured of $108 a month.

Mr. Jones' service with Lord & Thomas (forerunner of the present Foote, Cone & Belding) did not begin auspiciously. It was, he recalled recently, an interminable period before he got his first raise.

At last however, an executive of the firm advised him his salary was to be increased.

"How much?" Mr. Jones asked eagerly.

"Ten dollars a month," said the executive,

(Continued on page 54)
More Italians* Listen to

WOV than any other New York Station (Network or Independent)

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

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

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

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

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

National Representative: John E. Pearson Co.

Originators of Audited Audiences WOV NEW YORK 5000 WATTS
BERG ALLISON, manager KBIZ Ottumwa, Iowa, to KRNT Des Moines as sales representative.

KENNETH M. COOPER, advertising representative Parents Magazine, to WDBC Hartford, as account executive.

E. W. MALONE, commercial manager KWBR Oakland, Calif., to KRON-TV San Francisco as sales promotion manager.

J.B. ROBERTS appointed to sales staff WSGN Birmingham, Ala. He was with several newspapers in Georgia and Alabama.

Mr. Allison

PAUL GOLDMAN, general manager KSYL Alexandria, La., to KNOE Monroe, La., as general manager.

JOHN L. LOCKE Jr., program research department KOMO Seattle, appointed account executive on sales staff.

RAY SELF, sales staff WISH Indianapolis, to sales staff of WXIW same city.

ROBERT D. WOOD, account executive CBS Hollywood, to KTTV (TV) that city in same capacity.

CLOYDE MINER, film service and editing department KSL-TV Salt Lake City, to sales department. HENRY W. GLEUE, Stevens-Davis Co., Chicago, appointed to KSL-TV sales department.

WILLARD BUTLER, WPTL Ft. Lauderdale, Fla., to sales staff WEAT Lake Worth, Fla.

ELEANOR WHITE-LAW, program director and sales representative WPSC Panama City, Fla. to WJHO Opelika, Ala., as sales manager.

ALL-CANADA RADIO FACILITIES Ltd., Toronto, appointed Canadian representative for ZBM Bermuda; ZQI Kingston, Jamaica; ZFY Georgetown, British Guiana; Radio Malta; Radio Barbados; Radio Trinidad; Radio Singapore; Radio Hong Kong, and Radio Kuala Lumpur, Malaya.

ROBERT MEEKER Asoc., N. Y., appointed national representative for WKNE Keene, N. H.


H. N. STOVIN & Co. appointed representative in Vancouver for CKXL Calgary.

JOE GOLDEN, salesman KTRI Houston, to sales staff KATL same city.

MARVIN SHAPIRO to sales department WCAU Philadelphia.

HAL K. SHADE, station manager KOOS Coos Bay, Ore., to KFIR-North Bend, Ore. He is part owner, vice president and general manager of station.

GUY C. CUNNINGHAM, director of national and spot sales WEEI Boston, appointed sales manager.

TED NELSON, WMON Montgomery, Va., to KVER Albuquerque, as assistant manager and program director.

Mr. Shade

TOM PARRINGTON, Oklahoma City Mr. Cunningham sales manager Continental Airlines, to sales department WKY same city. He becomes GENE CHEATHAM, called to duty with Marine Reserves.

MORT WEIBACH, attorney and CBS talent and program negotiator, named business manager of ABC program department.

ALFRED BECKMAN, stations relations department ABC, appointed director of station clearance for network.

WALTER BONWIT, vice president in charge of merchandising and promotion Bonwit-Teller Inc., N. Y., to sales staff WJZ-TV New York to specialize in development and extension of station's retail sales activities.

M. M. FLEISCHL, account executive WMCA New York, appointed to newly created post of local sales manager for station.

PERSONALS...

PAUL A. LOYET, vice president and resident manager WHO Des Moines, elected president of Des Moines Golf and Country Club for 1951. He also was re-elected to three-year term on board of directors of Des Moines Chamber of Commerce. JAMES F. GRIFFITH, co-owner KARE Atchison, Kan., named to Atchison Chamber of Commerce board of directors. JONATHAN DANIELS, editor Raleigh News & Observer (WNAO), Raleigh, N. C., to speak at 23rd annual Georgia Press Institute to be held at U. of Georgia, Feb. 21-24. GRAEME ZIMMER, vice president Radio Virginia Inc. (WXG Richmond), will speak at New York Ad Club meeting, Feb. 13. SAM CARLINO, executive vice president WAAM (TV) Baltimore, sailed on New Amsterdam from New York Jan. 18 for three-week Latin American cruise. He was accompanied by Mrs. Carlino.

LLOYD MOORE, manager CFRB Toronto, in his capacity as president of the Toronto Rotary Club, Jan. 19 presented to Toronto Hospital for Sick Children $66,620, the second part of the club's donation of $140,000 to the hospital.

ROBERT R. TINCHER, general manager WNAV Yankton, named to membership committee of Greater South Dakota Assn., part of State Chamber of Commerce. JACK COOKE, owner CKEY Toronto, has had another song, "Yes, I Do, I Do," published by BMI Canada Ltd., Toronto. HARRISON FLINT, manager CEGF Cornwall, writing weekly radio column in local newspaper, Cornwall Standard Freeholder.

PAUL A. JENKINS, president KXO El Centro, Calif., on extended tour of Far East. Visits will include Japan, Korea and Philippines. During his absence his dispatches will be used as inserts on station newscasts.

GUSTAV B. MARGRAF, vice president and general attorney NBC, chairman of radio division of greater New York Girl Scout fund drive. ROBERT H. HINCKLEY, vice president ABC, awarded...

C. W. Doheny Dies

CLARENCE W. (Toby) DOHENY, 61, for 26 years associated with the Chicago publishing headquarters of Standard Rate & Data Service Inc., died of coronary thrombosis Jan. 21. Mr. Doheny's work took him through the central western SRDS territory where he was well known in radio and television. A World War I veteran, he also was well known as a hockey player, coach, time-keeper and official. Surviving are his widow, a daughter, a son and a grandson. His body was to be shipped to Cobourg, Ont., Canada, where he was born, for burial.
"WE UNDERESTIMATED the response of the common man to the tremendous personal appeal of radio," John H. Hauberg Jr., executive vice president of the Seattle Symphony, told Broadcasting • Telecasting last week.

Mr. Hauberg was evaluating the 24-hour marathon broadcast by Hal Davis and Norm Bobrow over KRSC Seattle in an effort to wipe out the symphony's financial deficit [Broadcasting • Telecasting, Jan. 8].

The symphony had conducted an all-out public appeal for $30,000 through newspapers and other media for several weeks, and as the deadline of Jan. 1 approached, only $16,000 had been contributed. Then, in a 24-hour stint from a street window of Frederick & Nelson, Seattle department store, Messrs. Davis and Bobrow collected $14,600, putting the campaign over the top. Mr. Hauberg indicated last week that his preliminary expectation had been a top contribution total of $2,000.

Contacts Sponsors

In preparation for the show, according to H. E. Ridalls, KRSC manager, the station contacted all regularly scheduled sponsors, asking them to forego their usual commercials and accept courtesy announcements instead. All sponsors, more than 30, agreed. Mr. Ridalls reported KRSC has received congratulations from other Seattle stations on the accomplishment which they feel reflects the job radio can do.

Tagged "Start the Music", the program started at 5 p.m., Friday, Dec. 29. Mr. Davis and Mr. Bobrow who operate the Davis-Bobrow Agency of Seattle and who have their own disc jockey and comment programs on the air, were in the store-window studio for 24 hours, talking most of the time.

Contributions ranged from 25 cents and a Mexican 250-peso note to $700, with 76% of the donations under five dollars. Even a dog got into the act. He trotted in carrying an envelope with $5 and a note saying "Duffy sent this."

Live music from the store window, interviews with civic leaders and hundreds of passersby, and just plain sales pitching for the symphony occupied virtually the entire program, with only 12 discs played during the whole 24-hour period.

Bolo Boomerang

THE VOICE of America has vigorously denounced Josef Stalin—and in so doing pulled off one of the neatest propaganda tricks of the century. Noting the Soviet celebration of the anniversary of Lenin's death, the Voice described Stalin as rude, impulsive and not entirely patient or loyal. The trick: The voice was that of America but the words were those of Lenin himself.

COMMUNITY service citation is accepted by General Manager Worth Kramer (on behalf of WJR Detroit for the station's "outstanding achievement" in aiding law enforcement and traffic safety in 1950. Recognition was given by the Detroit Police Dept., represented by Police Superintendent Edwin Morgan.

SCHOOL STUDY

Charges Radio 'Neglect'

AMERICAN colleges and universities have "badly neglected" the study of radio in all their speech departments. And the industry is "no better than the education of the men and women who staff the stations and networks."

These are two of the conclusions reached by Raymond D. Cheydeur, director of educational radio at Marshall College, Huntington, W. Va., in his Compilation of Radio Theses covering the period 1918-1950.

Pointing out that radio research is no longer a "Johnny-come-lately" and that there has been a "steady interest and growth" in both technical and non-technical aspects of the medium, Mr. Cheydeur reports a "minor interest" in advanced radio study from 1918 to 1938 and then the beginning of a greater study among institutions. He surveyed some 83 colleges and universities on the titles of radio theses in their files, claiming a duplication or near-duplication of work done for master and doctoral degrees.

Mr. Cheydeur also concluded that "if our institutions in teaching music, political science, religion and sociology neglect this important phase of radio... we perhaps need a re-examination of those subjects if radio is to continue its staffing with college graduates."

Esty Adds

WILLIAM ESTY Co., New York, has added four members to its television staff. They are John Demott, formerly special effects director with CBS-TV; Tony Pan, who was with RKO-Pathe; Charles Glinski, formerly assistant to Mr. Demott at CBS-TV, and Jane Horning, who has worked in publishing and television in New York.

Your 1951 Broadcasting Yearbook

is in the mail

... addressed exactly the same as this issue. Complete distribution should be accomplished within two weeks.

You'll refer to this 3½ lb. radio-tv source book throughout the year for vital business information, available from no other source.

You'll find the answers—and many, many more hard-to-get facts—in the 1951 BROADCASTING Yearbook. It has a complete directory of radio-tv stations, including top personnel, network affiliate, national representative, services, plus some 50 directories covering the wirespread of radio, television and related businesses.

New BROADCASTING subscribers may still receive this $5.00 Yearbook as a bonus. Here's a handy order form:

BROADCASTING • Telecasting
870 National Press Bldg., Washington 4, D. C.

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

[ ] $7 enclosed [ ] please bill

NAME

TITLE

STREET

COMPANY

CITY ZONE STATE

January 29, 1951 • Page 53
Agency Beat

(Continued from page 16)

Seavey, S. F., forms new advertising art agency with offices at 353 Kearny St., S. F. Telephone Yukon 6-1998.

FRANK A. ITGEN, account executive Julian G. Pollack Co., Phila., to contract department Gray & Rogers, same city.

GERRY MARTIN, director of television Duane Jones Co., N. Y., father of girl, Alice Jane.

STANLEY N. ARNOLD, vice president Pick n' Pay Super Markets Inc., Cleveland, to staff of William H. Weintraub & Co., N. Y.

LOUIS I. ROWACK, advertising manager Levittown Tribune, to Flint Adv. Assoc., N. Y., as account executive.

KENYON & ECKHARDT, S. F., moves to new quarters in Crocker Bldg., Market and Post Sts. Telephone remains Yukon 2-3070.


DOUGLAS H. HUMM, assistant spacebuyer, appointed radio-TV time-buyer for Charles W. Hoyt Co. Inc., N. Y.

WILLIAM BERECH, Piels Bros., to Kenyon & Eckhardt, N. Y., as associate account executive.


MAXON HARPER Jr., president McCann-Erickson, N. Y., received Young Men's Board of Trade Distinguished Service Award of scroll and gold key. Mayor Vincent R. Impellitteri, of New York, made presentation and cited Mr. Harper's work on behalf of current Boy Scout campaign and Salvation Army drive.


HEWITT, O'GILLY, BENSON & MATHER Inc., N. Y., moves from 346 Madison Ave. to larger quarters at 675 Madison Ave. Telephone Murray Hill 8-6100.

PHIL D. MCHUGH, vice president Yambert, Prochnow, McHugh & Macauley Inc., Beverly Hills, Calif., named director of radio and TV.

JOHN MAXWELL, vice president in charge of art Hutchins Adv. Co., Phila., awarded M. Grumbacher Prize for best watercolor painting at ninth annual show of Audubon Artist in N. Y.

JOHN J. GUBELMAN, McCann-Erickson, N. Y., to Benton & Bowles, N. Y., in copy department.


HARVEY SCOTT, head of Oakland agency bearing his name, to George I. Lynn Adv. Agency, S. F., as associate.

FIREMAN'S hot and Michigan license plate bearing his initials and the frequency of WSAM Saginaw, Mich., are presented to Milton L. Greenebaum (r), president of Saginaw Broadcasting Co., owner of WSAM parent company, by Joe Parker, director of station operations for the company. Gifts were donated by WSAM and WLEW Bed Axe, Mich., also owned by Saginaw Broadcasting Co., to an annual staff party in Saginaw. Presents were said to have fulfilled two life-long ambitions for Mr. Greenebaum.

Respects

(Continued from page 56)

"but don't tell the other employers about it."

"I won't" said Mr. Jones. "I'm just as ashamed of it as you are."

Mr. Jones became a vice president of the agency in 1928. Two years later he was moved to the Lord & Thomas New York office. From then on his rise was steady. He moved to Maxon Inc. as a vice president in 1932 and to Benton & Bowles as a vice president in 1934. After less than a year's service with Benton & Bowles, he became executive vice president of Blacket-Sample-Hummer, forerunner of Dancer-Fitzgerald-Sample.

In 1940 he returned to Maxon, but this time as a partner. He remained until he formed his own agency in 1942.

Hard Selling

While serving the other agencies for almost 20 years Mr. Jones had developed a strong belief in the hard-selling technique of advertising. When he organized the Duane Jones Co., he announced his philosophy in full page advertisements in New York newspapers.

In his ads Mr. Jones said he thought awards should be given to ads that sold the most goods instead of to those with the prettiest copy. He asked manufacturers to give him a chance to advertise their goods in the worst markets. The essence of his efforts, he explained, would be to make the cash register sing.

Mr. Jones set up in business with a staff of 15 and three accounts, B. T. Babbits' BAB-O, Mueller's Macaroni, and Tetley Tea, with a combined billing of about $1.2 million. The same accounts are still with him, although their billing has tripled since then. It is as a user of premium advertising that Mr. Jones has become outstanding. He has developed, by the use of premiums, a method of measuring sales effectiveness that Mr. Jones says works with slide-rule precision. He has managed in some cases to turn up new customers at a cost of only 8.7 cents each.

Probably the most unique premium he ever offered was the Blarney Stone Charm. Thinking to capitalize on the romantic aura surrounding the famous stone at Blarney Castle, Ireland, Mr. Jones secretly spirited several tons of similar stone from the Irish quarry that produced the original.

When the Irish government heard of it, it passed a law prohibiting the shipment of similar stone, but Mr. Jones already had his shipment safe in San Francisco. He had cornered the market in that type of rock.

Mr. Jones had the stone chipped into charms that were set in bracelets, pins, rings, necklaces and all kinds of trinkets. For a quarter and a box top, women all over the country could have a chip off the Blarney Stone in their own homes and on their own persons. Several million such premiums were distributed in connection with various campaigns, with astonishing consequences in sales records of the products of Mr. Jones' clients.

Mr. Jones had enough of the stone left over to build a fireplace in his West Redding, Conn., farmhouse, where he and his wife live.

Mr. Jones met his wife, the former Dorothy L. Heppner, on an air trip to California. She was an airline hostess. They were married Oct. 1, 1941.

Mr. Jones is a member of the New York Metropolitan Club and the Sleepy Hollow Country Club.

New Talent Firm

RAY BLOCH Assoc. Inc., new personnel management and production firm, has been organized by Mr. Bloch, musical director and conductor. Firm will specialize in the development of new and unusual radio and TV talent. Under the management of Mace Neufeld and Sherwin Bash, the organization also will package and produce radio and TV programs and commercials. Offices are located at 416 Madison Ave., New York.

The LITTLE Station with the BIG WALLOP! 
BROADCASTING * TELECASTING

Page 54 * January 29, 1951
programs promotion premiums

OFFERS AIR TIME
KRON-TV San Francisco offering air time to educators and public defense officials. Periods will be scheduled for half-hour daily, with technical assistance and use of studio, educational and defense head shots have expressed thanks to station for offer.

THE THING?
WKRC-TV Cincinnati, conducting contest in agencies to name the "Thing." Contest based on 30,000 wooden balls, owned by couple who wish to get rid of them. Persons are asked to name "Thing" in order to win prize. Local newspapers, news services, Washington columnists and national papers have carried stories on the unidentified "Things." They were offered on Swap Shop program, bringing results from many parts of nation. Thousands of people have requested the "Thing" though no one knows what they are for.

POSTAL BROCHURE
MBS sending trade and advertisers large brochure with postal marks on cover and back. Inside gives data on stations and markets that MBS covers. Front is headed "Mr. Plus Goes Places" with picture of "Mr. Plus" made to look like a stamp.

COMPLETE NEWS SHOW
WGH Norfolk, All The News, 11-11:15 p.m., gives latest international, national and local news to listeners. Station officials point out this is only complete late-evening newscast in area. Harry Van Slycke, veteran newscaster, handles show.

ONE OUT OF TEN
WMAQ Chicago circulating promotion folder dominated by "I out of every 10" theme. Folder points out that one out of every ten U.S. cars is in WMAQ area; one out of every ten radios in U.S. is in WMAQ area; that one out of every ten pay checks earned in U.S. is earned in WMAQ area; that one out of every ten dollars spent in U.S. is spent in WMAQ area—each category illustrated and expanded on one page of folder and emphasizing that in WMAQ area "more people listen to WMAQ daily than to any other station."

CIVIL DEFENSE
WTMJ-TV Milwaukee will cooperate with Milwaukee Civil Defense Committee and Milwaukee County Chapter of Red Cross in presenting special series of TV public service first aid programs. Time to be offered 5:30-5:45 p.m. Fri.

ITALIAN AUDIENCE
WVO New York has sent promotion broadside emphasizing that "More Italians listen to WVO than any other New York station" and noting that 2 million Italian-Americans live and buy in greater New York area. "This dominance," says WVO, "is founded on WVO's...network quality entertainment and news coverage from studios both in New York and Rome..."

LOYINGLY YOURS
WWJ Detroit, Loyaling Yours, Laura, 2-6 a.m. nightly female disc jockey show, features "Laura's Taxi" with news on hour, personal chats via phone with weather man, news editors, night chefs and waitresses, and exchanges of notes with truck and taxi drivers.

BASEBALL NEWS

IMMORTAL PERFORMANCES
RCA VICTOR has announced extensive record sales promotion built around 18 album collection of musical masterpieces recorded by great classical and popular artists, Treasury of Immortal Performances. Newspapers in local cities will tie in with two week Radio Festival arranged with more than 250 stations carrying RCA Victor's nightly Music You Want program.

MIAMI TELECOURSES
WTVJ (TV) Miami, Fls., donating air time in cooperating with U. of Miami to present extension courses twice-weekly. "Telecourses" began Jan. 16. Taught by U. of Miami instructors, first subjects offered are public speaking and personal finance. Lee Ruiwitch, WTVJ vice-president and general manager, said station was "happy" to help in "this public service endeavor."

COOK CAPTURE
FURTHER reports on capture of William Cook, accused killer [BROADCASTING • TELECASTING, Jan. 22], were received from KXO El Centro, Calif., KVOO and KTUL Tulsa. KXO presented exclusive interview with two men held by Mr. Cook for over a week. Material later released to MBS. KVOO used tape recorded on-the-spot interviews of capture. KTUL broadcast an account of the man's five-day rampage through state.

ARMY SERIES STARTS
LBS broadcasting coast-to-coast series featuring U. Army Band, Sun., 1:45 p.m. EST, started Jan. 7. Show features all-soldier cast and is sponsored by U. Army and Air Force recruiting service. It is fed to network by WOL Washington. Band includes concert band, dance orchestra and vocal chorus. Nationally known professional artists will appear as guests on series.

GI TALENT
KBNH (TV) Hollywood, Service-men's Revue, one hour show series (Continued on page 58)
Promotion, Programs, Premiums

(Continued from page 55)

featuring GI talent from nearby bases. Produced by Jesse Johns and directed by John Gaunt.

FIGHT SHOW

SPORTS BROADCAST NETWORK, Philadelphia, has sent out promotion package containing success story letters from WMCA New York in connection with its Fight of the Week production. Available to one station in each city for local sponsorship.

SPECIAL SHOW TRAIN

NEW YORK, New Haven & Hartford Railroad will run special train for NBC Big Show, Sun., 6:30 p.m. broadcast Feb. 18. Reduced round trip rates being offered from nine train stations which have been given 1,200 tickets to be distributed to passengers.

WRESTLING EMCEE

KPIX (TV) San Francisco, Great Sport, Thurs., Horsetrader Ed (used car dealer). New sports quiz program featuring Vic Holbrook as quizmaster. Mr. Holbrook also wrestles before TV cameras in Bay Area bouts from time to time. Sponsor claims largest volume of business in used car field in nation and credits radio-TV exclusively for success.

LIONEL H. NAUM, advertising sec-

WALTER WHITE Jr., president,

TION DIVISION

of General Electric Co., Syracuse, appointed district sales manager for broadcast equipment with headquar-

ners in Chicago.

RCA announces new type BA-6A limiting amplifier for safe maximum value during broadcast transmission, recording or reproduction of sound. New amplifier limits high audio peaks that occur during AM-FM broadcasting. HEDWITT-Packard Co., Palo Alto, Calif., announces new low-cost FM communications monitor that requires no adjustments during operations, firm claims. Model 337A-B monitor is designed for use by non-technical personnel.

ROBERT F. FIELD, engineering de-

partment General Radio Co., Cam-

bridge, retires. He had been with company for 21 yrs.

MULTICORE SALES Corp., N. Y., announces new study book on soft-soldering. Book is ideal for employee training in easy-to-understand terms and has accompanying diagrams.

JIM MCEWAN, Industrial Division manager for Philco, assigned to several countries in Europe in next few weeks.

Equipment

WILLIAM F. HALSEY Jr., fleet ad-

min. (USN retired) elected president of International Telecommunication Labs Inc. Adm. Halsey is member of board of IT&T and chairman of board of 'adjuncts of All-Americas Cables & Radio Inc.

DR. J. O. PERRINE, assistant vice

president AT&T, will deliver lecture and demonstration, "New Horizons in Communications," at meeting of Atlantic Coast section of Society of Motion Picture & Television Engineers, Feb. 2.

TELEVISION CONTRACTORS Assn.,


J. W. DUFFIELD, district sales re-

presentative in New York office Gen-

eral Electric, appointed Eastern regional sales manager for tube division with headquarters in New York.

THE DAVEN Co., Newark, announces addition of type OP-920 to its line of output power meters. New meter features easier reading and greater extension of power range.

DAVID C. PRINCE, vice president General Electric Co., Schenectady, named to president's staff. HARRY A. WINNE, vice president in charge of engineering policy, will succeed him as head of general engineering laboratory. ERNEST E. JOHNSON, manager of engineering, large apparatus division, appointed general manager of laboratory.

NEW ENGLAND IRE

Meeting Set for April 21

FIFTH ANNUAL New England Radio Engineering Meeting has been scheduled for April 21, at the Copley Plaza Hotel in Boston. The semi-annual conference meeting, sponsored by the North Atlantic Region of the Institute of Radio Engineers, is designed to keep engineers abreast of latest developments with minimum time away from their regular work.

A substantial portion of the program, according to William R. Saylor, general chairman of NIREC, will deal with topics of particular interest to communication and electronics engineers during the present national emergency. Roland C. Hale, chief engineer of WCPW Boston, is in charge of arrangements for the technical papers.

Radio-TV Institute

NBC and Barnard College will launch an annual six-week summer institute in radio and TV for college graduates, June 25-Aug. 3, in New York. The is designed to take students the four years, will deal with topics of particular interest to communication and electronics engineering during the present national emergency. Roland C. Hale, chief engineer of WCPW Boston, is in charge of arrangements for the technical papers.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week.

Write, call, or wire

Edgar L. Bill

Merle V. Watson

Julian Mantell, Sales Manager

National Features

Pearla, Illinois

Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 100 AM-FM, TV Stations and Newspapers from coast to coast than any similar company.

BROADCASTING • Telecasting
In the midst of 15,000 pieces of mail, "Secret Number" winner, Mrs. Alda LaCroix, is presented the $100 WAAB prize. L. to r: Standing, Chet Gaylord, disc jockey; Isabel Whitaker, woman's program personality; Don Stevens, WAAB program director; Mrs. LaCroix; Shirley Matson, Scandinavian radio performer; "Pappy" Howard, folk and western disc jockey; seated, Announcers Bob Nims, Howard Nelson and Charles Stevens.

SECRET NUMBER
WAAB Pulls 12,000 Cards

FIRST promotion of WAAB Worcester, Mass., under its new owner, Bruff W. Olin Jr., was a "Secret Number" contest awarding $100 to any listener whose social security number matches any of the contest numbers broadcast. The project resulted in over 12,000 pieces of mail in six days, Mr. Olin announced last week.

Cards from Worcester County listeners constituted the largest portion of the mail, he said, but nearly 1,500 pieces were received from other New England states. The winner, Mrs. Alda LaCroix of Spencer, Mass., was presented the $100 cash award in ceremonies over the station's Chet Gaylord Show, featuring staff air personalities.

Response was so far beyond expectation that plans already have been made for future contests similar to it, Mr. Olin said.

DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

NEW STATIONS
CBC Approves 5 AM, 2 TV

FIVE NEW AM stations and two experimental TV stations were recommended at the January meeting of the board of governors of the Canadian Broadcasting Corp. held at Ottawa.

Of five applications for AM stations at Saskatoon, two were recommended by the CBC to the Canadian Department of Transport—one English and one French-language station. R. A. Hosie will operate a 250 w AM station on 1340 kc and Radio-Prairies-Nord Ltd. will operate the French-language outlet with 1 kw on 850 kc.

Another French-language station was recommended for Gravelbourg, Sask., licensee being Radio-Gravelbourg Ltd., with 250 w and frequency undecided. A bilingual station, French and English, has been approved for Timmins, Ont., to J. Conrad Lavigne with 1 kw on 690 kc. St. John's, Newfoundland, will have its second commercial broadcasting station with granting of license to G. W. Stirling to operate with 5 kw on 890 kc.

Monopoly of broadcasting has been affected in three cities by the granting of these licenses. Until now there has been but one station in Saskatoon, CBFC, one at Timmins, CKGB, and one commercial station at St. John's, VOCM.

Experimental TV stations were granted to RCA Victor at Montréal, Channel 5, and to Stewart Warner Alemite Corp. of Canada at Belleville, Ont., on Channel 10. Both stations are licensed to power of 5 w.

A number of stations were allowed share transfers. Included was transfer of 50% of CKS of Owen Sound to Melfi of Sault Ste. Marie. Several shares of CFCO, Ottawa, by which Dr. G. M. Cotter and G. W. Mitchell sold their shares in the station. For over a year opening operations of the station have been unsuccessful and the share owners have voted to reduce their share interest to 38.5% of CFCO by this latest approval of share transfers.

Another share transfer approved was for CKEX Bridgewater, Mass., which control in the company going to L. I. Rogers and J. F. Howie. The station has been on the air for a few months, and the move has been made in order that the station can get out of debt.

Bill Rea of CCKW New Westminster, has sold his shares in CJAY Port Alberni, B. C. with new owners being A. M. Rudd and K. H. A. Hutchison.

CCKW Regina is now owned by Dr. E. A. McCutcher to whom license has been transferred. Similarity CJOH, Kenora is now owned by W. C. Johnson of Kenora, by transfer approved at CBC board meeting.

BENDIX VOTES
To Become Part of Avco

STOCKHOLDERS of Bendix Home Appliances Inc. have voted to transfer assets and business of their company to Avco Mfg. Co. in exchange for Avco common stock in the ratio of two shares of Avco stock for each share of Bendix Home Appliances.

Avco already owned 83% of the Bendix stock as a result of an exchange offer which expired Sept. 18, it was reported. Joint announce ment was made by Hector J. Dowd, chairman, Bendix Home Appliances, and Victor Emanuel, chairman and president of Avco.

BIG and INDEPENDENT

CHAIRMAN NAMED
For 1951 Ad Woman Award

RADIO COMMENTATOR Barbara Welles, WOR New York, who also broadcasts as Helen Hall for MBS, has been named 1951 general national chairman for the Advertising Woman of the Year award, it was announced last week.

Given annually by the Council on Women's Advertising Clubs of the Advertising Federation of America, the award will be presented to the outstanding woman in the profession at the APA convention in St. Louis, June 10-13. Nominations must be sent to AFA by April 1.

DOG'S DAY

A SHAGGY dog story with a happy ending turned up at KNUJ New Ulm, Minn., when a tiny, scruffy underfed pup scratched at the station's door. The dog quickly made friends with the staff, but even the most sentiment al could see that, inevitably, "Buster" would have to go. Disc Jockey Denny Hayes saved the dog's day by designing the pet and letting its mournful howls go out over the air during his show. Buster's "Dog-Gone Blues" were over within 15 minutes a seven-year old boy had convinced KNUJ that he was the man for the job of watching out for Buster's future.

IN WASHINGTON

National Reps, For Joe and Co.

January 29, 1951 • Page 57
IN THIS ISSUE:

Educational TV Climax
At Hand
Page 63

Network Daytime Gross
$15 Million a Year
Page 64

Latest Set Count
By Markets
Page 70

“We would like to go on record with the statement that lovely Frances Langford has outstanding talent as a comedienne. Catch her on Du-Mont's STAR TIME during the 'Bickerson Family' skits and see what we mean. She and her video partner, Lew Parker do full justice to Phillip Rapp's brilliantly penned skits.”

Radio Daily – Television Daily
January 1951

"THE BICKERSONS" The outstanding husband and wife comedy team of all time, is presented as a regular feature of Du Mont's talent-packed 60-minute revue:—

"STAR TIME" — seen every Tuesday at 10 P.M., E.S.T.
A straight shooting partner you can count on
Range Rider can't miss. This he-man hero is a dead-center choice as America's newest television cowboy star. As distinctly different a Western personality as ever saved a maiden, a mortgage or the U.S. Mail, Range Rider towers a lean six feet four inches, wears fringed buckskin and moccasins (juvenile fashion editors, please note) and lives by his brain and his fists as well as his six-guns.

And Range Rider's new series of 26 half-hour films—made especially for TV—has everything to rope and tie a huge audience...Hollywood featured players Jack Mahoney as Range Rider and Dick Jones as his sidekick, Dick West, the All-American Boy...hard-riding, hair-trigger action scripted by top movie writers...and the same production company (Gene Autry's Flying-A Pictures), the same camera techniques and same Sierra Madre locale that won critics' cheers for Gene's current TV series as one of the best of the year.

Straight from the shoulder...here is one of the biggest bonanzas since Sutter's Mill for a fast-acting advertiser. Just completed, the Range Rider series is not yet identified with any sponsor or product. You can get into the act with exclusive first-run rights in your area (subject of course to prior sale). Your nearest Radio Sales representative will be pleased to arrange a command showing—even more pleased to discuss details and availabilities.

RADIO SALES
Radio and Television Stations Representative...CBS

At last a complete television program...

service

FIRESIDE THEATER
for Procter and Gamble

ROYAL PLAYHOUSE
Fireside's new name for regional sponsors

NIGHT EDITOR
The famous Hal Burdick radio series brought to television

PROFESSOR LIGHTSKULL,
THE MIGHTY CHIMP
Mysteries solved by Professor Lightskull, the great chimpanzee detective, his assistant Doc Twiddle, and his all chimp cast

Several additional film packages under preparation

Congratulations, United Television Programs, Inc.

In particular, congratulations for your speed in setting a record volume of sales for our Royal Playhouse, America's great television dramatic program.

Yours is truly more than a name. In Petry, Standard Radio Transcriptions, and Century Artists you have united the skill and the background of three top flight successful organizations in the radio, recording and talent fields.

This combination of creative, production, and selling know-how with service offices in strategic markets is bound to prove of inestimable help to agencies and their clients alike.

Crosby Enterprises is happy to place the distribution of its television film productions in your experienced hands.
### Educators’ Survey

**The Heavy Artillery of both the educators and the commercial broadcasters was brought up last week as the battle over proposed reservation of TV channels for educational television stations entered its final stages before the FCC.**

Highlights of the week’s hearings, a continuation of sessions started last December and slated for completion this week:

- The educators presented a week’s survey of New York television programming, reported to be the first of a regular series, which attributed 10% of all program time to commercial advertising and showed only one program originated by an educational institution.

- Representatives of commercial broadcasting, making their first appearance in the hearing, questioned the survey and challenged the educators’ interpretations of it, simultaneously launching their offensive against educators’ efforts to secure 5% of TV channels set aside for future use by educational groups.

#### Officials Appare

Initial representatives of commercial broadcasting were Dr. Kenneth H. Baker, NAB research director, and Dr. Charles F. Church Jr., director of education and research of KMBF, Kansas City, who also appeared for NAB. They were to be followed by NAB President Justin Miller, rounding out the NAB presentation; Frank Stanton, president of CBS, and J. R. Poppele, WOR New York, president of Television Broadcasters Assn.

**Principal representatives in last week’s sessions of FCC’s hearing on reservation of TV channels for educational broadcasters included: (Left photo) Drs. Dallas W. Smythe (seated), formerly of FCC, now of U. of Illinois, and Donald Horton, U. of Chicago, looking over the exhibit based on their survey of TV programming; (right photo), awaiting their turn as NAB witnesses on behalf of commercial broadcasters, Dr. Kenneth H. Baker (left) for NAB research director, and Dr. Charles F. Church Jr., KMBF, Kansas City. NAB President Justin Miller, CBS President Frank Stanton, and Television Broadcasters Assn. President J. R. Poppele also were slated to appear.**

### Highlights JCET Hearing Testimony

Dr. Church also was questioned at length on his testimony relating to KMBF’s educational programming. Running account of the week’s sessions follows, with Richard Salant participating as counsel for CBS; Vincent Wasilewski for NAB, and Thad H. Brown for TBA.

Dr. Francis J. Brown, American Council on Education, on Monday presented JCET’s “Estimate of Educational Needs in Television,” a survey covering northeastern U.S. The survey as initially presented covered proposals for 49 stations in 43 areas. It was amended later in the week to include additional cities.

TBA and NAB counsel questioned the witness closely on what they considered was a limited presentation. They particularly criticized... (Continued on page 88)
DAYTIME sponsored programs on the TV networks are beginning the new year at the rate of some $15 million a year in gross time sales—a 10-fold increase over the volume during January 1960.

In the opening month of last year, network television networks had been on the air for only four hours a week, purchased by five advertisers, while five more clients used 14 participations each week in two CBS TV advertising programs. In January 1961, 41 advertisers are sponsoring 27% hours of TV network daytime programs, with eight advertisers using 18 participations. The following table shows the increase in commercial daytime telecasts, by networks, over the last year:

<table>
<thead>
<tr>
<th>Jan. '50</th>
<th>May '50</th>
</tr>
</thead>
</table>
| CBS | 6 (14%)
| DuMont | 2 (10%)
| NBC | 4 (11%)
| ABC | 5 (14%)
| Total | 17 (14%)
| Total of Participation | 31 (11%)

The sponsors of these daytime network TV shows read like a roster of the nation's top advertisers, including American Home Products, B. T. Babbit, Bristol-Myers, Canada Dry, Colgate-Palmolive-Peet, General Electric, General Foods, General Mills, Jergens, Kellogg, Mars, Quaker Oats, Re-verse, Reynolds Tobacco, Standard Brands, and Stanley Studebaker. Figures for January 1956 are not yet available but the adjoining tables list the gross network TV time expenditures of sponsors on ABC, CBS and NBC for March and November of 1960. DuMont figures are not available.

**DAYTIME ADVERTISERS ON NETWORK TELEVISION DURING MARCH 1950**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Program</th>
<th>Day &amp; Time</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conoco Dry Ginger Ale</td>
<td>Beverages</td>
<td>Sugar Circus</td>
<td>Sun. 5-25 p.m.</td>
<td>ABC-28</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>Dishwashing</td>
<td>Dentifrice</td>
<td>Mon. 6-7:30 p.m.</td>
<td>ABC-15</td>
</tr>
<tr>
<td>General Foods</td>
<td>Fruits</td>
<td>Homemakers Exchange</td>
<td>Mon. 4-5:30 p.m.</td>
<td>CBS-5</td>
</tr>
<tr>
<td>International Shoe Co.</td>
<td>Shoes</td>
<td>Homemakers Exchange</td>
<td>Wed. 4-5 p.m.</td>
<td>CBS-5</td>
</tr>
<tr>
<td>Maidform Co.</td>
<td>Brasieres</td>
<td>Vanities</td>
<td>Fri. 4-5 p.m.</td>
<td>CBS-5</td>
</tr>
<tr>
<td>Marn Inc.</td>
<td>Candy</td>
<td>Howdy Doody Day</td>
<td>Mon. 9:00-10:00</td>
<td>NBC-10</td>
</tr>
<tr>
<td>Nash-Kelvinator Corp.</td>
<td>Refrigerators</td>
<td>Homemakers Exchange</td>
<td>Fri. 4-5 p.m.</td>
<td>CBS-5</td>
</tr>
<tr>
<td>Oney &amp; Carpenter</td>
<td>Frozen Foods</td>
<td>Frozen Foods</td>
<td>Fri. 5-6 p.m.</td>
<td>ABC-28</td>
</tr>
<tr>
<td>Owens-Corning Fiberglas Corp.</td>
<td>Fiberglass</td>
<td>Home Repair</td>
<td>Mon. 5-6 p.m.</td>
<td>ABC-28</td>
</tr>
<tr>
<td>Renault Home Products</td>
<td>Laundry</td>
<td>Cleaners</td>
<td>Mon. 7-8 p.m.</td>
<td>CBS-5</td>
</tr>
<tr>
<td>S O S Co.</td>
<td>Seating Pads</td>
<td>Home Repair</td>
<td>Mon. 7-8 p.m.</td>
<td>ABC-28</td>
</tr>
<tr>
<td>Seaman Brothers</td>
<td>Air Conditioning</td>
<td>Home Repair</td>
<td>Mon. 7-8 p.m.</td>
<td>ABC-28</td>
</tr>
</tbody>
</table>

**'EMMY' AWARDS**

**KTLA Awarded 5 Of Total 15**

Setting a new record for television stations, KTLA (TV) Los Angeles marched off with five out of 18 "Emmy" awards presented for outstanding achievement in television last Tuesday by the Academy of Television Arts & Sciences, Los Angeles, at its third annual awards dinner at the Ambassador Hotel.

About 800 industry people attended the event which was teletcast locally on KLAC-TV.

Honored guests included Gov. Earl Warren who spoke briefly preceding the presentation of station achievement awards. Mr. Warren told his audience that television would give greater impact on human lives than any other medium.

Awards received by KTLA included the all-round station achievement award for public service, for its City at Night telecast; special events, for Department of 1st Marine Div. for Korea showing, also shared by KFMB (TV) San Diego news page, and for KTLA News reel; children's show, for Time for Beauty.

Klaus Landsberg, manager of KTLA and vice president, Paramount Television Enterprises, accepted the first four awards, first of which was presented by the governor. The fifth was accepted by a member, and the Emmy cast for Bob Clappett, producer of the show.

Best actor award went to Alan Young of the CBS Alan Young Show; best actress to Gertrude Berg of CBS' The Goldbergs.

Groucho Marx of NBC's You Bet Your Life took the outstanding personality award.

The award for top audience participation show went to Ralph sponsors Johnny Olsen's Rumpus Room five half hours a week while Sterling Drug continues as sponsor of Dennis James' Okey Okey also five half hours a week. DuMont has also made Headline Clues and Edith Evans' show a half hour in the established series.

**TURN OVER A NEW LEAF**

Man on the Street available for participating sponsorship.

NBC: Corn Products Refining Co., Hazel Bishop Inc., Minute Maid Corp., Hunt Foods, Andrew Jergens Co., Procter & Gamble Co. and Simmons Co. have joined the sponsors of the Kate Smith Show; Welch Grape Juice Co. is a Howdy Doody sponsor and Quaker Oats Co. has added three more weekly quarter hours of Gabby Hayes to his Sunday half hour.

Kate Smith, with 10 advertisers each sponsoring one or more quarter hours of her NBC 4-5 p.m. Monday-through-Friday program, is the favorite network daytime program with viewers as well as with sponsors. American Research Bureau in December gave this show a rating of 22.3 in TV homes, indicating that more than one-fifth of the country's more than 10 million video receivers were tuned to this program.

A. C. Nielsen Co. surveys show a spectacular increase in the number of television sets in use during the daytime hours Monday-through-Friday, as follows:

<table>
<thead>
<tr>
<th>% TV Home Sets Using Daytime</th>
<th>March 1950</th>
<th>Oct. 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-2</td>
<td>3.4</td>
<td>9.1</td>
</tr>
<tr>
<td>3-3</td>
<td>5.9</td>
<td>10.5</td>
</tr>
<tr>
<td>4-4</td>
<td>7.7</td>
<td>12.0</td>
</tr>
<tr>
<td>5-5</td>
<td>11.1</td>
<td>22.6</td>
</tr>
</tbody>
</table>

Figures such as these have effectively answered the serious doubts of a few seasons back that busy housewives could or would take time from their daily chores to watch television. Regardless of whether they should, there is no doubt that they do.

In a recent analysis of daytime TV costs NBC pointed out that network weekly charges for daytime periods are one-half of the evening rate and that daytime program (Continued on page 76)
To see it... again

For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber
magazine, separate synchronous motor
drives for sprocket-and-shutter and film
transport mechanisms, unique lens and
shutter features. Camera records
directly from monitor receiving tube.

Available in two versions
— for image recording only,
or image and sound recording.

For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.
FOOTBALL BILL
Would Limit Video Sales
BILL to prevent the sale of TV rights of sporting events at any tax-supported college or university unless the public also has the right to see the events "without restriction" was presented to the Illinois State Legislature Tuesday by Rep. Richard Stengel (D).

Mr. Stengel, in explaining his motion to BROADCASTING * TELECASTING, said his interest in the matter began last fall when the Big Ten banned live telecasting of football games and the U. of Illinois granted TV rights to Balaban & Katz, Chicago movie chain, for theatre television. Six Illinois home games, not telecast to homes, were aired to audiences in two Chicago movie houses, the State-Lake and the Tivoli.

The legislator did not attempt to pass an ultimatum, but suggested that state tax-supported schools permit the public to see the sports events in their homes rather than grant exclusive rights to commercial interests. He said he thought the bill was "not sectional" with other legislators. After it is referred to committee, and it may go to the Judiciary group this week, the bill will be voted on. Mr. Stengel hopes to get it to a vote by June.

"A great believer in freedom of the air waves," the Representative said he also feels the "Legislature has state rights to decide policy, insomuch as state schools are tax-supported..." 

TV REGULATION
Theatre Right Only Ruled
NEW YORK State can regulate TV programs shown in commercial theatres, but not otherwise, in the opinion of State Attorney General Nathaniel L. Goldstein, who last week told the State Education Dept. that the federal government has supreme and exclusive jurisdiction over franchise and transmission of the programs.

The opinion was asked after motion picture theatres in New York, Binghamton and Brooklyn included telecasts as part of their regular programs, using the standard movie screen.

In Mr. Goldstein's opinion there is no constitutional barrier to state regulation by statute of commercial TV presentations in theatres.

'Life,' P&G Buys
TIME Inc., for Life magazine, has bought the Thursday telecasts of Kubly, Frum & Ollie of NBC-TV (station KNBC, Los Angeles, 7-900 v.m.), beginning in March, through Young & Rubicam, New York. Procter & Gamble has bought the Tuesday telecasts of the same show, also beginning some time in March, through Compton Agency, New York.

DuMONT SUED
ALLEGING Allen B. DuMont Labs Inc. "deliberately and wilfully" infringed three industrial color television patents, CBS filed suit in U. S. District Court in New York last week, asking for damages and an injunction against making or selling equipment embodying any such design or construction data, information or knowledge" by the DuMont concern.

Of the patents in question, the earliest, issued Dec. 8, 1942, is described as "swept-back segment color-filter disk," enabling "... use of a smaller diameter rotatable filter disk or one containing more segments and hence rotatable at lower speeds." Another patent, issued Sept. 3, 1946, is listed as covering "mixing and color control for correct or desired color rendition and... which arrangement utilizes an initially produced sequential composite multi-color video signal of which successive portions represent different component colors (red, green, blue) of an object field, in combination with an amplifier for the video signal."

A third patent, issued Aug. 30, 1949, covers "the non-multiple relationship between number of colors and interlaced field scanings without objectionable color flicker," of which an instance is the relation between red, green and blue in a "double interface system, the field scanings recurring at the rate of at least 120 fields per second."

The CBS complaint alleged that during 1945-49 the "design of circuits and other components of the receiver... (of CBS)... color television system was in large part carried out by one G. Tingley." Mr. Tingley, CBS said, subsequently was employed by DuMont Labs, which, "on information and belief" of CBS, and "with knowledge of the relation or obligation of trust and confidence" between CBS and Patent Infringement Charged by CBS

USING INGENUITY above and beyond the call of the studio workday WGN-TV Chicago stuffs moved two mobile TV units in position to record a spectacular fire which brought death to four firefighters BROADCASTING * TELECASTING, Jan. 22). The above picture by an amateur photographer caught WGN-TV personnel and equipment in action. On hands and knees at left is Bob Siegrist, WGN announcer. Maneuering the camera is WGN-TV Cameraman Bill Butler, while WGN-TV Announcer George Baer is at the mike in center. At right is Robert Currier, one of several station engineers called to the scene. When darkness fell, the undaunted men "commandeered" a nearby high-powered searchlight.

PHONEVISION
Set for Next Test Phase
PLAN of Zenith Radio Corp. to scramble the audio signal along with the visual signal in its current Chicago Phonevision test [BROADCASTING * TELECASTING, Jan. 22] marks a transition to the next phase of the experiments, according to Comdr. E. F. McDonald Jr., company's resident.

Comdr. McDonald last Monday pointed out that the simplest method of coding the broadcasts had been used at the outset of the tests, particularly because the motion picture industry insisted in the "come-on" value of allowing potential Phonevision customers a taste" of the programs offered for a fee.

"Apparently the theory is sound," he declared, "because many of our test families call after a film has started to say it 'looks like a good show, let's have a clear picture of the rest of it.'" Comdr. McDonald also cited "thousands of phone calls and other 'complaints'" from Chicagoans other than the 300 test families.

Careful analysis of all reactions from both test families and the general public is being made by National Opinion Research Center under the guidance of the Zenith president said, and as the test progresses such results will be released as will not in themselves influence the continuation of the research.

Zenith, meantime, has asked FCC for an extension of the Phonevision experimental authorization so that tests may be conducted for a full 90 days. The request stems from the fact that the tests, authorized for 90 days starting last Dec. 1, did not actually start until Jan. 1.

COLOR HEARING
Senate Committee Mulls
THERE is a distinct possibility that the Senate Select Small Business Committee may launch into hearings on color television as it affects small manufacturers, it was revealed last week.

According to a spokesman for the committee, which a fortnight ago released its "legal" review of the color TV question [BROADCASTING * TELECASTING, Jan. 30], the original pressure from Senators that such a probe be conducted has been very "heavy." A number of complaints were received, it was said, with requests for an open hearing.

If hearings are held, the committee probably will discuss whether it should go ahead with them when it opens its next executive meeting Feb. 2. At its Jan. 22 and Feb. 12 and 19 would be set aside.

It was explained that the National Production Authority's rulings on critical materials that go into TV sets may make the color question "academic."
MEMO: to all TV Buyers...

STANDARD RADIO NOW Represents UNITED TELEVISION PROGRAMS, inc. at local station and local sponsor level

We are proud to announce our appointment as exclusive national representatives of United Television Programs, Inc. in the local field.

Chosen by United for local representation on the merits of seventeen years of leadership in the transcription library field, we are happy to be part of a distribution service that will stabilize, streamline and simplify the job of TV film buying.

For fine, fair-priced TV film that attracts lasting, first class sponsorship, we invite you to investigate United Television Programs. A letter to the nearest Standard Radio office, will bring you complete details. A Standard representative will soon call on you to present United's first offerings which include the reshowing of "Fireside Theater"*

— the 2nd highest rated program on TV.

*Now released as "Royal Playhouse" and already sold in the following markets: Pittsburgh, Minneapolis, St. Paul, Houston, Seattle, Los Angeles, San Francisco, Louisville and Oklahoma City.

SELL WITH

Standard Radio
TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago
140 N. La Brea, Hollywood 665 Fifth Ave., New York
Now add these

Yankee Network Station in Boston

Philadelphia Inquirer Television Station

WNAC-TV
WFIL-TV

Music

MUSIC HALL VARIETIES
now reaches 60% of U.S.
Television Audiences through:

KTTV Los Angeles
KRON-TV San Francisco
KPRC-TV Houston
WBTV Charlotte
WNWQ Chicago
WNBC Washington, D.C.
WNBK Cleveland
WCBS-TV New York
WJAR-TV Providence
Plus
CMQ Havana
XEW Mexico City
Music Hall Varieties is a library of over one thousand musical films... each running from 2½ to 3 minutes.

These films feature a wide variety of production numbers staged and directed by outstanding producers of filmdom. Network technicians rate them superior for fidelity of sound and sharpness of image. These films are ideal material for participation programs or variety shows. They are now being successfully used in many markets to increase revenue... and ratings.

MUSIC HALL VARIETIES feature such stars as:

- Louis Armstrong
- Cab Calloway
- Yvonne de Carlo
- The Deep River Boys
- Delta Rhythm Boys
- Cliff Edwards
- Ted Tio Rito Orchestra
- Connie Haines
- Spike Jones
- Louis Jordan
- Kitty Kallen
- King Cole Trio
- Gene Krupa Orchestra
- Alan Ladd
- Johnny Long Orchestra
- Vincent Lopez
- Ray McKinley
- Mills Brothers
- Noro Morales Orchestra
- Gertrude Niesen
- Tony Pastor
- Joe Reichman
- Rita Rio
- Maurice Rocco
- Rubinoff & His Violin
- Gale Storm
- Claude Thornhill
- Mary Jane Walsh
- Henry Youndman
- Victor Young
- ... and many more

For exclusive rights in your territory, write or wire:

25 West 45th Street, New York 19, New York
WHAT is the impact of television on the inhabitants of towns in the fringe area, remote from transmitters?

To determine the answer to that question, the U. of Kentucky Research Fund sponsored a study among 102 families of the estimated 400 set-owning families in Lexington, Ky. The study was made under the direction of Elmer G. Sulzer, head, department of radio arts. Results were made available last week.

The closest television stations are located at Louisville, Ky., and Cincinnati, Ohio, about 70 and 80 miles away, respectively. Antenna equipment installations frequently were as expensive as the sets themselves.

Survey showed few differences in program-likes by income levels. Interest in variety and comedy programs dominated.

Majority of families regarded present television advertising helpful, powerful, clever and about right as to equality.

Fifty-one distinct products were recalled. One brand name which uses a dignified approach in advertising was recalled by more than half of the respondents. "Hard-hitting" techniques made comparatively poor showings.

The survey indicated majority satisfaction with the financing of television programming by advertising. Only 14.71% favored the alternative of a tax on receivers; only 38% supported some type of Phonovision.

**TV Alters Habits of Book Readers**

SOCIAL SCIENTISTS and book publishers meeting in New York last fortnight acknowledged that book reading is reduced when a family first installs a telcast.

What they would like to know is whether, after the novelty wears off, family members, if they were receivers before, return to books.

This answer and others in connection with alterations in living patterns brought about through the new science of electronics, including television, they hope to determine in future, broader studies.

**Comedy Preferred by Miami Televiewers**

Bobb HOPE attracted the highest percentage of televiewers in a recent U. of Miami survey, with Milton Berle and Groucho Marx runners-up.

In cooperation with the university's radio-TV research department, 238 Miami set owners kept a diary of about their sets were turned on and program preferences during the week of Dec. 10.

As in quiet, unhurried Lexington, comedians led the field in audience preference in this metropolis. The TV's information value, in addition to its entertainment value, was reflected when all news shows rated strongly. WTVJ (TV) Miami is the city, only TV station.

**WAVE-TV Announces New Rate Card**

WAVE-TV Louisville has announced a new national rate of $400 an hour and $80 a minute, effective March 1. Network rate on WAVE-TV reportedly has been $400 an hour since Jan. 1.

**Ez Charles KO's Berle In Hooperating**

THE Cavaledge of Sports (Ezard Charles vs. Lee Oma fight), Texaco Star Theatre (Ken Murray-Perry Como substitute talent) and Godfrey's Talent Scouts (Steve Allen substitute) topped the first TV programs in popularity, according to the January "Hooperations Pocketpiece" for the period Jan. 1-15 released last week.

Programs and ratings of first 15:

1. Cavaledge of Sports (Ezard Charles vs. Lee Oma fight) 54.9
2. Texaco Star Theatre (Ken Murray-Perry Como substitute talent) 49.9
3. Godfrey's Talent Scouts (Steve Allen substitute) 46.7
4. Hi-kid Theatre 40.7
5. Six Goldene-Cosmo Crem 38.2
6. C. Hart-Jimmy 29.2
7. Comedy Hour (Center) 25.1
8. Philo TV Playshouse 24.3
9. Michael 24.1
10. Your Hit Parade 23.4
11. Lights Out 21.8
12. Hapogling Comedy 21.8
13. Godfrey and Friends 31.1
14. Kemo TV Theatre 30.2
15. Toast of the Town 30.2

---

**Weekly Television Summary — January 29, 1951, TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>7,000</td>
<td>Minneapolis</td>
<td>WCCO-TV</td>
<td>7,270</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WTVG</td>
<td>31,794</td>
<td>WOC-TV</td>
<td>WKBAT</td>
<td>7,090</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>67,000</td>
<td>New York</td>
<td>WAVE-TV, WKBAT</td>
<td>7,050</td>
</tr>
<tr>
<td>Boston</td>
<td>WMBR, WSB-TV, WMAR-TV</td>
<td>26,310</td>
<td>Milwaukee</td>
<td>WKBAT</td>
<td>5,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBKB-TV</td>
<td>31,270</td>
<td>Minn.-St. Paul</td>
<td>WTMJ</td>
<td>3,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WMBR-TV</td>
<td>105,355</td>
<td>New Orleans</td>
<td>WSB-TV</td>
<td>129,250</td>
</tr>
<tr>
<td>Columbus</td>
<td>WING, WSNV</td>
<td>210,111</td>
<td>New York</td>
<td>WNEP</td>
<td>47,179</td>
</tr>
<tr>
<td>Dallas</td>
<td>WBFF</td>
<td>132,000</td>
<td>New York</td>
<td>WKBAT</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WSBG-TV, WSBF, WSBP-TV, WSBF</td>
<td>106,544</td>
<td>Pittsburgh</td>
<td>WTVB</td>
<td>561,208</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WFAA, WFAA, WFAA, WFAA, WFAA</td>
<td>77,500</td>
<td>Newark</td>
<td>WTVB</td>
<td>75,000</td>
</tr>
<tr>
<td>Houston</td>
<td>WSAV</td>
<td>230,960</td>
<td>Oklahoma City</td>
<td>WTVB</td>
<td>65,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX</td>
<td>190,802</td>
<td>Philadelphia</td>
<td>WTVB</td>
<td>39,660</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WTVK</td>
<td>135,000</td>
<td>Pittsburgh</td>
<td>WTVB</td>
<td>25,100</td>
</tr>
<tr>
<td>L.A.</td>
<td>WIBW</td>
<td>404,151</td>
<td>San Antonio</td>
<td>WTVB</td>
<td>105,355</td>
</tr>
<tr>
<td>Miami</td>
<td>WRTV</td>
<td>404,151</td>
<td>San Diego</td>
<td>WTVB</td>
<td>37,147</td>
</tr>
<tr>
<td>Miami (Fla.)</td>
<td>WTVJ (TV)</td>
<td>38,464</td>
<td>Sacramento</td>
<td>WTVB</td>
<td>75,069</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>106,544</td>
<td>Salt Lake City</td>
<td>WTVB</td>
<td>35,900</td>
</tr>
<tr>
<td>Nashville</td>
<td>WTVF</td>
<td>105,126</td>
<td>San Francisco</td>
<td>WTVB</td>
<td>38,748</td>
</tr>
<tr>
<td>New York</td>
<td>WABC</td>
<td>132,000</td>
<td>San Francisco</td>
<td>WTVB</td>
<td>143,406</td>
</tr>
<tr>
<td>Oakland</td>
<td>KCRA</td>
<td>132,000</td>
<td>San Francisco</td>
<td>WTVB</td>
<td>133,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPSG</td>
<td>112,000</td>
<td>Seattle</td>
<td>KTHG</td>
<td>65,100</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KOLN</td>
<td>156,224</td>
<td>St. Louis</td>
<td>KSDV</td>
<td>59,250</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WTVB</td>
<td>112,000</td>
<td>St. Louis</td>
<td>WTVF</td>
<td>59,250</td>
</tr>
<tr>
<td>Phoenix</td>
<td>WTVB</td>
<td>112,000</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>Portland</td>
<td>KOIN</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>Seattle</td>
<td>KSTV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV</td>
<td>105,355</td>
<td>St. Louis</td>
<td>WTVB</td>
<td>59,250</td>
</tr>
</tbody>
</table>

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,469,000

Edits - Figures for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Classification companies and companies that manufacture sets in the area. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
23% of WSB-TV's 92-hours-a-week schedule is locally produced

This station's capacity for creating low-budget programs of high quality has resulted in (1), a virtually sold-out schedule and (2), unquestioned audience dominance in the big Atlanta television market.

Ask your Petry man about the few remaining availabilities. They're good.
MANUFACTURERS of TV sets shipped 716,000 receivers to dealers in 36 states in November, according to an analysis by Radio-Television Mfrs. Assn., bringing the 11-month total to 6,877,000. Estimates represent both RTMA members and non-members. Figures are shown by counties. November and 11-month tabulations follow:

<table>
<thead>
<tr>
<th>State and County</th>
<th>Sets Shipped November 11 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>19,105</td>
</tr>
<tr>
<td>Arizona</td>
<td>783</td>
</tr>
<tr>
<td>California</td>
<td>7,446</td>
</tr>
<tr>
<td>Colorado</td>
<td>5,688</td>
</tr>
<tr>
<td>Indiana</td>
<td>7,358</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,814</td>
</tr>
<tr>
<td>Michigan</td>
<td>2,010</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1,913</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,913</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1,913</td>
</tr>
<tr>
<td>New York</td>
<td>1,913</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1,913</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,913</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>1,913</td>
</tr>
<tr>
<td>Oregon</td>
<td>1,913</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,913</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>1,913</td>
</tr>
<tr>
<td>South Carolina</td>
<td>1,913</td>
</tr>
<tr>
<td>Texas</td>
<td>1,913</td>
</tr>
<tr>
<td>Virginia</td>
<td>1,913</td>
</tr>
</tbody>
</table>

TV SET SHIPMENTS

MARCH OF TIME
New TV Series Set

A NEW weekly series of half hour programs, "March of Time," through the Years, sponsored by the Assn. of American Banks, is to begin over the ABC-TV network Feb. 15, it was announced last week.

The program is to combine "March of Time" issues with panel discussion by visiting guest authorities.

Meanwhile, the March of Time announced that it would soon move into new quarters at 369 Lexington Ave., New York, and that also three additions had been made to its cast.

Richard Krolik, former assistant to Horace Schwarin, president of Schwarin Research Corp., has been appointed project supervisor of the new series. During two years with Schwarin, Mr. Krolik supervised audience research studies on NBC-TV programs. Earlier he worked in television in Hollywood.

Lillian Rixey, with Time Inc. since 1930, also will work on the new series. Jane Bartels, formerly of the Life picture bureau, has been assigned to research the forthcoming Crusade in the Pacific, 26-in- stallment sequel to the Crusade in Europe TV series.

Theatre Cites Losses
McVICKERS Theatre in Chicago won an extension on its building lease last week after an attorney representing the owners said the McVickers' attendance had dropped 31% in the last three years because of television. Morris Leonard, attorney for Balaban & Katz, blamed TV mainly, but allowed for other influences also. Balaban & Katz, with Jones, Linick & Schafer, owns the theatre.

Hearing Postponed
POSTPONEMENT to Feb. 20 of Television Authority-Screen Actors Guild hearing in New York by the National Labor Relations Board was announced last week. It is the second postponement of the hearing, originally scheduled early in January.

State and County | Sets Shipped November 11 Months |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>159</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,792</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,036</td>
</tr>
<tr>
<td>California</td>
<td>2,277</td>
</tr>
<tr>
<td>Colorado</td>
<td>1,326</td>
</tr>
<tr>
<td>Connecticut</td>
<td>943</td>
</tr>
<tr>
<td>Delaware</td>
<td>2,277</td>
</tr>
<tr>
<td>Florida</td>
<td>12,286</td>
</tr>
<tr>
<td>Georgia</td>
<td>4,422</td>
</tr>
<tr>
<td>Hawaii</td>
<td>4,060</td>
</tr>
<tr>
<td>Idaho</td>
<td>2,686</td>
</tr>
<tr>
<td>Illinois</td>
<td>6,060</td>
</tr>
<tr>
<td>Indiana</td>
<td>2,019</td>
</tr>
<tr>
<td>Iowa</td>
<td>4,627</td>
</tr>
<tr>
<td>Kansas</td>
<td>2,914</td>
</tr>
<tr>
<td>Kentucky</td>
<td>1,675</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2,062</td>
</tr>
<tr>
<td>Maine</td>
<td>1,797</td>
</tr>
<tr>
<td>Maryland</td>
<td>3,597</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2,215</td>
</tr>
<tr>
<td>Michigan</td>
<td>2,585</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2,489</td>
</tr>
<tr>
<td>Mississippi</td>
<td>2,081</td>
</tr>
<tr>
<td>Missouri</td>
<td>2,410</td>
</tr>
<tr>
<td>Montana</td>
<td>2,489</td>
</tr>
<tr>
<td>Nebraska</td>
<td>2,410</td>
</tr>
<tr>
<td>Nevada</td>
<td>2,410</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>2,410</td>
</tr>
<tr>
<td>New Mexico</td>
<td>2,410</td>
</tr>
<tr>
<td>New York</td>
<td>2,410</td>
</tr>
<tr>
<td>North Carolina</td>
<td>2,410</td>
</tr>
<tr>
<td>Ohio</td>
<td>2,410</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>2,410</td>
</tr>
<tr>
<td>Oregon</td>
<td>2,410</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2,410</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>2,410</td>
</tr>
<tr>
<td>South Carolina</td>
<td>2,410</td>
</tr>
<tr>
<td>Tennessee</td>
<td>2,410</td>
</tr>
<tr>
<td>Texas</td>
<td>2,410</td>
</tr>
<tr>
<td>Utah</td>
<td>2,410</td>
</tr>
<tr>
<td>Vermont</td>
<td>2,410</td>
</tr>
<tr>
<td>Virginia</td>
<td>2,410</td>
</tr>
<tr>
<td>Washington</td>
<td>2,410</td>
</tr>
<tr>
<td>West Virginia</td>
<td>2,410</td>
</tr>
</tbody>
</table>

Your Top TV Sales Opportunity

WDEL Channel 7
Wilmington, Delaware

In the Market which has made more dollars in the family circle.

Represented by Robert Meeke Associates
A STEAMIN STATION

N B C
TV AFFILIATE

Page 72 • January 29, 1951

* * *

RENEWALS SET
For 'Miss U.S. Television'

FIVE VIDEO stations have renewed their 1950 franchise for The Miss U.S. Television contest, seven renewals are expected this week and some 20 more will be added shortly, Walter Schwimmer, president of the Chicago radio-TV package firm of the same name, said last week. Stations which have renewed the half-hour weekly package, a combination beauty and talent contest are WAFM-TV Birmingham, WAAM-TV Baltimore, KDYL-TV Salt Lake City, WCPO-TV Cincinnati and WGN-TV Chicago.

Mr. Schwimmer tested the show, believed to be the only nationally-syndicated live video package in the country, during a six-week period last year in 13 markets. The successful introduction, which cost $60,000 and "on which we lost money," confirmed plans for a six-month contest this year, Mr. Schwimmer said. Stations will buy a franchise from Walter Schwimmer Productions for 13 or 26-weeks.

Five contestants will appear weekly in each city, and the city finalist will compete with winners from other markets in which the show is teletcast at grand finals in Chicago, Thanksgiving Day.

Your Top TV Sales Opportunity

WDEL Channel 7
Wilmington, Delaware

In the Market which has made more dollars in the family circle.

Represented by Robert Meeke Associates
A STEAMIN STATION

N B C
TV AFFILIATE

Page 72 • January 29, 1951
To the east, to the north, to the south and to the west of WBAP-TV's transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), more viewers, like this Denton family of Mr. and Mrs. George Spuller, pictured to the right, tune more to Channel 5.

Recently, the Spullers and other viewers in Denton and 74 additional cities surrounding the Fort Worth-Dallas area wrote in 1903 replies from one one-minute spot announcement scheduled at 11 p.m. on WBAP-TV. Represented were 27 counties and two states.

Almost 400,000 viewers now make up the television population of this great area* which passed the 100,000 television set mark Jan. 1, 1951.

Coverage counts and you reach All, All, All of the fabulously rich Fort Worth-Dallas area when you buy WBAP-TV.

Contact the station or any Free & Peters man.

*Incidentally the South's No. 1 Market, leading Houston and New Orleans in that order. Within the 100 uv/m circle of WBAP-TV's signal:

Retail Sales $1,300,208,290
Population 1,170,065
Families 343,381

FREE & PETERS, INC.
Exclusive National Representatives

AMON CARTER, President
HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONE LO-1981

January 29, 1951 • Page 73
1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size... saw it reach and pass the largest circulation available through national magazines... saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs “live” to 47 markets... to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC...
programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

**Most popular programs**

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions ... the operas produced especially for television ... the modern living series planned for the younger viewers ... the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the *Saturday Night Revue* ... the *Sunday Comedy Hour* ... the Wednesday Four-Star Revue ... Broadway Open House ... the *Kate Smith Show*—and you see why

*the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.*

**Facilities expansion**

And to mount these and other programs on NBC’s expanded schedules required a parallel and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

**New advertising concepts**

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study — the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships ... alternate-week advertising ... multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

**A great national asset**

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation ... with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television—the most compelling vehicle of mass communication ever devised — ready, at a moment's notice, to serve the need of this country in peace or war.

---

**NBC Television**

*America's No. 1 Television Network*
RADIATION

Sterling Reviews Problem

EFFORTS of set manufacturers and the FCC to cope with the problem of excessive oscillator radiation from FM, TV and communication receivers were described last Thursday by FCC Comr. George E. Sterling. Speaking in Cleveland before the Institute of Radio Engineers and the Industrial Electronics Organization meeting, Comr. Sterling traced the history of federal control of industrial, scientific and medical radio frequency equipment, citing interference problems that had fallen to the FCC.

Terming the oscillator radiation from FM, TV and communication receivers as "a new menace" to air navigation and to radio services which recently reared its head, he told of the FCC’s proposed rules of April 13, 1949, which were aimed at restricting such FM-TV radiation to the microvolts per meter at 100 feet.

Comr. Sterling expressed the hope that "it will not be necessary for the Commission to take drastic action in connection with this problem. I am sure it will not if receiver manufacturers respond wholeheartedly to the recommendations and pleas made by Mr. Robert C. Sprague, president of the Radio-Television Mfrs. Assn. in his letter of Dec. 14, 1949, sent to all TV and FM receiver and tuner manufacturers as a result of conferences between committees of the RTMA engineering department and Curtis Price, our chief engineer, and his staff."

Comr. Sterling quoted in part from Mr. Sprague’s letter as follows:

"My conversation with the members of the FCC and the staff have convinced me that unless the industry as a whole is brought to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem made by the FCC through government regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of the receiver manufacturers."

Mr. Sterling further quoted Mr. Sprague’s letter on conference to standards that prescribed for TV Channels 2-6 an average of less than 60 microvolts per meter at 100 ft.; for TV Channels 7-13 an average of less than 150 microvolts per meter at 100 ft.; for FM—less than 1 microvolt per meter at 100 ft.

"I know that Mr. Sprague has taken a very active interest in this problem," said the FCC commissioner, "and, I, for one, would like to commend him for his efforts."

Comr. Sterling also stressed that TV set manufacturers "must do something immediately concerning the interference that results from the harmonics of 15.75 kc horizontal sweep frequency and video circuits."

FREQUENCY SAVING

In Movie Firm’s Technique

FREQUENCY conservation technique—"crosstalk polarization"—has been revealed to FCC by 20th Century-Fox Film Corp. in a progress report on its theatre TV radio relay experiment in the New York area.

The data supplements an initial report filed by the company in the latter 1949 on the Commission’s program respecting the yet unscheduled general hearing on theatre TV service needs [BROADCASTING • TELECASTING, Sept. 5, 1949].

The newly developed cross-polarization technique is likened to transmission of light through polaroid filters. It was explained that by this technique two programs could be transmitted simultaneously on a single channel in any one area, each signal being carried at right-angle polarization to the other. An alternate channel is employed at every other relay "jump." Thus two frequency bands are adequate for a complete theatre TV system in any given area, FCC was told, and can be re-assigned to the same licensee in an adjacent area or to another licensee in a non-adjacent area.

20th Century-Fox contends a national competitive theatre TV service can be established under its proposal with only 12-30 megacycles (360 mc) in the 4,000-10,000-megacycle band. Each 30-mc channel includes an 8-mc video band plus audio and auxiliary segments. 20th Century plans a system of 24 theatre TV outlets in the Los Angeles area as soon as the frequencies can be allocated, FCC was informed.

Network Daytime Gross

(Continued from page 64)

This new book shows you how to use movies most effectively

MOVIES FOR TV

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials and serial and policy films; how to light scenes for best results on TV; how to combine movies with live scenes. There is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

SEE IT ON APPROVAL

The Mayallian Co., 60 E. 5th Ave., New York 1

Please send a copy of Movies for TV. I will either remit the price of $4.25 or return the book in 10 days.

Signed

Page 76 • January 29, 1951

D AYTIME ADVERTISERS ON NETWORK TELEVISION DURING NOVEMBER 1959

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Product</th>
<th>Program</th>
<th>Day &amp; Time</th>
<th>Net. A. Sta.</th>
<th>Nov. Time Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alois Inc.</td>
<td>Imm.</td>
<td>Stores' Shows</td>
<td>5:30-5:35 p.m.</td>
<td>WGN-13</td>
<td>$20,540</td>
</tr>
<tr>
<td>All-American Co. of America</td>
<td>Cooking Equipment</td>
<td>WGN-13</td>
<td>4:35-5:30 p.m.</td>
<td>CBS-13</td>
<td>$43,123</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>Arrow</td>
<td>Smith-Corona</td>
<td>4:18-4:30 p.m.</td>
<td>NBC-50</td>
<td>$21,760</td>
</tr>
<tr>
<td>Atlantic Refining Co.</td>
<td>Dairy Oil</td>
<td>Football</td>
<td>Sat. afternoon</td>
<td>WBBM-13</td>
<td>$18,150</td>
</tr>
<tr>
<td>Bristol Myers Co.</td>
<td>Dentifrice</td>
<td>Lucky Pub.</td>
<td>Mon., Wed.</td>
<td>NBC-5</td>
<td>$5,155</td>
</tr>
<tr>
<td>California Prunes</td>
<td>Brush</td>
<td>3-5:30 p.m.</td>
<td>Mondays</td>
<td>NBC-25</td>
<td>$10,900</td>
</tr>
<tr>
<td>Canada Dry</td>
<td>Beverages</td>
<td>Barney Co. &amp; Co.</td>
<td>Fri., 4:18-4:45 p.m.</td>
<td>ABC-37</td>
<td>$3,757</td>
</tr>
<tr>
<td>Castrol-Pilm.</td>
<td>Oil</td>
<td>Auto Parts Co.</td>
<td>3:20-3:45 p.m.</td>
<td>WOR-8</td>
<td>$17,200</td>
</tr>
<tr>
<td>Culi-Color Co.</td>
<td>Parch.-Parlour Homes</td>
<td>4:30-4:45 p.m.</td>
<td>WOR-23</td>
<td>$6,768</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>All</td>
<td>Hapemakers</td>
<td>Mon.-Fri., 4:15-4:30 p.m.</td>
<td>NBC-25</td>
<td>$40,040</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>Coffee</td>
<td>Products Exchange</td>
<td>3:30-4:00 p.m.</td>
<td>WOR-54</td>
<td>$6,600</td>
</tr>
<tr>
<td>General Mills</td>
<td>All</td>
<td>Products</td>
<td>3:00-3:30 p.m.</td>
<td>KGO-7</td>
<td>$1,712</td>
</tr>
<tr>
<td>General Shoe Co.</td>
<td>Shoe-Dealers</td>
<td>Sheep</td>
<td>Sat., 11:30-12</td>
<td>ABC-36</td>
<td>$16,102</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>Honeys</td>
<td>Smith’s</td>
<td>ABC-40</td>
<td>$13,385</td>
<td></td>
</tr>
<tr>
<td>Golden Age</td>
<td>Luxe</td>
<td>Market</td>
<td>Mon., Fri., 4:18-4:45 p.m.</td>
<td>WOR-23</td>
<td>$5,120</td>
</tr>
<tr>
<td>Filmco Corp.</td>
<td>Shears</td>
<td>Loppyco</td>
<td>Wed., 11:30-12</td>
<td>ABC-37</td>
<td>$11,200</td>
</tr>
<tr>
<td>Goldsboro Co.</td>
<td>All</td>
<td>Products</td>
<td>3:00-3:30 p.m.</td>
<td>WOR-54</td>
<td>$4,140</td>
</tr>
<tr>
<td>Heating Co.</td>
<td>Stoves</td>
<td>Empire</td>
<td>Mon., Wed., 4:18-4:45 p.m.</td>
<td>WOR-23</td>
<td>$25,200</td>
</tr>
<tr>
<td>International Shoe Co.</td>
<td>Shoe</td>
<td>Hapemakers</td>
<td>Sun., 12:00-12:15</td>
<td>WOR-54</td>
<td>$7,970</td>
</tr>
<tr>
<td>International Shoe Co.</td>
<td>Shoe</td>
<td>Supers</td>
<td>Mon.-Fri., 4:30-5:30 p.m.</td>
<td>WOR-23</td>
<td>$16,323</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>Cereals</td>
<td>Hapemakers</td>
<td>5:06-5:35 p.m.</td>
<td>NBC-39</td>
<td>$32,853</td>
</tr>
<tr>
<td>Kent, Charles B.</td>
<td>Gelatin</td>
<td>Gelatin</td>
<td>Wed., 5:30-5:35 p.m.</td>
<td>WOR-23</td>
<td>$6,600</td>
</tr>
<tr>
<td>Lory Corp.</td>
<td>Vacuum Cleaners</td>
<td>Exchange</td>
<td>4:45-5:00 p.m.</td>
<td>P</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau. *(All times Eastern, EST) *P - Full-time
LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS

You’ll find the station that’s getting results...

▷ The local operator *has* to get results... his cash register *has* to ring the next day or his advertising isn't paying off. Unlike the big advertiser, he can't afford to wait six months or six days for results.

▷ WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV *gets* results.

▷ Whether you’re big or small... WGN-TV is your station in Chicago.
FRANK MERRIWELL ENTERPRISES opens offices in Eagle-Lion Studios, 7324 Santa Monica Blvd., Hollywood. Firm formed by Tony London of George Pal Productions, independent motion picture film producer, and Ira Uhr, talent agent, for production of TV films based upon late Gilbert Paton's Frank Merriwell novels and stories. Rights to 900 stories have already been acquired from author's son.


**FILM-ART SERVICE,** a non-competitive service for film producers, has opened new studios to supply TV industry with "ready for camera" animated art service at 210 W. 50th St., N. Y. President Neil Sessa announced.

**JERRY FAIRBANKS PRODUCTIONS,** Hollywood, is filming new series of half-hour dramatic shows based on true stories taken from files of Los Angeles County sheriff's office, as yet untitled. Sheriff Eugene W. Biscallaux appears at opening and sign-off of each program.

**ALEX GOTTLIEB TV PRODUCTIONS,** headquartered at Hal Roach Studios, Culver City, Calif., starts shooting a series of its half-hour TV musical comedy films starring Andrew Sisters today (Monday). Clarence Earl is production supervisor. Jean Yarbrough is director.

**INS-TELENEWS,** New York, announces that all operating TV stations in South America now subscribe to one or more of its news-reel programs. Both XHTV Mexico City and UNION RADIO, Havana are using the daily service, plus the weekly review and weekly sports reel, This Week in Sports. Both TUPJ Brazil and CMQ Havana subscribe to the daily newsreel only.

**DYNAMIC FILMS** Inc. is producing a series of one-minute TV films for the New York Office of Civil Defense on "what to do" in case of air raids. Films will be distributed to all TV stations in New York area and will be available as a single five-minute package.

**WILKINS-GOODEN,** Hollywood, announces signing of three more TV stations for 26 weeks of its quarter-hour film series, The Jonathon Story—WMAL-TV Washington, WTVR (TV) Richmond and WSB-TV Atlanta. Zippy Products, Landawon, Pa., now sponsoring the program on WMAR-TV Baltimore, also will sponsor on WTVR through the Martin Agency, Philadelphia. William Morris Agency Inc. has been appointed to handle national sales of the program. A total of 18 stations now carry the show.

**SNADER TELESCRIPTIONS** Corp., Beverly Hills, Calif., has set up a Celebrity Service for TV stations using Snader Transcriptions, President Louis D. Snader announced. Special service will be part of firm's "sales co-operation" program and will provide a booking schedule for all performers who appear in films. Plans are to advise stations in advance when performers are scheduled to be in their particular areas, in order that the entertainer may appear on program with his or her own film.

**OFFICIAL TELEVISION** Inc., New York, has sold its musical film library, "Musical Revue Variety," to WNAC-TV Boston and WFL-TV Philadelphia. Library includes over 1,000 musical production numbers, each from 2½ to 5 minutes in length.

**STERLING TELEVISION CO.** Inc., New York, is distributing first three episodes of Ruff n' Reddy, children's dramatic film series, to TV stations throughout the country.

**TVA IN L.A.**

Union, Stations Meet COUNTER-PROPOSALS were exchanged again last week by Television Authority and four Los Angeles television stations in negotiations for the past several weeks over a basic contract for "live" television performers. Another meeting is scheduled for tomorrow (Jan. 30).

Stations KBNS, KTLF, KECA-TV, KLAC-TV are bargaining collectively as an industry with the union. KTLF, formerly in the group, has announced withdrawal from the station committee, getting an agreement from the union to continue negotiations with it on an independent basis. The other two local stations, KPI-TV and KTTV, are sitting in on negotiations as observers.

TVA at last week's meeting turned down the stations proposal to increase rates by 25% in all categories. The union in turn offered a weekly reduction on multiple performance based on a percentage of basic fees, to be considered for the next meeting.
Look into this
PROFESSIONAL
Telecast Projector
and see years of
Dependable Service

The GPL Model PA-100 — a 16-mm Studio Projector
with the basic features and performance reliability
of the famous Simplex 35-mm Theatre Projectors.

Sharper Pictures . . . Finer Sound
From Any Film in Your Studio

The importance of 16-mm film in television
programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected — tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
TELE-VET' WEEK

National Plan Started

AN IDEA it is hoped will germinate throughout the nation was launched last week in Washington, D. C., as "National Tele-Vet Week." Twenty-six teletsets were donated by local dealers and distributors to hospitalized Korean veterans.

Inspiration came through a request for a set to help a triple amputee regain the will to live. It is felt by the plans backers that re-habilitation could be speeded up if dealers and distributors across the country would contribute sets to veterans or service hospitals in their community.

IN CINCINNATI

MORE local and national spot advertisers buy
MORE time on WLW-T to sell
MORE products to
MORE people...
... than any other TV station in Cincinnati

IN DAYTON

MORE local and national spot advertisers buy
MORE time on WLV-D to sell
MORE products to
MORE people...
... than any other TV station in Dayton

IN COLUMBUS

MORE local and national spot advertisers buy
MORE time on WLW-C to sell
MORE products to
MORE people...
... than any other TV station in Columbus

THIS IS

WLW TELEVISION

WLW-T WLW-D WLW-C

Channel 4 Channel 5 Channel 3

CINCINNATI CINCINNATI CINCINNATI

COLUMBUS COLUMBUS COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videttes, December, 1950

Page 80 • January 29, 1951

CHICAGO TVA

Some Agreement Reached

TELEVISION AUTHORITY and representatives of the four Chicago video stations were reaching "more areas of agreement" last week after mutual definitions of salary scales began overlapping.

Attorneys for WNBQ (NBC), WZTV (ABC), WGN-TV (DuMont) and WKBK (CBS) those representing the union were concerned primarily with scales for announcers and performers on off camera work.

It was reportedly agreed by the union that additional qualifications should be added to local contracts which do not appear in the network pacts, because of "strictly local circumstances concerning live shows. With "more of a basis to work on," one spokesman sitting in on the twice-weekly sessions said the financial agreement has more prospect of being settled soon.

As yet, only one meeting has concerned working conditions and benefits. Once the salary schedule is agreed upon, conditions and benefits are expected to be smoothed out in short order.

A month ago the union reportedly lowered its demands about 20%, to the estimate of the network rates that it sought locally in Chicago. At that time, also, station spokesmen hiked fees they were willing to pay by about 25%.

Inasmuch as new areas of agreement have been arrived at, these percentages are no longer an effective measurement of where the situation stands, one station lawyer said. "We are now starting with the same premises, working upward and downward on salaries, rather than starting with opposing definitions."

VITASCOPE

Incorporates in California

INCORPORATION in California of newly-formed Vitascope Corp. of America for the manufacturing, licensing and servicing of new Vitascope lens device to television and motion picture industries was announced last week. The firm will headquarter at RKO-Pathé Studios, Culver City.

Chairman of the board of directors is Sol Lesser, who last year acquired competent rights to the Vitascope device invented by Frenchman Achille Pierre Dufour. Other officers are Julian Lesser, president; Barney Briskin, vice president; Sam Greenspan, treasurer; Morris Pfieffer, secretary.

New corporation now in final stages of preparation of first 35 mm. model of adapted invention which makes it possible to create any type of background or setting for a film [Broadcasting • Telecasting, Nov. 20, 1950]. Fred Ahern is production supervisor for firm; Clarence Silser is technical supervisor.
DEFENSE SERIES
Starts Feb. 4 on DuMont
PERSONNEL and activities of the Dept. of Defense will be spotlighted in a new official TV series, "Armed Forces Hour," slated to debut on the DuMont Television Network, 8:30-9 p.m. Feb. 4 [CLOSED CIRCUIT, Jan. 15]. Program will be a joint public service feature, with time donated by DuMont and production facilities by WAAM (TV) Baltimore.

The series will be written and produced by the Defense Dept.'s Office of Information under general supervision of Charles Dillon, radio-TV chief, and James Caddigan, DuMont network. Program will be produced by Edward Nell, director of the department's TV section; directed by Herbert Cahan, WAAM, and written by Lt. Chester Spurgeon, U. S. Air Force, formerly served at CBS Western Division.

New Business
(Continued from page 11)

tion Ted Mack's Family Hour, ABC-TV. Agency: Tatham-Laird, Chicago. Show scheduled to start March 25 or April 1, sharing alternate-week sponsorship with C. A. Swanson & Sons, Omaha (poultry products), same agency.

HUDSON PULP & PAPER Co. will sponsor Bride & Groom on CBS-TV, Thurs. on 27 stations, 3:15-3:30 p.m. Program also will be heard at the same time on Tues., sustaining. Agency: Duane Jones Co., N. Y.

BEN HUR PRODUCTS, L. A. (coffee, tea, extracts, etc.), starts Bob Garrod & the News on 30 ABC Pacific stations, Mon., Wed., Fri., 7-7:40 p.m. PST, for 52 weeks. Agency: Mogge-Privett, L. A.

FELS & CO., Philadelphia (Felsa detergent), Jan. 16 started four participations weekly on Jack Kirkwood Show on full 45-station Don Lee Network, Tues.-Fri., 1-1:30 p.m. PST, for 26 weeks. Agency: H. H. DuBois, Phila.

Adpeople • • •

EDWARD W. KERWIN, manager, general traffic department Sunshine Biscuits Inc., Long Island City, N. Y., appointed vice president in charge of distribution.

NATHAN KEATS, director of publicity and promotion programs Brand Names Foundation Inc., N. Y., elected vice president.

SELECTED as chairman of the judges committee for the 1951 Sylvania Television Awards Foundation, Deems Taylor (1), noted composer-critic-commentator, accepts the position from Don G. Mitchell, president of Sylvania Electric Products Inc., who announced establishment of the awards [BROADCASTING * TELECASTING, Jan. 8]. Top honor, the "Sylvania," will be given to the program best illustrating creative television technique. Others will be awarded to individuals adjudged to have made the greatest contribution to television in writing, acting, producing and other categories during the period Jan. 1 to June 30, 1951. Judges will be asked to base selections on merit and social responsibility of programs, including commercials.

RTMA PROTESTS
Against TV Registration
PROTEST by the U. S. Government against registration of the letters "TV" in Spain was requested by Radio-Television Mfrs. Assn. in a petition filed with the Dept. of Commerce by James D. Secrest, RTMA general manager. The application was filed Oct. 20, 1950, by International Radio Television, S. A., of Barcelona, Spain.

Mr. Secrest pointed out that the letters "TV" are widely used in this country by the entire radio-television industry as an abbreviation of television and a trade mark registration in Spain or any other country would lead to confusion and embarrassment.

EMERSON PRICES
Increased on Five Telesets
EMERSON RADIO & Phonograph Corp. last week announced price increases ranging from $10 to $30 on five TV receivers, due to material scarcities, according to Benjamin Abrams, president of the corporation.

The five models affected are: 17 inch Table Model No. 676, from $289.95 to list price of $309.95; Model No. 687 (16 inch console), from $319.95 to $359.95; Model No. 681 (17 inch console), from $369.95 to $379.95; Model No. 685 (15 inch console), from $469.95 to $479.95, and Model No. 666 (console Television-phonograph), from $499.95 to $499.95.

Floating Action! for all TV Cameras

'BALANCED' TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

Frank E. Zipper
CAMERA EQUIPMENT CO.
1650 BROADWAY NEW YORK CITY

January 29, 1951 * Page 81
Grants authorizing new stations, changes in frequencies, and transfers at the end of this department, accompanied by a roundup of new station and transfer applications.

January 19 Applications

January 22 Applications

January 23 Applications
JANSKY & BAILEY  
Executive Offices  
National Press Building  
1342 Wisconsin Ave., N. W.  
Washington, D. C.  
Member AFCCE*  

Craven, Lohnes & Culver  
MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
Member AFCCE*  

McNARY & WRATHALL  
906 Nell Press Bldg.  
1407 Pacific Ave.  
Washington 4, D.C.  
Member AFCCE*  

CHAMBERS & GARRISON  
1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
Member AFCCE*  

McIntosh & Inglis  
710 14th St., N.W.  
Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCCE*  

KEAR & KENNEDY  
1703 K St., N. W.  
STERLING 7932  
WASHINGTON, D. C.  
Member AFCCE*  

GEORGE P. ADAIR  
Radio Engineering Consultant  
EXECUTIVE 5851  
1833 M STREET, N. W.  
WASHINGTON 6, D. C.  
Member AFCCE*  

RUSSELL P. MAY  
1422 F St., N.W.  
Kellogg Bldg.  
Washington, D. C.  
Member AFCCE*  

GUY C. HUTCHESON  
1100 W. ABRAM ST.  
AR 4-8721  
ARLINGTON, TEXAS  

WALTER F. KEAN  
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING  
1 Riverside Road — Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)  

GEORGE C. DAVIS  
501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCCE*  

E. C. PAGE  
CONSULTING RADIO ENGINEERS  
BOND BLDG.—EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCCE*  

JOHN CRETZ  
319 BOND BLDG.  
REPUBLIC 2151  
WASHINGTON, D. C.  
Member AFCCE*  

GEORGE P. ADAIR  
Radio Engineering Consultant  
EXECUTIVE 5851  
1833 M STREET, N. W.  
WASHINGTON 6, D. C.  
Member AFCCE*  

LYNNE C. SMEBY  
"Registered Professional Engineer"  
820 13th St., N. W.  
EX. 8073  
Washington 5, D. C.  
Member AFCCE*  

WELDON & CARR  
WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas  
Seattle, Wash.  
1728 Wood St., Chicago 22, Ill.  
Member AFCCE*  

SILLIMAN & BARCLAY  
1011 New Hampshire Ave.  
Republic 6646  
Washington, D. C.  

ADLER ENGINEERING CO.  
TELEVISION AND BROADCAST FACILITIES  
DESIGN AND CONSTRUCTION  
1 Le Ferre Lane, New Rochelle, N. Y.  
New Rochelle, 6-1620  

CONSULTING RADIO ENGINEERS  

JANUARY 24 APPLICATIONS  
ACCEPTED FOR FILING  
MODIFICATION OF CP  
KJEF Jennings, La.—Mod. CP new AM station change from 1290 kc 500 w D to 1380 kc 500 w until DA-N AMEND-ED to make changes in DA.  
AM—1350 kc  
WYMB New Orleans—CP change DA-N to DA-DN.  
AM—860 kc  
WOAY Oak Hill, W. Va.—Mod. CP increase power from extension of completion date to time when 860 kc is vacated by WFHG Bristol, Va.  
License for CP  
KRMG Tulsa, Okla.—License for CP increase nighttime power.  
License Renewal  
WLET Tecumseh, Ga.—License renewal AM station.  
MODIFICATION OF CP  
Request for mod. CP for extension of completion date FM station: KCBS-FM San Francisco; WISN-FM Milwaukee.  
APPLICATION RETURNED  
WICA Ashtabula, Ohio —Returned application new TV station Jan. 18 because of discrepancy in dates.  

January 29, 1931 * Page 83
 Help Wanted

Managerial

Midwest company operating network affiliation stations desires experienced announcer, who has ability to handle all phases of programming and make up, and who is thoroughly experienced in handling local and national sales. Good territory experience necessary. Send resume to Box 861H, RADIO BROADCASTING.

Station manager for thousand watt daytime station in growing market. Excellent working and living conditions. Send details and references. Box 859H, RADIO BROADCASTING.

General manager-sales manager desires for 200 watt station in central California market. Station runs down fast, needs conscientious effort of combination management who can take part in community life. Send application and detailed resume to Box 865H, RADIO BROADCASTING.

General manager-wanted to replace present manager. Excellent young staff, good location. Send full information to Box 854H, RADIO BROADCASTING.

Radio station manager. Someone in the U. S. A. is top-notch station manager; who has proven his ability to handle everything from the news room to the air. Write for fullest information. Box 857H, RADIO BROADCASTING.

WANTED: Combination announcer-engineer with a first class ticket. Start salary $150 a week. A 6 w w r. Immediately. Box 861H, RADIO BROADCASTING.

Croup of small market stations in east anticipates several announcer vacancies soon. First letter to Box 868H, RADIO BROADCASTING.

Minneapolis station needs an experienced announcer with a first class ticket, with necessary experience. Send resume immediately. Box 865H, RADIO BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and an ability to handle all phases of programming and working conditions, can also sell. Excellent territory. Interested, but not necessary. Box 862H, RADIO BROADCASTING.

Wanted: Announcer-disco jockey for southern station, salary plus talent, answer promptly. Box 858H, RADIO BROADCASTING.

Help Wanted (Cont’d)

Immediate opening for experienced announcer with first phone ticket. Long on announcing. Midwest network. Salary $450 per month. Box 858H, RADIO BROADCASTING.

Wanted: Staff announcer, immediately. Excellent location. Music production important. Salary $450 per month. Box 857H, RADIO BROADCASTING.

Did established NBC affiliate in important western market seeks two good announcers for morning and afternoon shows. New transmitter, bright. Enterprising young man or woman with personality, all-around man especially good on disc shows; and an all-round good sports guy Prefer man. Good news delivery. Pay above average for market. Ability to broadcast football games. Send photograph to Jim McKibbin, Program Director, WENT, Greensboro, N. C.

CBS affiliate needs young night DJ who programs selling music. Finest staff and equipment. Top pay. If your background stands investigation and you have the right stuff, write to Box 863H, RADIO BROADCASTING.

Rocky Mountain ABC affiliate desires good combo man with first phone. Send files. Box 857H, RADIO BROADCASTING.

Stations WYOM, 500 watt Boston Independent, seeking announcer, and two salesmen immediately. These are top stations, Earnings unlimited. Apply 1 Havard Street, Boston. A. M. in confidence. All replies in confidence.

Salesmen

Staff announcer, network affiliate, $50 week. Send detailed letter only. Box 854H, RADIO BROADCASTING.

WANTED: Combination announcer-engineer with a first class ticket. Start salary $150 a week. A 6 w w r. Immediately. Box 861H, RADIO BROADCASTING.

Written by Miss E. W. S. W. for a small group of stations in east anticipates several announcer vacancies soon. First letter to Box 868H, RADIO BROADCASTING.

Minneapolis station needs an experienced announcer with a first class ticket, with necessary experience. Send resume immediately. Box 865H, RADIO BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and an ability to handle all phases of programming and working conditions, can also sell. Excellent territory. Interested, but not necessary. Box 862H, RADIO BROADCASTING.

Wanted: Announcer-disco jockey for southern station, salary plus talent, answer promptly. Box 858H, RADIO BROADCASTING.

WANTED: Two combo engineer-announcers. Accent on announcing, Box 860H, RADIO BROADCASTING.

Combination men with first class tickets wanted to go into growing midwest market. Emphasis on announcing and promotion. Salary $450 per month plus override to KWBB, P. O. Box 282, Wabasha, Minn.

Wanted: Licensed operator to operate consoles, recorders, remotes. Write WEBC, Augusta, Georgia.

Engineer with first class ticket. Experience unnecessary. You can sit on your first phone 45 hours and draw $50.00. Just give a week's notice before you go. Please apply, WOC, Bremerton, Alabama.

Leading NBC affiliate seeks Transmission duty opportunity. To contact. Immediate reply. Excellent salary, comfortable housing. Station WENT, Gloversville, New York.

Engineer-announcer wanted at once. Fully licensed. Inexperienced Announcer, Radio Station WMGC, Cleveland, Ohio.

First phone operator wanted immediately. No experience necessary. Employment by letter of introduction to Station WENT, Gloversville, New York.

Production Programming, others

Copywriter-woman preferred. Send resume in confidence. Box 453H, RADIO BROADCASTING.

Copywriter with ideas. Some announcer work. Box 454H, RADIO BROADCASTING.

Wanted: Female experienced radio announcer to assist in announcing and auditioning. Box 455H, RADIO BROADCASTING.

Wanted: Farm director-announcer. Excellent salary. Send disc, photo, and application. Box 456H, RADIO BROADCASTING.

Raleston Purina Company has an opening for a young man 25 to 35 who can act as a promotion man. College degree and experience in advertising necessary, a rural background helpful. To be able to go into communities and help merchandise programs and help in development of product photography, shows, etc. Headquarters in St. Louis, considerable travel involved. To apply write to Mr. W. G. Price, Purina Co. giving complete qualifications.

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice, $400 per month. Call WOC, 616. WIDECASTING.

Manager. Presently employed manager with excellent management record and radio background. Good opportunity in Ohio market. Through references. Box 862H, RADIO BROADCASTING.

First phone experience in all phases of station operation, seeks managerial post. Box 857H, RADIO BROADCASTING.

Manager-engineer presently employed desires change to a new or more progressive station. Can handle your programing department. On your technical staff. Could be attractive to you. Box 863H, RADIO BROADCASTING.

Audio technician, thoroughly experienced, as chief engineer of two professional stations. Excellent man not subject to draft, state salary. New location. Box 864H, RADIO BROADCASTING.

Need first phone operator for 1kw in music. Must have solid experience, local sales, age and references. Box 858H, RADIO BROADCASTING.

Transmitter-radio operator: no announcing, progressive station. East coast. Box 860H, RADIO BROADCASTING.

Technical

Audio technician, thoroughly experienced, as chief engineer of two professional stations. Excellent man not subject to draft, state salary. New location. Box 864H, RADIO BROADCASTING.

Transmitter-radio operator: no announcing, progressive station. East coast. Box 860H, RADIO BROADCASTING.

Situations Wanted (Cont’d)

Desire permanent managers job in southeast. Presently employed. Reply 317 Revel Drive, Florence, S. C.

Salesmen

Let’s face it: I am in my early thirties. But I have been in sales where I am presently employed. I have never had a chance to go to the top in radio sales. I have been in the radio business for 10 years. Married. I am interested in a top salesman position with a successful man’s job. Box 405H, RADIO BROADCASTING.

Hard hitting salesman or commercial manager. Good opportunity. Send notice. Go anywhere for right kind of proposition. Box 402H, RADIO BROADCASTING.

Announcers

Baseball man. Available now or spring or fall for sports staff. Box 227H, RADIO BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 459H, RADIO BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-name boxers. Also does radio and TV play-by-play, in sportsminded community. Moderate salary plus taxable, available. Send available two weeks notice. Consider all offers. Box 858H, RADIO BROADCASTING.

Deadline announcer. Two years locating. Single. Box 859H, RADIO BROADCASTING.

Announced experience-writer, presenter, announcer. Send references and photos, if available. Box 857H, RADIO BROADCASTING.

Deadline announcer. Two years locating. Single. Box 859H, RADIO BROADCASTING.

Announced experience, specialty, news, music from pops to classical. Draft exempt. Box 858H, RADIO BROADCASTING.


Announcer, college graduate, veteran. Two years experience in New York metropolitan area. Sports, News, Com-mercials, DJ, news. Box 622H, RADIO BROADCASTING.


West Coast? Experienced staff announcer, bass voice, versatile. First tape. Write Box 862H, RADIO BROADCASTING.

Announcer-engineer. Accent announcer, no experience, but will work. Box 855H, RADIO BROADCASTING.

Announcer presently employed, desires advancement. 29, family, 3 years radio experience. Now located in southeastern U. S., but draft is not a problem. I’1l do a good job for you. Box 856H, RADIO BROADCASTING.

Draft exempt-experienced all round announcer wants to locate in midwest. Has own live western radio program. Send resume and references available. Box 858H, RADIO BROADCASTING.

AM-TV announcer, eleven years experience. National and local pro-gramme available. Interested permanent position only. Box 633H, RADIO BROADCASTING.
Situation Wanted (Cont'd)

Competent announcer, immediately available. Excellent radio experience. Yearly salary $35,000. Request Local 1287. Box 695H, BROADCASTING.

Announcement due to illness. Box 635H, BROADCASTING.

Announcer, 30, with 6 years experience. Excellent copy writer. Box 646H, BROADCASTING.

Situation Wanted (Cont'd)

Experienced announcer, immediately available. Excellent radio experience. Yearly salary $35,000. Request Local 1287. Box 695H, BROADCASTING.

Announcement due to illness. Box 635H, BROADCASTING.

Announcer, 30, with 6 years experience. Excellent copy writer. Box 646H, BROADCASTING.

Situation Wanted (Cont'd)

Experienced announcer, immediately available. Excellent radio experience. Yearly salary $35,000. Request Local 1287. Box 695H, BROADCASTING.

Announcement due to illness. Box 635H, BROADCASTING.

Announcer, 30, with 6 years experience. Excellent copy writer. Box 646H, BROADCASTING.
SITUATIONS WANTED

MANAGERIAL

10 YEARS EXPERIENCE AVAILABLE

—as manager or sales manager of network station in city of 100,000 or larger.

Eight years in local sales with 5000 watt station. Eleven years with top New York national station representing, from which position have just resigned.

42; married; college graduate.

BOX 671H, BROADCASTING

SITUATIONS WANTED

EXECUTIVE

Wide experience in radio and TV, with emphasis on sales and administration. Much of experience in the service field. Will work full or part time.

BOX 661H, BROADCASTING

TELEVISION

SRT-RADIO

AMERICA'S OLDEST BROADCASTING SCHOOL

SRT-Radio, America's largest broadcasting school, offers full or part time courses in

ANNOUNCING - ACTING

SCRIPT WRITING - ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational - Day or Evening

Small Classes Approved for Veterans

Write for Prospective Student Brochure

Approved for Veterans

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw TV Plant; RCA Victor 5 kw TV Plant; AT-A-Matic 1250 watt antenna. Complete with sweep, up and down, and auxiliary parts. Write to

G. D. Lutom, KTSU

S. J. Henry, P. D. Box 181

San Antonio, Texas

FOR SALE

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified experienced managers, commercial announcers, program directors, sales engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRANKS

TV & Radio Management Consultants

736 Ridge Blvd., Washington 5, D. C.

EMPLOYMENT SERVICE

EXPERIENCED 3 7

Combination, announcing, sales or engineering. If you would like to work in a great station with a chance to grow and to increase your earning power, your unusual training and experience are personal assets. You may be able to capitalize on them in a position where you can truly be your own boss.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

KID CHANGE BID

Litvin Again Favors Grant

REAFFIRMING an earlier initial decision, FCC Hearing Examiner Paneee Nelson J. Grant has recommended a grant of the application of KID Idaho Falls, Ida., to switch from 5 kW day, 500 w night on 1380 kHz to 5 kW day, 1 kW night directional, on 590 kHz.

The earlier ruling, upon petition of the FCC’s general counsel and WOW Omaha, had been remanded to the examiner for further hearing on the purpose of receiving appropriate evidence as to the populations and areas now receiving service from stations KSUB (Cedar City, Utah) and WOW which would receive interference from the operation of Station KID . . . and other services available thereto. The new decision indicated KID has proposed a new directional array which eliminated the issue of conflict with WOW.

The examiner found 23,954 persons in an area of 6,400 sq. mi. would receive their first primary nighttime service and persons in an area of 29.5 sq. mi. would receive their first primary nighttime service from the new KID operation. This was found to “greatly exceed” the 379 persons in an area of 172 sq. mi. which get their only primary nighttime service from KSUB but would be deprived of it if the KID bid were granted.

FARM MEET

WSJS Good Will Builder

HAROLD ESSEX, vice president and managing director, WSJS-Winston-Salem, N. C., is mighty proud over the way the station sponsored First Annual Piedmont Farm and Home Conference Jan. 20 turned out [BROADCASTING • TELECASTING, Jan. 16] Gov. W. Kerr Scott opened the conference, aimed by WSJS at emphasizing the station’s service to farmers. More than 1,200 farmers attended.

Harvey Dinkins, WSJS farm service director, played the role of host. The conference received cooperation of state agriculture leaders and civic officials and built up much good will for the station.

Gillin Memorial

MEMORIAL room to be named after the late John J. Gillin Jr., at St. Joseph’s Hospital, Omaha, Neb., is nearing completion, WOW Omaha reported last week. Funds for re-decorating and re-furnishing the room were contributed by hundreds of Mr. Gillin’s friends after his death last July. New furniture in 18th century style. Room also will consist of a plastic tile floor, new bath facilities and drapes. Mr. Gillin, who was president of Radio Station WOW Inc., spent many days during the last years of his life at St. Joseph’s Hospital.

BROADCASTING • TELECASTING
FCC Actions, first portion of this department, are on pages 82 and 83.

WICA SUIT
Station Action Hit

THE U. S. District Court for the
District of Columbia ruled a forti-
night ago than an agreement made
by Washington counsel for WICA
Ashtabula, Ohio; WWSW Pitts-
burgh, and WASW Buffalo may not
be the subject of a law suit in
Washington courts.

The stations are not "doing busi-
ness" in Washington, the court
told.

WICA had sued WWSW and
WEBR for $18,425 which it claimed
was still due under an agreement in
which, WICA said, the other
stations agreed, through their own
owners, to reimburse WICA for the
additional cost of a four-tower di-
rectional array to permit all three
stations to operate on 970 kc.

[BROADCASTING • TELECASTING, Sept. 18, 1950.]

The Ashtabula station, repre-
sented by Attorney Eliott Lovett,
served the papers on Attorneys
Louis C. Campbell, representing
WEBR, and Paul M. Segal, repre-
senting WWSW. Nicholas J. Chase
and Harry M. Rubin Jr., represent-
ing WEBR and WWSW in the suit,
filed a motion to quash service of
process against Messrs. Caldwell
and Segal, and the court granted
the motion on Jan. 17.

Campbell Resigns

PATRICK W. CAMPBELL, vice
president in charge of stations rela-
tions for Don Lee Broad-
casting System, Hollywood, since 1943,
has resigned ef-
fective Feb. 1. He
will vacation in Honolulu, announcing fu-
ture plans. Pre-
ceding Don Lee
he observed the
West Coast
office of World
Broadcasting Sys-
tem, in 1932, and
was general man-
ager for 11 years. Prior to
that Mr. Campbell was associated with
motion pictures and the stage.

New 'Pitch'

NEW RECORDED version of "Mitch's Pitch," sales talk carried to the industry by Maurice B. Mitchell, new media director for Mutual, will become a monthly service of
Associated Program Service, New
York, of which Mr. Mitchell is now
vice president and general man-
ger. To be used as a focus of in-
dividual station sales clinics, the new "pitch" will say things "fre-
cquently too blunt for owners and
managers to say" and present
"guest experts" in various mer-
chandising fields in order of their
timeliness, APS reported.

New Applications

AM APPLICATIONS

NORTHERN TOWNS ANNOUNCED AS
NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

Summary of Authorizations, Stations on the Air, Applications

| Class | Total | Total Licensed | CPs | AM Stations | 2,218 | 2,214 | 108 | 144 | \( \text{A.} \) | \( \text{P.} \) | \( \text{N.} \) | \( \text{F.} \) | \( \text{I.} \) | \( \text{E.} \) | \( \text{W.} \) | \( \text{R.} \) |
|-------|-------|---------------|-----|-------------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| AM    | 1,077 | 1,059         | 60  | 28          | 108   | 108   | 17  | 14  | 4   | 3   | 3   | 3   | 3   | 3   |
| TV    | 107   | 107           | 56  | 20          | 59    | 59    | 19  | 14  | 4   | 2   | 2   | 2   | 2   |

On the air:

Docket Actions

5-DECISIONS

Suffolk Bestgest Corp., Patchouge, N. Y., Adopted final decision granting new AM station at 1,550 kc with 25 kw to Patchouge Bestg. Co., and denying bid of Mid

FCC Roundup

Audience Peak

Reported by Hooper for Dec.

BROADCAST audiences in each of
33 cities reached a new all-time peak
during the month of December,
according to the January Hooperings Pocketpieces released last week. Forty percent or more of
homes called by the firm were listening to TV and/or radio in the evening.

Cities with the greatest percentage of set use during the evening, were recorded by the Hooper firm as:

1. Cincinnati 49.4
2. Pittsburgh 49.9
3. Buffalo 48.5
4. Dayton 48.1
5. Milwaukee 47.4
6. Syracuse 47.3
7. Cleveland 46.9
8. Minneapolis-St. Paul 48.5
9. Philadelphia 46.8
10. Columbus 46.1

B & B Names Whittaker

ALFRED A. WHITTAKER, as-
sociate research director, has been
designated director of research of
Benton & Bowles, New York, report-
ing to Charles A. Pooler, vice president
in charge of research. John
Churchill, former supervisor of
Procter & Gamble media for the
agency, moves to the research de-
partment and becomes responsible for
market and media research.

GP: W.D. Haynes

B & B: Alfred A. Whittaker
Educators' Survey
(Continued from page 68)
ized the criteria cited for estimating the needs for educational stations. They included such matters as program resources, trained personnel available and financial resources.

George P. Adair, broadcast engineering consultant retained by JCTE, introduced a study of the area showing suggested distribution of the educational stations in the area discussed by Mr. Brown. He said 18 UHF channels were indicated as necessary for the 40 stations. Questioned as to the most efficient allocation of the spectrum, Mr. Adair said more stations, both commercial and educational, could be put into an area without reserving a "block" of channels for educators.

Clark Tibbits, Federal Security Agency, acclaimed TV's potentialities in "promoting the integration of the handicapped and the aging into American life both through their education and through creating a demand for their services by demonstrating that both individuals, when trained, are employable and highly useful."

John L. Hender, executive assistant to the president of Wayne U. and the Detroit Board of Education, presented a board resolution passed last December authorizing preparation of "plans and specifications for the construction and equipping of a television station for educational purposes" in the Detroit area. The station would be a co-op venture among all educators, he indicated.

Burton Paulu, manager of the U. of Minnesota's pioneer regional AM educational outlet, KUOM Minneapolis, appeared for the National Assn. of Educational Broadcasters. He related KUOM's experience in educational radio.

A.J. Goddard, U. of Minnesota was ready to build a TV outlet, the witness said the school would go into TV "at a later date," not before five years hence but not longer than 12 or 16 years.

Rev. Leo McLaughlin, S.J., newly appointed director of Fordham U.'s WFUV (FM) New York, led off the Tuesday session by discussing the preferential basis necessary for the existence of educational institutions and reviewing WFUN's past and proposed future programming. The station operates about eight hours daily with an annual budget of $35,000.

Dr. I. Keith Tyler, director of Ohio State U.'s Institute for Education by Radio, urged channel reservations should be made for the "indefinite" future so many communities will take a long time to get into educational TV. He used Cumberland, Md., as an illustration of how an unfat community would go about supporting and programming such a station.

He saw informal, spontaneous type programming as the inexpensive answer for such areas, some produced by civic and community service organizations usually found locally.

Dr. Tyler said Ohio State U. has been ready to go into TV, if necessary even into a comparative hearing with commercial interests for a VHF channel, to be sought from another area.

Financing Questioned

Questioned on the general problem of educators' financing TV, Dr. Tyler saw problems in getting the money in the face of other educational needs.

JCTE's "blue book" report on the New York TV monitoring project was introduced Tuesday afternoon by Dr. Smythe, former assistant chief accountant and chief of the economics and statistics branch of FCC, now research associate at the U. of Illinois. New York was picked because it offered the greatest choice of program fare, he said, and would show commercial TV in its "best light."

Dr. Smythe directed the project, aided by Dr. Horton, sociology research associate at the U. of Chicago and former manager of the CBS Television Audience Research Institute. They donated their services, FCC was told. The staff was said to include 21 program monitors.

Dr. Smythe said the purpose of the survey was to get sufficient data to classify all programs according to content (not quality) and to time all commercial announcements. He said all employers were instructed to be as objective as possible.

Programs were timed to the nearest minute; he said, and commercials to the second. Program content, classified according to predominant theme, was credited to the full period of the program without deducting any commercials, he emphasized. Station identifications, promotional announcements and public service spots were not counted as commercials.

"Commercial" time was logged for the station break commercials, during regular program commercials and whenever any obvious "selling" of a particular product occurred during a program. Prominent display of the sponsor's sign or product during a show was counted "commercial" in some instances since "it obviously wasn't anything else but commercial," FCC was told.

Dr. Smythe explained, however, that in the latter situation it was frequently difficult to separate commercials from the program itself. Although the survey listed a number of "continuous commercials," all of these were not tabulated in the final results. This was because "commercial" portions were so completely integrated with content as to be "unnoticeable," FCC was told.

The "continuous commercial" classification was vigorously attacked by industry counsel who questioned Drs. Smythe and Horton as to their basis and technique. Reliability of other material in the survey was challenged on this account.

Further data on this category was presented later. For 19 continuous commercial" shows cited for the week, total air time of 1,710 minutes was given. Of this, 24,587 seconds of "timed advertisements" were cited, which were included in the final commercial time total.

The "unnoticeable" portion was given as 78,593 seconds. FCC was told that had this figure been included in the final tabulation, it would make the total time of all stations devoted to advertising 13.7% instead of 10%.

Little Choice of Programs

Although the United Nations was in session, there were no pickups were noted. The sole time devoted to "public events" was that for President Truman's address, he said. He also said the survey period was a time that frequently was little choice among types of programs available to the viewer because of competitive duplication.

On Wednesday morning Dr. Horton, under intense questioning, continued his "analysis" of programs classified in the survey. He noted the only education-originated program was "the Johns-Hopkins Science Review," which originated in Baltimore.

Dr. Horton indicated the need for an educational station was shown in the lack of programs dealing

---

New York TV Program, January 4-10, 1951: Total Program Time for the Week, by Stations and by Class of Program

<table>
<thead>
<tr>
<th>Program Class</th>
<th>Total</th>
<th>Min Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NEWS</td>
<td>1,840</td>
<td>56.2</td>
</tr>
<tr>
<td>2. WEATHER</td>
<td>147</td>
<td>4.3</td>
</tr>
<tr>
<td>3. SPORTS</td>
<td>436</td>
<td>13.1</td>
</tr>
<tr>
<td>4. PUB. EVENTS</td>
<td>420</td>
<td>12.7</td>
</tr>
<tr>
<td>5. INSTITUTIONAL</td>
<td>386</td>
<td>11.5</td>
</tr>
<tr>
<td>6. RELIGION</td>
<td>1,020</td>
<td>30.6</td>
</tr>
<tr>
<td>7. DRAMA</td>
<td>2,423</td>
<td>72.7</td>
</tr>
<tr>
<td>8. MUSIC</td>
<td>4,899</td>
<td>146.4</td>
</tr>
<tr>
<td>9. DANCE</td>
<td>1,606</td>
<td>48.2</td>
</tr>
<tr>
<td>10. VARIETY</td>
<td>2,499</td>
<td>73.6</td>
</tr>
<tr>
<td>11. ARTS</td>
<td>1,043</td>
<td>31.3</td>
</tr>
<tr>
<td>12. COMEDY</td>
<td>1,080</td>
<td>32.4</td>
</tr>
<tr>
<td>13. PERSONALITY</td>
<td>1,432</td>
<td>43.1</td>
</tr>
</tbody>
</table>

**EDUCATORS** relied on this table, and others stemming from the same survey, in efforts to convince FCC that educational programming is getting short shrift, based on a one-week survey of programs of New York's seven TV stations. The survey was conducted under the direction of Dallas W. Smythe of the U. of Illinois, former FCC accountant, and Donald Horton of the U. of Chicago.

---

When it's BMI it's Yours
Another BMI "Pin Up" Hit—Published by Folkways

SO LONG

On Records: Gordon Jenkins—Weavers—Dec. 27376; Paul Weston—Col. 39160; Ken Griffin—Col. 39160; Ralph Marterie—Mer. 5570; Johnny Moore—Vic. 22-0059; Lynn Midnight—Coral 60566.

On Transcription: Shep Fields—Langworth.

---

Page 88 January 29, 1951
with public affairs background and New York area problems, similar to newspaper feature treatment. A number of their cultural and information programs also were lacking, he said.

Asked by TBA counsel if the use of a 6-day-a-week policy in New York to program education to an audience of perhaps 1,500 would be a waste of spectrum, the witness said he could not answer such a question but felt it might be more of a waste for so many of the commercial stations to duplicate the same type of program at the same time.

Dr. Clayton Griswold, appearing on behalf of the Protestant Radio Commission, urged that "non-commercial educational organizations should be given the protection which they require in view of their financial and other disadvantages"—that they "be removed from the necessity of competing with commercial groups for adequate frequencies to accomplish their purposes."

Dr. Belmont Farley, of the National Educational Satellite Corporation, told the Commission's staff, suggested that in one VHF-channel communities, where the channel already has been assigned, the commercial licensee should be required to enter into a time-sharing or double-license arrangement with educational institutions which seek it.

Similarly, he said, if an educational group held the community's only VHF frequency it should be required to share the channel with a qualified commercial applicant.

He thought that the same arrangement in such cases would involve two groups: (1) A corporation or other entity representing all the participating educational organizations, and (2) the commercial interests. He suggested that the mechanics of the plan should be established by FCC before applications are filed for such sharing operations.

Where two or more channels are allocated to a community and one is unoccupied, he thought the unassigned channel should be reserved for educational interests.

‘Closed Cities’

Dr. Farley conceded that a difficult problem is presented, from the educators' standpoint, by "closed cities"—those where no channels are available. One suggestion, aside from sharing, involved the possibility of adding one or more additional channels, wherever possible. The Alliance's DuMont proposed allocation plan, he noted, envisages more stations than the plan advanced by FCC.

Dr. Baker, NAB research director, told the Commission he detected a tendency of educators to "look down the nose" at commercial radio and television. He referred to educators' approach as the "faculty club viewpoint" which they must adopt in order to live with their colleagues.

Dr. Baker noted that he was both a radio researcher and a former educator. Under questioning by Mr. Plotkin that commercial broadcasters may reciprocate the educators' feelings—that is, "look down the nose" at educators.

He said he found evidences of research "bias" in the testimony of those who made the New York survey, citing indications that they had a chip on their shoulder. His assertions, particularly those attacking interpretations of the New York survey, brought persistent questioning from Comr. Hennoch, who repeatedly wanted to know the educational value of TV western movies and said she was "shocked" that Dr. Baker could consider them "educational."

He insisted that they furnished educational value, not only in the costumes and scenery but also in teaching that evil and crime are punishable.

Baker cites 'facts'

Dr. Baker said "the facts" led him to this position:

1. The experience of educators with respect to the most recently open development of a sight-and-sound medium (the talking moving picture) indicates that they neither understand the medium nor are willing to use it when they can.

2. With one or two noteworthy exceptions the educator's experience with radio (both AM and FM) has been a dismal failure to realize the full potentials of the medium and to actively and aggressively pursue them. This failure has occurred not only in in-school, formalized instruction but also in the utilization of the supplemental educational values in standard commercial radio.

3. The glaring exceptions indicate rather clearly that educational stations can be operated successfully but one wonders how the schools and a group have not evidenced the willingness nor the competence in using radio to its full potential to justify the reservation to them of any part of the broadcast spectrum.

Dr. Baker submitted exhibits to show that only 24 non-commercial AM stations are now operating, and that none of these received their license after 1927, though others have been licensed but ceased operations since that time.

He also noted that in FM, excluding stations of no more than 10 w power, there are only 13 non-commercial stations now identified with AM operations, as against "nearly 100,000 basic administrative units in our public school systems and nearly 3,000 institutions of higher education."

Dr. Baker's assertion that most educators' experience with radio has been "a dismal failure" was the subject of heavy questioning by both Gen. Taylor and Mr. Plotkin. The witness emphasized that a part of the "dismal failure" was failure to "realize full potentialities." He thought it failure even to apply for stations was significant.

Pushed by Mr. Plotkin on the extent to which NAB subscribed to his conclusions, he said the Board had not seen his statement but that it had been approved by President Justin Miller and General Manager William B. Ryan.

He also conceded, under Mr. Plotkin's questioning, that his personal experiences in connection with Ohio State's WSOU Columbus would not justify "expert" opinion that educators for the most part had proved "dismal failures" in AM and FM. This, he said, was "personal" opinion—a label which, under further cross-examination, he said might also be applied to his conclusion that a group have failed to justify frequency reservations.

Mr. Plotkin noted that, percentage-wise, educators have more nearly filled their 20-channel portion of the FM band than commercial operators in their 60-channel share.

Under questioning by Comr. E. M. Webster, Dr. Baker said he thought commercial broadcasters as a whole are furnishing an adequate educational program—and, from past performance, that they are doing a better job than the educators would do.

Thursday afternoon was devoted entirely to testimony of Dr. Church of KMBC Kansas City, Mo.

NAB counsel described the witness' station as one of the better examples of broadcaster cooperation in the past year.

Asked how commercial broadcasters cooperate with the educational interests, Dr. Church cited proposals from the KMBC program log.

One of Dr. Church's examples—an in-school broadcast, five times weekly, 1:30-1:45 p.m., on KMBC — was the target of Comr. Hennoch's questioning which sought to determine just what appeal this particular program might have to adult listeners. Told by the witness that the show was given a Conlan rating of 3.1, second high for that segment among the Kansas City stations, Comr. Hennoch expressed her inability to understand why such a popular program was not broadcast in the evening or repeated at other times.

Dr. Church stated that he was not opposed to educators in radio and television. However, he did point out in his later testimony that "we have a limited number of channels available and for that reason withholding a large number—for a perpetual period, unless claimed,—is a very serious waste of public resources."

Reverse Situation

During interrogation on how commercial broadcasters had applied themselves to helping educators, Dr. Church observed that sometimes a reverse situation prevailed wherein the educators did not fully avail themselves of what the broadcasters had to offer.

At one point during the Thursday afternoon discussion of programming, Comr. Webster posed a question to NAB counsel as to what might be the NAB's attitude toward a Commission action which would use the Smythe survey figures in its final decision.

Comr. Hennoch kept the point alive by asking what figures NAB might have to offer in refutation. Told the NAB was not in a position to undertake similar research, she declared she could not understand why commercial broadcasters so concerned with this matter could not undertake their own fact-finding project.

**DO YOU WANT RATINGS HIGHER THAN NETWORK ADJACENCIES?**

**See Centerstage This Issue**

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

**S.B. Wilson**

**WCK Cincinnati**

**50,000 WATTS OF SELLING POWER**

January 29, 1951 • Page 89
USED TV channels are wasted natural resources, FCC was told Friday by NAB President Justin Miller and CBS President Frank Stanton at further hearing on issue of reservation of educational channels (see early story page 63). Judge Miller urged educators to buy TV time and save money.

Both agreed problem should be solved on case-by-case basis with educators competitively showing their ability to use facilities in public interest. Both personally felt some "holding" of channel in specific cases might be appropriate for "relatively short" period if FCC felt educational application could do better program service job but needed little time to get ready.

Judge Miller told Commission educators were "shooting at wrong target" in seeking reservations. Rather every application should be heard on its merits as said, and each applicant should be required to stand on his public service proposal record.

Judge Miller saw great potentials for TV in education, but indicated it would have to include techniques of programming found successful by transistorists in order to gain big audience and be most effective. By buying time on existing stations, educators would get time they wanted plus commercial know-how, he cited. This would cost much less than building and operating own stations, he indicated.

Challenged regarding earlier testimony of NAB's research director, Kenneth H. Baker, that education has "dismal failure" in radio, Judge Miller indicated he would not have testified in same manner as Dr. Baker and would not make same "generalizations." He did not indicate he refuted Dr. Baker's testimony, however. In question of JCTE's "blue book" of New York TV referred to Dr. Baker, latter said he did not know of any "inaccuracies" in survey.

Dr. Stanton, however, indicated his quick review of survey divulged "a number of inaccuracies" but details were delayed until his further cross examination this week. Dr. Stanton pointed out success of noneducational commercial TV itself depends on success of sound general service developed by free competition of commercial stations to produce "circulation."

BAR GROUP ELECTS W. A. PORTER PRESIDENT

WILLIAM A. PORTER, Washington attorney, elected Friday as new president of Federal Communications Bar Assn. succeeding Neville Miller. Others elected at Washington luncheon meeting: Arthur Scharfe, first vice president; Fred W. Albertson, second vice president; Russell Eagan, secretary; Quayle B. Smith, treasurer. Elected to executive committee: Victor Van and C. R. Lockwood. Mr. Miller named delegate to American Bar Assn.

Annual FCBA dinner held Friday at Mayflower Hotel with guests from FCC, Capitol Hill and other government branches.

RCA ACTS TO OBTAIN APPEAL FROM COLOR RULING

RCA made first move toward U. S. Supreme Court appeal of lower court's order sustaining FCC approval of CBS system of color television by filing "assignment of errors" and plea for reversal with Chicago Federal District Court.

Papers, filed by Weymouth Kirkland, of Kirland, Fleming, Green, Martin & Ellis, Chicago firm, supposedly represented RCA in court sessions last November, charged Federal District Court erred in its decision, which granted summary judgment in favor of FCC, U. S. government and CBS, and against RCA, NBC and RCA-Victor Distibuting, in a dismissal of complaint. Formal appeal expected to be filed by Chicago law firm in about month.

Papers include 29 points on which lower court "erred." Plaintiffs, RCA and its wholly-owned subsidiaries, NBC and RCA-Victor Distributing, charged findings of FCC "are not supported by substantial evidence" and conclusions are not supported by the findings, or by substantial evidence.

Other contentions: Order is not supported in law; adoption of commercial color television standards which are incompatible is beyond jurisdiction of Commission as contrary to public convenience, welfare and necessity standard and violative of Commission's statutory obligation to promote larger and more effective use of radio.

Adoption of standards is called arbitrary, capricious and abuse of Commission's discretion; refusal to permit commercial broadcasting of compatible color television is beyond FCC jurisdiction and beyond its authority to regulate kinds of apparatus, he is used with respect to its external effects and purity and sharpness of emissions from each station.

Early evidence in hearing no longer represents of facts, RCA contended; Commission had no authority to suppress competition by prohibiting compatible systems, whether RCA or any other compatible system, in competition with incompatible color. District court with out authority to consider determinative events occurring after hearings closed for purpose of deciding whether Commission wrongly refused to consider same facts before promulgating order, according to RCA.

FCC's "admitted refusal to consider" RCA summer report was held "in violation of the Administrative Procedure and Communications Acts." Additional information in RCA petition dated Oct. 4, 1950, was not considered, report charged.

POLICY BOARD MEETS

PRESIDENT'S Temporary Communications Policy Board met last Friday and Saturday at Washington in next-to-last meeting prior to completion of its report to President Truman in Feb. 17. Spokesman for board Friday declined to comment on meeting although it's generally understood that one of the major projects under consideration is recommendation for establishment of national network which WJAC would draw blueprint for FCC and Interdepartment Radio Advisory Committee (Broadcasting * Telecasting, Dec. 4, 1950).
Does Not Run in Circles!

Daytime half-millivolt contours shown in black.

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, the building continues!

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your best buy in the Heart of America.
“CAR” DIOGRAPH
This driver points to something you may have overlooked. In WGAR’s home county, 52,957 passenger cars with auto radios are in use between 7:30 and 8:00 AM, and 75,831 between 5:00 and 5:30 PM! In WGAR’s entire coverage area there is an estimated potential audience of more than a half million cars with auto radios! Get these plus these factors in the new WGAR car radio study.

SALUTE TO WGAR
For its splendid services in the interest of the fighting forces, veterans and veterans’ organizations, Carl George (right), WGAR general manager, accepts an American Legion citation of the national organization from Milton R. Norris (center), Commander 13th Ohio District. Don Hyde (left) conducts one of many WGAR service-slanted shows.

BLUEPRINT FOR SUCCESS
Marvin Helf, Cleveland builder with a 200-a-year home building record, has set a solid foundation in the real estate business. At 31, he is a member of the Home Builders Association and on the Board of Trustees of the Cleveland Real Estate Board. His young ideas and modern planning, appeals to young moderns. He goes right into the homes of his prospects through WGAR.

TAKES THE CAKE
Dick Grahl, chief media buyer of Wm. Esty Co., Inc., New York, takes his cake from George Backus of Edward Petry & Company. By remote control, more than a thousand persons throughout the nation joined WGAR’s 20th Anniversary celebration on December 15. They received specially-baked birthday cakes symbolizing WGAR’s progress and service.