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**TELECASTING**
Begins on Page 55

20TH Year
The Newsweekly of Radio and Television.

$7.00 Annually
25 cents Weekly

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You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
Play to New England's Largest Audience on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

WHO'S ON horizon for president-general manager now that NAB President Justin Miller is elected to become CEO of parent company NARTB? Eight-man board committee of NAB named to select new helmsman claimed it had no notions when board sessions at Belleair, Fla., closed Friday. Several directors, however, said that Paul W. Morency, WTIC Hartford, typified stated rule. Mr. Morency in 1944 was proferred interim presidency under streamlining plan, but WTIC parent company—Travelers Insurance—couldn't spare him.

SELECTION by television board of its new directors under revised NAB structure probably will await action of committee to pick president-general manager of overall organization. Name of Eugene S. Thomas, WOR-TV New York and prime mover in NAB-TV activities, was mentioned along with Otto Brandt, new-elected TV stations vice president of ABC.

ROLAND (BILL) GILLETT, vice president in charge of production at Young & Rubicam, New York, resigned and is on vacation. Successor not yet named.

ADVERTISING CLUB of Washington will have bell-ringer radio-TV seminar Feb. 20. Linea Nelson, chief timebuyer of J. Walter Thompson Co., who retires next month after 24 years with agency, will be principal speaker in what may be her farewell appearance. In addition, four Voice of Democracy contest winners (see page 29) and Robert K. Richards, NAB public affairs director, will wind up proceedings at banquet.

SNOW CROP Marketers through Maxon Inc., New York, buying two half-hour TV dramatic shows per week, planning to place them in about 30 markets. Agency looking for after-hour slots. Program probably will be second-run films and will start in middle of March. Advertiser to drop sponsorship of Your Show of Shows, starring Sid Caesar and Imogene Coca on NBC-TV, early in March.

LOOK FOR immediate drive to get CBS and ABC back into trade association fold under NAB reorganization. Revised by-laws, subject to membership ratification, makes it easy for networks, since active, rather than associate, membership can be ordained by board.

DOHERTY, CLIFFORD & SHENFIELD, New York, extending spot announcement campaign for Bristol-Meyers-Squibb's (Pedia-lyte toothpaste) in 26 markets beginning on varied February starting dates. Markets extend from Tennessee to Florida, over to New Mexico. Contracts for 52 weeks.

PROCTOR & GAMBLE's Lil' home permanent wares through Biow Co., New York, plan nine radio spot announcement campaign to start in mid-March.

HAVING completed first leg of three-leg consultandy on Voice of America, James D. Shouse, Crosley chairman and Avco vice president, leaves in mid-February for month's inspection (Continued on page 96)

...at deadline

Upcoming

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

Feb. 10-11: AWRT Michigan and Indiana Conference for former AWB members, Detroit.


(Complete list of Upcomings on page 91)

Bulletin

HARRY DANGERFIELD JR., formerly with Westinghouse Radio Stations Inc., elected vice president of Bond & Starr, Pittsburgh agency.

HILL GROUP BYPASSES COLOR

SUBJECT of color television failed to come up on agenda at closed meeting Friday of Senate Select Small Business Committee thus ruling out chances of a hearing on that issue this month [BROADCASTING • TELECASTING, Jan. 29].

Initial Spadework

FORMAT of new TV operation within proposed National Assn. of Radio and Television Broadcasters began to take shape Friday as NAB board adjourned at noon, concluding three-day meeting at Belleair, Fla. (main board story page 19).

Head of video organization expected to be titled director of television. Separate TV board to hold telephone conferences and possibly special meeting prior to regular session scheduled for April, on eve of NAB convention. Director and staff personnel to be named.

TV group will handle some work now done by NAB's station relations, public affairs, government affairs and legal departments, with chance it will have own general counsel. Other functions can be handled by TV staff, it's felt. NAB's board heard report of Eugene S. Thomas, WOR-TV New York, chairman of Board Convention Committee. Convention to open formally in Chicago Monday, April 16, with Judge Justin Miller, newly-elected chairman of board, making his report.

Monday afternoon will be devoted to radio matters. FM session planned Tuesday morning with AM in afternoon. Wednesday will be Television Day. Banquet scheduled Tuesday evening. Luncheon plans include one of four Voice of Democracy winners and leading entertainers such as Bob Hope.

Engineering convention to be held concurrent with radio-TV sessions. Monday afternoon will feature FCC-Industry Roundtable. BMI board and other satellite meetings to be held. Work is going ahead on annual equipment and service exposition but plans are still tentative. In winding up winter meeting, NAB board decided association should get up to 40% of all sums received by TV organization over $150,000, which is TV budget. Paul W. Morency, WTIC Hartford, presided at all committee-of-the-whole sessions during board meeting.

Special eight-man committee named to negotiate contract for new resident-general manager of NARTB and new contract for Judge Miller held exploration meeting Friday afternoon following end of board session. Chairmanship will rotate. Ben Strouse, WWDC Washington, elected secretary.

Board thanked retiring members for their service.

Resignation of George Higgins, WISH Indianapolis, as District 8 director was accepted.

Special Broadcast Advertising Bureau committee, now absorbed into BAB board, was dissolved along with TV standing committee.

Judge Miller unanimously requested by board to attend Inter-American Assn. of Broadcasters meeting opening March 16 at Sao Paulo, Brazil. While in South America he is to conduct inspection tour for President's Advisory Commission on Information, of which he is member. Gilmore L. Nunn, WLP Lexington, Ky., to attend IAAB meeting as NAB delegate.

Next board meeting will be held in June at Washington.

Board heard report from Ralph W. Hardy on work of Broadcast Advisory Council, of which he is secretary. Board gave vote of confidence to BAC and suggested action be taken when necessary to keep BAC truly representative of industry.

Thirty-six new stations were accepted into membership.

Business Brief


TEA CAMPAIGN • Consolidated Tea Co., New York (Swee-Touch-Nee Tea), appoints Marvin Sherres Inc., New York, as agency. Firm considering New York radio markets, with expansion in other markets.

RENEWES ALLEN • Phillips 66, Bartlesville, Okla. (gasoline), renews Rex Allen Show on 66 CBS stations, effective March 16 for 52 weeks.


INSURANCE SHOW • State Farm Mutual Automobile Insurance Co., Bloomington, III., will sponsor five-minute newscast with Cecil Brown Saturday, 7:55-8 p.m. EST, beginning Feb. 24 on full mutual network. Agency, Needham, Louis & Brophy, Chicago.
KRLD-TV PRESENTS
5 FULL AFTERNOONS OF
WEEK-DAY PROGRAMMING

Mondays Through Friday
Starting at 12:40 P. M.

An All ★ Array of the FINEST
NETWORK and STUDIO ATTRACTIONS

KRLD-TV presents 5 full afternoons of week-day programming
Mondays through Friday starting at 12:40 P. M.

KRLD-TV takes a progressive step forward to meet the popular demand for full afternoon programming, Monday through Friday, with a thoughtfully planned schedule of the finest CBS and Studio Shows, slanted to women viewers. KRLD-TV serves the Southwest's largest metropolitan market, Dallas and Fort Worth, having a million urban population, and a total of two million within the 100-mile radius.

**Now More Than 100,000 TV Sets in KRLD-TV Area**

The Dallas-Fort Worth area served by KRLD-TV contains the greatest number of television receiving sets of any market of comparable size in the nation; with the rate of increase averaging between 4,000 and 6,000 per month.

**That's Why KRLD-TV Is Your Best Buy**

The Times Herald Station
Channel 4

The Branham Company
Exclusive Representative

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

The CBS Stations for DALLAS and FORT WORTH
ABCCBSNBCMBS

... they're just letters in the alphabet!

Merchandisers tell us that Milwaukee is "different." It must be, if radio listening preferences are any index. WMIL's air personalities, for example. They'll never win us Peabody Awards or orchids from the intelligentsia. But how Milwaukee loves them!

Matter of fact, the last Hooper shows WMIL's ratings for every week day afternoon at 40% higher than the average for two of the three network outlets in this town; 55% higher than the average for the other independents!

Yes, sir ... cast your corn upon the air waves and it comes back Hooperatings!

Jerry Sie

WMIL . . . . . . . MEANS MILWAUKEE

REPRESENTED BY FORJOE
Anybody is a fine judge of beef—after the first bite. But nobody—that's right, nobody—can squint an eye at a steer in the feed lot, a side of beef in the cooler, or a steak on the broiler and tell precisely how tender and juicy it's going to taste on your fork.

There simply aren't any scientific tests for quality in beef, to date. That's why the Department of Agriculture asked a group of scientists at the University of Chicago to find out what makes "choice beef" really choice.

These men are studying beef scientifically. Analyzing the cell structure, the chemical composition, many other things. They hope to learn exactly what quality in beef is, and how to judge when it's there.

Their reward: strictly organoleptic. That is, they get to eat the steaks after studying them. Your reward: (if things work out right) good beef made even better beef for you in the future.

And where does the meat industry come in?
The research is being done by the American Meat Institute Foundation, a non-profit organization on the University of Chicago campus, supported by many meat packers throughout the country, for the benefit of meat growers, meat packers and all the meat eaters in the land.

**AMERICAN MEAT INSTITUTE**

*Headquarters, Chicago • Members throughout the U. S.*
building bigger and better

... in San Diego
CITY OF THE YEAR... Census figures just released prove that San Diego is America's fastest growing major market* with 85.2% population increase since 1940!

Four aircraft manufacturers work around the clock, turning out the giant B-36, B-50, XC-99 and others — and San Diego's vast Naval installations ($97,000,000 annual Naval Payroll) are now humming 24 hours a day. But from San Diego comes Butter as well as Bombers...Fish as well as Fighting men.

A rich farm market... world's largest tuna port... and a booming tourist center with greater automotive sales than New Orleans or Newark... greater food and soft drink sales than Memphis — that's San Diego!

One of Southern California's best media buys now offers San Diego's most complete sales service.

The KCBQ merchandising and promotion plan is just one more reason why local and national spot advertisers buy more programs on KCBQ than on any two of the other San Diego network stations combined.

CHARLES E. SALIK, President
Represented Nationally by George P. Hollingbery
SPONSORS GET "PROMOTION PLUS*" ON WDSU

DIRECT MAIL

*OVER 1,800 PIECES OF DIRECT MAIL HIT TOP RETAILERS IN THE NEW ORLEANS MARKET EVERY MONTH!

NEW BUSINESS

TERRE HAUTE BREWING Co. (Champagne Velvet Beet and "76 Ale"), names Biow Co., N. Y., to handle advertising. Radio and television will be used.

AL PAUL LEFTON, Philadelphia, to start spot campaign early in Feb. for unnamed nationally distributed cigar. Campaign will cover entire South and may be extended if successful.


SILEX Co., Hartford, after testing TV locally in several markets, considering extensive TV spot campaign for kitchen products, if output not curtailed by material shortages.

NATIONAL PAINT & VARNISH Co., L. A., appoints Davis & Co., same city, to handle advertising. Television will be used.

IMPERIAL OIL Ltd., Toronto (gasoline and oil), will use summer daily spot campaign on large number of Canadian stations. Agency: MacLaren Adv. Ltd., Toronto.

IGOE BROS. Inc., Newark (appliances distributor), appoints United Adv., Newark, to handle advertising. Radio will be used.

CANADIAN BAKERIES Ltd., Vancouver (bread), has started spot announcement campaign on West Coast stations for 39 weeks. Agency: James Lovick & Co., Vancouver.

LIBBY, McNEILL & LIBBY, Chicago, names Foote, Cone & Belding, same city, to handle advertising of its pineapple products, effective April 1.

GENERAL MOTORS Ltd., Oshawa (Buick), using four to six spots daily during two weeks in February in major markets to announce first Canadian-built Buicks. Agency: MacLaren Adv. Ltd., Toronto.

CANADA PACKERS Ltd., Toronto (Bye soap), has started six daily spots six days weekly on western Canadian stations. Agency: Baker Adv., Toronto. For Margene has started quarter-hour transmitted program weekly on Canadian Atlantic Coast stations. Agency: Grant Adv. of Canada, Toronto.


Network Accounts...

BLATZ BREWING Co. sponsoring "Amos 'n' Andy," over CBS-TV half-hour weekly, time and starting date to be announced shortly. Agency: William H. Weintraub & Co., N. Y.


KELLOGG Co. (cereals) Feb. 3 started Victor Borge Show, 7-7:30 p.m. on NBC-TV. Agency: Kenyon & Eckhardt, N. Y.

LAY CHURCH Group, under guidance of Methodist Church, sponsoring half-hour weekly religious dramatic series over ABC-TV, beginning March, for 13 weeks, probably on Monday night. Time not definitely settled. Agency: Turner-Leach, N. Y.

Adpeople...

LOUIS BANHAM, advertising manager Mennen Co., resigns to become assistant to president of Vick Chemical Co.

HERBERT N. CLEAVES, associate sales manager Jell-O Division, General Foods Corp., appointed sales and advertising manager of division.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BroadCast Measurement Bureau Surveys PROVE

KGW's Leadership

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

Total BMB Families
(From 1949 BMB Survey)

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<tr>
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<th>DAYTIME</th>
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<tr>
<td>KGW</td>
<td>350,030</td>
<td></td>
<td>367,370</td>
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<td>Station B</td>
<td>337,330</td>
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<td>350,820</td>
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<tr>
<td>Station C</td>
<td>295,470</td>
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<td>307,970</td>
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<tr>
<td>Station D</td>
<td>192,630</td>
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<td>205,440</td>
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This chart, compiled from official half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

Represented nationally by Edward Petry & Co.
Humphrey Bogart

Transcribed for Local and Regional Sponsorship!
BACALL Alone, she'd be terrific!
TOGETHER They're super-sensational, they're super-terrific!

"Bogie" Gets the Ratings - "Baby" Gets the Sponsors

"BOLD VENTURE"
GETS THE SALES!

WITH AN ALL STAR CAST AS EXPLOSIVE AS EACH PROGRAM!
MUSICAL DIRECTION BY DAVID ROSE OF "HOLIDAY FOR STRINGS" FAME

FRÉDÉRIC W. ZIV COMPANY
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
NEW YORK • HOLLYWOOD

Tell... quick... get the details TODAY!
K. S. PRATT, account executive Ruthrauff & Ryan Inc., Detroit, elected vice president.


BERNARD J. GROSS named vice president Weiss & Geller, Chicago. Has been account executive and member of plans board for four years.

FREDERICK N. POLANGIN, vice president in charge of L. A. office Buchanan & Co. Inc., resigns. CHARLES COLEMAN, Buchanan vice president and account executive on Western Airlines account, succeeds him as head of agency office.


JOHN COOK HIRST III, producer-director WFIL-TV Philadelphia, to radio-TV department Gray & Rogers, same city.

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Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa. The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an indeluctable fact. But here's a straight syllogism:

1. Iowa is a get-out-the-superlatives—this-is—uptown-stuff kind of market ($2 billion annual agricultural income; retail sales up $115 million over 1949's record; cash farm income $4.50 to $5 per acre per month; more cattle fed and sold than in any other state; $2 billion industrial income, with factories employing 50% more workers than in 1940).

2. WMT reaches the Eastern Iowa market. (We've got more analyses than you can shake a stick at which prove this.*)

3. Your client can effectively reach same via WMT, where a one-minute Class A commercial (52-time rate) budgets at a mere $27.

* So has the Katz Agency, which please see for stick shaking and dotted line talk.

---

ABOTT RIEHLE, account executive of Sherman & Marquette, New York, is a man who has achieved success on four levels—radio, airman, industrialist and advertising executive. He possesses one of the most formidable backgrounds in the industry. Born in Philadelphia, Mr. Riehle was educated at the U. of Pennsylvania, where he majored in mechanical engineering. His first job, in 1928, was in general sales work with the American Window Glass Co. One year later he joined his father in a firm to manufacture machinery to test the physical properties of metals. The firm was called the Riehle Testing Machine Co. of Philadelphia. In 1935 he joined the American Machine & Metals Co. in New York and young Mr. Riehle moved to Manhattan as manager of the Riehle division.

An established and respected figure in the machine industry, Mr. Riehle, in a surprising display of versatility, conceived and created a radio program, Character in Business, his first venture in the field. Mutual bought the show, and Mr. Riehle was embarked on a new phase in his career.

Leaving the machine firm, he secured a job with Young & Rubicam in the merchandising department. He remained with the agency until 1942 when he joined the Air Corps, where he advanced to the rank of lieutenant colonel, serving overseas in several invasions of African soil.

In 1946 he returned to civilian life and to Y&R but one year later he moved to California to direct sales and advertising for Squirt, a soft drink firm.

Soon afterwards he was lured to San Francisco as manager of the Bix Co.'s office there. It was in that same year that he bought a ranch farm in San Diego, ostensibly to retire from the advertising field.

But after three years during which he built the ranch into a well-paying enterprise, he succumbed again to the siren lure of advertising, returning to New York and to Sherman & Marquette as account executive on the Colgate-Palmolive-Peet (Veto) account, the position he now holds. The advertiser spends approximately $1 million a year, 60% of which is devoted to spot announcements in radio and TV.

The Riehles have been married since May 6, 1929. She is the former Evelyn Plumadore, and is currently carrying on work at the ranch in San Diego. Mr. Riehle also maintains an apartment in Manhattan.

His hobbies are golf, bridge and reading philosophy.
Patricia Howe appointed general sales manager Broadcast Production Inc., Detroit.


Lucien M. Brouillette to Gebhardt & Brockson, Chicago, after resigning as vice president Almon Brooks Wilder, same city.

Howard Munce, copy department Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as idea artist in creative department of agency.


Robert Kirschbaum, independent TV writer and director, to radio-TV department Marshalk & Pratt, N. Y.


Robert Paul Hoffman, advertising manager Photorelief Co. to creative department Brisacher, Wheeler & Staff, S. F.


Carol H. Sleeper, timebuying department Doherty, Clifford & Shenfield, N. Y., to radio-TV timebuying department N. W. Ayer & Son, N. Y.

Simmonds & Simmonds, Chicago, has taken over all accounts of Almon Brooks Wilder Inc., same city, retaining Mr. Wilder, president of firm, as vice president. Claude Brewer, former vice president for Wilder, retains the title with Simmonds & Simmonds.

C. Nelson Baker appointed director radio-TV department Baltimore office of Ruthrauff & Ryan Inc. Has been conducting sports show on WFBR same city.


Cahn-Miller Inc., Baltimore, has moved to larger quarters at 510 St. Paul Pl.


Edward K. Harrison, account service director Warner & Assoc., St. Louis, takes temporary leave of absence to serve as director of Economic Mobilization Conference, to be held in St. Louis in March.


Rupert L. Burdick to manage Montreal office of J. J. Gibbons Ltd.

Jane Mayer, graduate U. of Southern Calif., L. A., to Benton & Bowles Inc., Hollywood, as assistant to Jean Meredith, manager West Coast publicity.

Broadcasting • Telecasting

Represented Nationally by ABC Spot Sales

WMAL-TV

The Evening Star Stations

Washington, D. C.

February 5, 1951 • Page 15
Leif Eid's astute observations in the national and international news scene have long been recognized as must listening in the Capital area.

Eid's timely ten minutes each Monday thru Saturday from 6:05-6:15 provides peak listening for your product message.

This program is available Monday through Saturday nights.

The natural appeal of this time segment alone is enough to merit your careful thought. The program immediately follows five minutes of late news bulletins, while Eid enjoys an unparalleled reputation for what newsmen call a 'tight story.'

WRC or National Spot Sales can provide further details...all of them solid facts for your consideration.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

First in Washington

WRC
5,000 Watts - 980 KC
produced by NBC SPOT SALES

Strictly Business

I N civilian clothes, David Sutton, CBS-TV general sales manager, looks like an idealist's portrait of a Marine captain. But as a Marine captain during the last war, Mr. Sutton was hardly distinguishable as one of the most successful young men in the sales branch of the radio industry.

Moreover, if there was ever any truth in the assertion of a Mr. Durocher that "nice guys finish last," Mr. Sutton exists in six feet of solid evidence that the claim is no longer tenable. Mr. Sutton is one of the nicest, and he has never finished last in anything save perhaps an endurance contest.

A graduate of the U. of West Virginia, where he secured his law degree, Dave moved north to Waterbury, Conn., for his first job—sales promotion man with the Chase Brass & Copper Co.

Within two years he was manager of the department with headquarters in Chicago. It was there that he became exposed to and in-

hit tunes—Top bands—New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon. More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and Money for Advertisers.

Write or call us for availability on Wyoming Valley's top disc show "Bacon for Breakfast!"

Page 36 * February 5, 1951
KYW LOCAL PROGRAMMING HITS PEAK IN PULSE RATINGS

In the November-December Pulse report for the 8-county Philadelphia area, thanks to the know-how and ingenuity of KYW’s program-builders, KYW local programs hit the year’s highest peaks! What does this mean to buyers of spot time? More listeners! More prospects! Constantly growing value for the advertising dollar! Yes, you now get more for your money... when you use it to reach the growing audience of Philadelphia’s KYW. For details, check KYW or Free & Peters.

KYW
PHILADELPHIA
50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc.
WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Seventeen network originations a week must mean something...

If you want to sell the Central South most effectively and at the smallest cost, these facts warrant your careful consideration:

- WSM is currently originating seventeen network shows in addition to regular station business.
- These shows range from a delightful children's fantasy called Wormwood Forest to a hard hitting folk music show designed to move men's work shoes from dealer's shelves.
- They make use of every type of program material from comedy to serious music.
- They feature talent which is not only network quality but top network quality... talent that comes from WSM'S own staff of more than 200 people.

No other single station in America can match this production know-how nor offer talent of this quality and in this quantity. And this explains, better than market figures or cold coverage data, why you cannot adequately sell the Central South without WSM.
NEW NAB FOR RADIO & TV

By J. FRANK BEATTY

A NEW trade association bringing radio and television stations and networks under one roof is scheduled to go into full operation by early spring.

Making history by the minute, the NAB board of directors last week took a series of major steps that will completely reorganize the industry's trade association into autonomous radio and television units. Revised by-laws were approved, subject to membership vote.

Here is what the board did in its three-day meeting in Belleair, Fla.:

• Appointed a new name—National Asn. of Radio and Television Broadcasters.

• Elected Judge Justin Miller board chairman, relieving him of operating duties.

• Completely revised the by-laws to provide a board chairmanship and TV participation.

• Repealed the joint membership privilege to radio and television stations and to both radio and television networks.

• Created a top board of directors, consisting of an autonomous 25-man radio and 13-man TV board, with the top board handling only important policy matters.

• Appointed a committee to name the NAB president-general manager, and negotiate his salary and that of the chairman.

• Left the appointment of a separate head of the TV association up to video members.

Board Committee Members

Elected to the eight-man board committee were William A. Fay, WHAM Rochester; Harry R. Spence, WWNO Aberdeen, Wash.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, WDKA Columbus, Ga.; Pat McDonald, WHHM Memphis, Tenn.; Robert D. Sweeney, WDSU-TV New Orleans, James D. Shouse, WLW Cincinnati, and B. E. Strouse, WWDF-FM Washington.

This committee was given a $75,000 budget to provide for an adjusted salary for Judge Miller and a salary for the combined president-general manager.

The board adopted a resolution specifying Judge Miller's wishes to be relieved of active operating duties and providing increased responsibilities for executive officers. Judge Miller, who had voiced his wishes in a talk to the board, was praised for his outstanding achievements as NAB president.

B. Ryan, NAB general manager who now becomes president of BAB, also paid a tribute to Judge Miller and spoke of the harmonious relations the two had enjoyed since Mr. Ryan became general manager last spring.

Radio and TV stations and networks will thus be brought together under the NAB banner, a result of the board's Thursday action.

The threat of some telecasters to break away completely from any form of NAB structure, because they were given their own autonomous association, was dissipated into the halmyg air after two days of board discussion. NAB's board, augmented by help from directors of the new TV association formed at Chicago Jan. 19 [BROADCASTING • TELECASTING, Jan. 22], adopted a new association format that preserves industry unity. Both the aural and video group conceded they must stick together to fight the common battles of both media.

Thus the directors adopted a set of by-laws and resolutions embracing most of the demands made at the Chicago TV meeting.

Most of all, the telecasters wanted the right to decide their own trade association problems. That is exactly what they got and the end was achieved by vesting vast powers in separate AM and TV boards.

Size of Board Set

As it now stands, the NARTB (ex-NAB) board consists of not over 40 directors—25 aural radio members and a maximum of 14 television directors. In turn, the radio members will comprise a separate board for the video membership.

Important change in the radio concept developed when it was decided to give networks the right to become active members of the radio association. The networks have not had radio board members in recent years but could get on the board by way of O & O stations.

The combined board is not to have more than four radio-TV directors. The separate TV board provides for a maximum of four TV network directors. Furthermore, no one director can serve in more than one class nor can any one firm have more than one member on each (radio or TV) board.

There are three classes of NARTB membership under the revised by-laws. Active membership may be held by radio and television stations, and by networks as well. Associate membership, the third class, applies to representatives, transcription, manufacturing, supply and similar industry groups. Associate members can participate in the annual convention.

The new by-laws, drafted after two weeks of preparatory work and then reprocessed Wednesday and Thursday by the board itself, involved a number of important routine changes designed to make them applicable to both TV and network members.

Quick debate developed in the

(Continued on page 84)

AFM DEMANDS

By PETE DICKERSON

FORESTALLING a threatened strike at AFM New York Local 802 against the networks, James C. Petrillo, AFM president, last week seized the reins of local-level negotiations going on in New York, Chicago and Los Angeles and presented his national demands pre- paratory to negotiating with the networks both nationally and locally.

Acting Jan. 31, the day all AFM network contracts expired, Mr. Petrillo met briefly with representatives and then announced a two-week "breather," during which any agreement would be retroactive to Feb. 1. This appears to be a compromise position, as part of the companies which previously refused Local 802 demands for retroactivity of any contracts emerging from an indefinite prospective period of negotiation.

During this two-week period there would be no strikes, Mr. Petrillo said. Asked if his promise included Chicago and Los Angeles locales, he hesitated and then spread his hands. "What can they do? We don't want to strike. We want to work out these contracts."

Effect of the wage freeze (see story page 28) would be considered after the contracts had been worked out and not until then, he said.

Networks Get Proposals

He had just made his federa- tion proposals to network repre- sentatives, he told newsmen called in before network officials left. These would be additions to earlier proposals of locals. Without know- ing what the networks would do, he anticipated that they would present him with counter-proposals at the next meeting scheduled for today (Monday). Negotiations would go on from there, he said.

The federation proposals were in sections, one for radio and one for television. Television negotia- tions, Mr. Petrillo said, would be "very peculiar," inasmuch as the contract to be worked out would be the first of its kind. "When

Give Two-Week ‘Breather’

analyzed, the contract proposed is not too tough," he added.

A spokesman for the network representatives said they had not had time to read the new proposals and therefore could not comment on them.

The federation proposals for tele- vision related exclusively to network programs, leaving local TV programs to the jurisdiction of locals. Included were demands for a basic minimum scale for network single and weekly engagements 20% above the "applicable network radio scale of the local in whose jurisdiction" the telecast is made; for eliminating the use of recorded music from "spots or singles, or for accompaniment, background, mood, cue, bridge or incidental purposes"; for paying musicians appearing in simulcasts 50% of their radio rates in addition to their radio payments, and for a $12 fee for musicians called in for costuming or make-up, preparatory to telecasts or dress rehearsals.

TV film proposals included pro-

(Continued on page 99)
DOLCIN PLANS

RADIO GETS $2.25 MILLION, VAN DER LINDE REPORTS

VICTOR VAN DER LINDE, president of Dolcin Corp., and partner in the agency bearing his name, said last week that Dolcin had appropriated $2.25 million for advertising this year and that $2.25 million of
15 minutes in the same 250 markets.

Dolcin also plans to increase the frequency of its shows on those stations in the immediate future.

The firm also sponsors half-hour, established local personality programs in about four markets, plus

TRADER STAMPS

BREWERS THROUGHOUT THE COUNTRY HAVE ACCOUNTED FOR 40% OF THE GROUP PURCHASES FOR BOLD VENTURE, TRANSCRIPTED RADIO SERIES FEATURING LAUREN BACALL AND HUMPHREY BOGART, ACCORDING TO FREDERIC W. ZIV CO., PRODUCER OF THE SERIES TO BE RELEASED NATIONAL MARCH 26.

Following are brewers who have contracted for the show:

PHILIP MORRIS BUYS

DRAMATIC SHOWS ON ABC, CBS

PHILIP MORRIS Co. will begin sponsorship of one dramatic show today and of another dramatic show next month.

FRED ALLEN SIGNS AS WRITER

FRED ALLEN has been signed as a writer for the Big Show on NBC Sunday, 6-7:30 p.m., on which he and Fordland Hoffa also will appear as guests every other week.

OLDSMOBILE

RADIO-TV MARKS ’51 DEBUT

EXTENSIVE use of radio and television marked the introduction of the 1951 models of the Oldsmobile Division of General Motors, with 168 AM stations sharing in a 10-day pre-announcement campaign, from Jan. 21 to 31. In addition, February will bring a follow-up program on a similar number of stations, using 20, 30 and 60 second announcements.

Thirty-eight TV stations carried a similar 10-day program during the last 10 days of January. A preview of the new models was given on January 30 on the 17-station CBS network carrying the Douglas Edwards and the News program. Announcement of the Oldsmobile campaign in the face of production uncertainties of the automobile industry was made by G. R. Jones, Oldsmobile general sales manager.
TV ‘BLUE BOOK’ PLANS OFFICIAL

FCC SET its TV “Blue Book” plans in motion last week by announcing officially that a public conference will be held “for the discussion of television broadcasting problems from the viewpoint of the Commission, and industry” [BROADCASTING • Telecasting, Jan. 29, 22].

The awaited official announcement of FCC entry into the inflammatory subject of government service stations and networks reluctant to offer any immediate debate, on Capitol Hill, Sen. Ed. C. Johnson (D-Col.), chairman of the powerful Senate Interstate and Foreign Commerce Committee, issued a guarded statement.

Sen. Johnson told BROADCASTING • Telecasting that he was not familiar with FCC’s latest move, but that he personally is “a great television fan” and believes that “most programs are wonderful.” He said he was encouraged by FCC’s decision to hold a public conference before taking any policy action, and that, from this standpoint, “any time is a good time” for such a conference.

He said he thought FCC would move “cautiously” and keep in mind the “understanding of all freedoms of expression we cherish in this country.” He said he saw “a heavy responsibility under the law” and would “not do anything that would not meet with public approval.”

FCC’s announcement said a date for the public conference would be announced later. It is expected to be held in May and to include representatives of various civic, school and similar groups as well as TV stations, networks, and the Commission.

Issues Renewals

The announcement came Monday, simultaneously with the issuance of one-year renewals—those stations renewed currently specified for TV licenses—to 44 stations with licenses expiring Feb. 1 (for list of stations, see FCC Actions this issue). The conference was called on a 5-1 vote, the majority consisting of Acting Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. A. Weber, George F. Purvis and Frieda B. Hennock. Miss Hennock has been a leader in the fight for reservation of TV channels for future use solely by educational groups (see B. & T. Dec. 26, 70). Comr. Robert F. Jones dissented and Chairman Wayne Coy, who is away on an extended vacation, did not participate, though tentative plans for the conference had been made before a convention a few days ago.

Although FCC spokesmen disclaimed “Blue Book” intentions in the project, observers felt that any Commission activity in the field of programming must carry Blue Book overtones since its outcome must clearly be the elucidation of TV programming principles comparable to those announced for AM radio in FCC’s 1946 Blue Book.

FCC said “a detailed agenda [for the conference] will be announced later and will relate generally to the role of television in shaping the future and today. Of course, the 1946 Blue Book’s formal title was “Public Service Responsibility of Broadcast Licenses.”

AM problems which the Commission canvassed in detail in the 1946 Blue Book—alleged excessive commercialism, program balance, need for local programming, discussion of public issues, stations’ performance as measured against their promises, etc.—are expected to be highlighted again in the TV conference, along with corollary questions related distinctively to the visual art.

Although the Commission in its planning reportedly decided to deal in program categories and overall balance rather than specific programs in conducting the conference, some observers felt that ultimately specific programs, too, would come into the discussions. They also expressed a taste for clarity in the handling and timing of certain types of shows was also considered certain to arise.

‘Natural Outcome’

Among those who did not feel that FCC was venturing toward another Blue Book in the strict sense of the phrase were authorities who saw the move as a natural outgrowth of the current development and, simultaneously, as an answer to complaints which the Commission says it has received from viewers. These experts said they realize that no new art, such as television, can be expected to commence operations at the optimum level of performance, but that they feel nevertheless that safeguards must be set up against undesirable trends.

Text of FCC’s announcement:

The Commission today (Jan. 29) renewed for one year the licenses of the 44 television broadcast stations now pending before the Commission.

At the same time, the Commission announced that a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public.

Chairman Coy did not participate. Comrs. A. L. Taylor and J. C. Green were absent, but discussed the point of order by representatives and participated in the decision to hold a public conference.

AM FUTURE BRIGHT

Mr. Venard

Mr. Venard

THE FUTURE OF AM radio is greater than its brilliant and sensational past,” Lloyd Venard, vice president, O. L. Taylor Co., declared Jan. 26 in a talk to the South Carolina Broadcasters Assn., meeting in Columbia, S. C.

Those who today want radio “to play dead and surrender in meek humility to television” are just as mistaken as the prophets of 25 years ago who predicted that the broadcasting of news would put all the newspapers out of business, Mr. Venard stated. Noting that in 1940, newspaper publishers sold “more copies of newspapers to more individuals in more homes at a higher price than in any former year,” he pointed out that newspapers are in TV markets have added more than a million daily circulation in the five years of TV’s greatest growth.

In the past five years, which include the three lurch years for TV, more radio stations have gone on the air than in the quarter-century preceding—and 54 million radio receiving sets have been bought, Mr. Venard said. Yet the fearful economic prospects, he selfie-intentionally, talk about reducing radio rates.

“Does the industry reduce prices because they are selling out their product? Does the cotton industry reduce when the demand exceeds supply? Can’t the AM radio industry do the same?—yet there are those who tell you in the world’s greatest advertising medium to cut prices because business is so bad—so bad that the entire industry showed an increase of more than 5% in 1950,” Mr. Venard commanded the South Carolina broadcasters to tell their prospects that “there are now 42 million radio homes in the United States, half of which have two sets and a third with three or four sets.”

“Dramatize this to those who doubt radio: The cost to the consumer for new radio sets, repairs, and operation is not even a quarter of a billion dollars a year. That’s what the consumer spent just to hear your programs. That’s one-half of the electrical bill for all the bulbs, street lamps, signs and the operation of all of those in the country. And also tell your prospects and business friends so they can share your enthusiasm that the most expensive radio talent is not Bob Hope’s thousand dollars a minute. He’s inexperienced compared to the electrical company’s expense for writing, producing and talent for a minute spot. That’s a talent cost of $300,000 an hour. When a smart national advertiser finds that the $600,000 a month talent alone, AM radio must not be doubted.

Cites Newspapers

“Now here’s another dramatic fact that shows radio’s great future. Daily newspapers which today are making more money than they did 25 years ago when their doom was pronounced, with circulations that dwarf the press runs 25 years ago, have a total daily circulation in the United States of about 52 million. On Sunday they hit 46 million.

“Radio receiver sets, while newspaper circulation has grown and while radio sets have doubled, have grown in number until they now total at least 83 million. There are more people listening to more radios in more homes than ever before—and the out-of-home audience is enormous. The 83 million sets are about 60% more potential circulation than ALL daily newspapers combined.

Batson’s Views

ECHOING Mr. Venard’s sentiments, Charles Batson, director of NAB’s TV department, told the South Carolina broadcasters “the prophets of doom who predicted death for radio upon the advent of television have not brought forth evidence.”

In an election of new officers for SCBA, Melvin Purvis, general manager of WOLS Florence, was named president. Others elected were C. Wallace Martin, manager of WOF (WOF, WOF-FM) Broad- cast; T. Doug Youngblood, manager of WFIG Sumter, secretary-treasurer, and Dan Crosland, retiring president and manager of WCRS Greenwood, and Frank W. Jones, WIST Newburg, to the board of directors.

Governor James F. Byrnes visited the meeting. He was escorted from the State House by Walter Brown, WORD Spartanburg; G. Richard Shaeto, WIS Columbia; Moody McElveen, WNOK Columbia; James Hicks, WCOS Columbia, and Mr. Martin.

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ALL ACROSS the nation stations pitched in to put March of Dimes campaign in their communities over the top. LEFT PHOTO: Participating in WKNQ Camden-WFIL Philadelphia drive (I to r): Bob Horn, WFIL disc jockey; Jerry Williams, WKDN program director; Harry Smith, WKDN announcer; George Walsh, WFIL sportscaster, and models who helped in the collections. SECOND PHOTO: At KCNA Tucson, Program Director William Rider (I) and Pete Grose, junior disc jockey, map plans for a 16-hour MOD broadcast. THIRD PHOTO: WLIB New York collection box gets a donation by poster boy, drops in contribution for General Manager Harry Novik. RIGHT PHOTO: "Dimes Square" in Topeka, Kan., co-sponsored by WIBW Topeka and the Topeka Daily Capital. Studio Manager Art Holbrook (I) interviews Stacy Carkhuff, drive chairman.

**MARCH OF Dimes DRIVE**

BASIL O'CONNOR, president, National Foundation for Infantile Paralysis, last week gave unstinted praise to the fields of radio and television for their support to the March of Dimes campaign.

In a statement to Broadcasting • Telecasting, Mr. O'Connor said: "As never before, radio and television have aided the March of Dimes in this crisis.

"They and the press have always brought our message to the American public which have again responded generously to their eloquent plea."

This tribute was echoing throughout the country last week as government officials and civic leaders praised the media for their enthusiastic cooperation.

With practically all commercial programs presenting at least one "plug" for the March of Dimes campaign, the four radio networks contributed a total of 141 spots and the four TV networks, a total of 95 for the polio drive.

NBC aired 35 spots via radio and 18 spots via TV for the campaign. ABC contributed 35 spots over its radio network and 20 spots over the ABC-TV network.

Special programming done by ABC included: Concentrated broadcast appeal by Nancy Craig on her daily program, and a guest appearance by Eddie Cantor on the Betty Crocker Magazine of the Air, on behalf of the campaign.

MBS scheduled 35 spots from Jan. 12 to 30 on its sustaining and co-op programs, and featured a special Cavalcade of Bands broadcast, Jan. 23, 10:30 p.m.-12:55 a.m., in which bands throughout the country contributed time to the March of Dimes drive.

CBS Schedules 43 Announcements

CBS presented 36 spots on its sustaining radio programs and 7 spots on its TV schedule, for the campaign. Network opened its campaign with a special broadcast, Jan. 14, 10:45-11 p.m., by Mr. O'Connor, from Wytheville, Va., city hardest struck by the polio epidemic of 1950. Time was donated by Longines-Wittnauer Watch Co., from the last half of its regularly scheduled Choralier program. In addition, the 10th annual presentation of the "Little Lame Prince," was dedicated to the campaign, by CBS on its Let's Pretend program, Jan. 27, 11:05-11:30 a.m.

On Jan. 20 "Latest Treatments for Infantile Paralysis" were described by Dr. C. C. Dauer, medical advisor of the National Office of Vital Statistics, and Dr. Kenneth Landauer, director of medical care services, National Foundation for Infantile Paralysis, on Adventures in Science, 5:15-5:30 p.m. Finally, CBS presented a special half-hour drama, based on Wytheville, Quiet Town, Jan. 25, 10:30-11 p.m., featuring Dorothy Maguire.

DuMont TV network devoted over 50 spots to the March of Dimes campaign, and on the Dennis James Okay Mother program, presented Lydia Clark, daughter of one of DuMont's former employees who was a polio victim, in an appeal for the campaign.

In the nation's stations, special programs, imaginative promotions and catchy gimmicks all were funneled into a common purpose, to raise funds for the fight against polio.

Among the special promotions reported to Broadcasting • Telecasting were the following:

KPRC-TV Houston carried a 74-hour telecast Jan. 27 which raised more than $20,000 on behalf of the March of Dimes campaign. Some 2,100 televiewers phoned in pledges in response to the efforts of 41 acts and 12 emcees—a total of more than 250 performers.

In addition, merchants donated prizes which were auctioned off for contributions. Before the show got underway, KPRC-TV staff members, who donated their services, started the ball rolling by contributing $106.

In Ithaca, N. Y., some 60 polio paralytics, from 5 to 43 years, "took over" Cornell U.'s station WHCU Jan. 26 and spent the day giving a living report on the use and effectiveness of public contributions to the campaign.

Coming to the station in ambulance relays, the infants assumed the duties of announcers, disc jockeys, news and sportscasters. No direct appeals for contributions were made.

Special Italian Feature on WOY

WOY New York, which broadcasts 10 hours daily in Italian, produced a special quarter-hour Italian feature. Transcribed, the program was scheduled for scheduling on Italian language stations across the country.

WKBW Buffalo gave willing support to the city's "Mothers March on Polio."

WVET Rochester pushed a gimmick.

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**Radio-TV Spur Fund Raising**

KLZ Denver, is cited by March of Dimes officials for his work in the local drive. To r: Ned Laskey, Denver MOD committee; Ray Erickson, Colorado chairman, MOD; Beverly Jones, daughter of Disc Jockey Jones; Bill Prescott, Denver Ball-Davidson Adv; Mr. Jones. RIGHT PHOTO: Gene Perkins, announcer-special events man at KIDO Boise, Id., interviews iron-lung patient Bill Hoppie as part of the station's fund drive.

**LEFT PHOTO:** In the Nation's Capital, Mrs. Robert Averill, polio victim, is interviewed by Charlie Bright (with mike) of WOL and William Warsaw, owner of Lacy's Inc., who presented Mrs. Averill with a TV set. SECOND PHOTO: Wall of Studio B at KRON-TV San Francisco is covered with names of March of Dimes donors. THIRD PHOTO: Disc Jockey Bill Jones (r), of
Gordon McLendon, president of Liberty Broadcasting System, in a statement issued Wednesday, expressed "delight" at the prospect of being able to add approximately 30 more stations to the present 247 LBS affiliates throughout the country. Mr. McLendon emphasized that "this is not a merger, but will not be a merger between Liberty Broadcasting System and any other network. LBS is a network by itself and does not need to effect a merger." He added that Mr. Finley "approached me today and told me he found it impossible to continue the operation of his network and desired to have his stations continue to receive service. LBS has therefore agreed to furnish service to Mr. Finley's stations who do not interfere with our present coverage."

Keep Lines Intact

In addition, Liberty arranged with the telephone company to keep the PBS lines intact through Thursday (Feb. 1) and to send Liberty programs to the whole PBS network to determine whether those stations extra time to decide whether they wanted to make permanent affiliations with LBS or to make other arrangements for program service.

Liberty had just announced voting of a million-dollar-plus appropriation for bolstering the LBS program schedule in the "normal course of expansion." New shows and name stars who are joining the network will be announced shortly.

Mr. McLendon, upon his arrival in Hollywood from New York Thursday, denied the network had folded. He said operations are "temporarily suspended" until additional finances can be raised.

Unavailable for a direct statement, Mr. Finley, through his public relations director, Charlotte Rogers, informed BROADCASTING • TELECASTING he was "in a meeting with bankers and financial interests in an effort to revive and revitalize PBS operations."

She quoted him as saying that practically all PBS affiliates have assured Mr. Finley of their willingness to stand by and cooperate further.

PBS was organized by Mr. Finley, formerly engaged in the package program business on the Pacific Coast, to function primarily as a program service for stations not affiliated with other national networks. Programs, recorded in Hollywood and utilizing name motion picture talent, were furnished on a 7 a.m. to 7 p.m. daily schedule seven days a week to PBS affiliate stations, which paid monthly sustaining fees for the service, plus an extra charge for sponsoring programs. Unlike other networks, PBS maintained no national sales force and made no sales to national advertisers.

The PBS programs were transmitted to stations at AT & T lines divided into three regional networks: the ABC network, with programs originating at WJNP Newark; a Midwest hookup with WCFL Chicago as the originating point, and a Pacific Coast network fed from KJAR Los Angeles. Aside from news programs originated live at each key station, and from an occasional special event, the PBS programs were recorded in Hollywood and flown from there to New York and Chicago for broadcast.

Number of Affiliates

PBS officials never divulged a full list of affiliates, but the network in its first year had 247 stations at the time of its inception and about 80 at its demise last week, with perhaps 100 more in negotiations. Most of the latter group were not added to the network because their locations are such that the line costs of sending programs to them would have been prohibitive, it was stated.

The network's interconnection costs had been running at the rate of

CBS closes "Fiftheenth Network" Suspends Operations

A NEW NAME was added to the list of fifth network fatalities last Wednesday at 7 p.m. when Progressive Broadcasting System suspended operation, two months and five days after its opening Nov. 26.

Announcement that PBS was concluding operations concurrent with the end of January trade show in Chicago, was made public by Larry Finley, president and general manager; Jack L. Rau, secretary and general counsel, and Bernard Fleisher, board member and reportedly chief financial officer of the network, at 5 p.m., only a few minutes after the PBS affiliated stations and the network's employees received the news.

Short and to the point, the announcement read:

Progressive Broadcasting System announced today that it will wind down operations at 5 p.m. today, Wednesday, Jan. 31, at 7 p.m. It is understood that arrangements have been made with Liberty Broadcasting System to offer program arrangements opposite the present PBS affiliates."

FCC TO TESTIFY

House Unit Hears Agencies

IN AN UNUSUAL move, the House Interstate & Foreign Commerce Committee last week announced it would hold executive sessions to hear the chiefs of key government agencies over which it has legislative interest.

The committee program includes the hearing of the FCC Chairman. Purpose of the hearings is to permit agency heads to testify, behind closed doors, to the FCC and the committee on new emergency legislation affecting that agency, which the agency feels should have prompt consideration by the [full] committee.

Only Communications legislation which the committee could be immediately concerned with is the McFarland Bill, due for Senate passage in the foreseeable future. The signals control bill, empowering the President to take over radio and TV facilities, is under the House Armed Services Committee Jurisdiction in the lower chamber.

Administrator Oscar R. Ewing of the Federal Security Agency was scheduled to appear last Friday. As has been the case when the FCC Chairman would be called as Chairman Coy is vacationing in Arizona and not expected to return to Washington until next week.

There is a possibility that Acting Chairman of the FCC Paul A. Walker will be called to testify, if the committee decides it will not be able to hear Chairman Coy, the spokesman said. Also scheduled for hearing is Chairman James M. Mead of the Federal Trade Commission.

BROADCASTING • Telecasting

McFARLAND BILL SNAG

By DAVE BERLYN

The McFARLAND BILL to reorganize FCC along procedural lines struck an unexpected snag when it came up on a call of the Senate Commerce Committee Thursday morning. But observers felt the halt would merely be temporary.

That the bill's final acceptance by Congress is being enhanced was indicated by Senate Majority Leader Ernest W. McFarland (D-Ariz.), the bill's author, who told the Senate that FCC Chairman Wayne Coy felt "very anxious that the bill be passed at an early date."

In the past, the FCC has expressed strong opposition to certain sections of the bill. However, sentiment expressed on the Senate floor foreshadows a possible party fight on the bill's controls bill, and if that means acceptance, would be very welcome at the Senate Commerce Committee (see story, page 93).

The new McFarland measure (S.689) was introduced by the Senate Commerce Committee Jan. 24 [BROADCASTING • TELECASTING, Jan. 28]. Sen. William Langer (R-N.D.), a member of the committee, added that the bill will be put over for another week at the request of Senate GOP. Leader Robert A. Taft (R-Ohio). Another Republican, Sen. Francis Case of South Dakota, supported his fellow Dakotan.

It was learned that Sen. Taft felt that the bill was "fairly predictable," which Sen. Case agreed. The South Dakota, expressing need for time to study the bill's contents because of the comprehensiveness of the character, pointed to two sections, one of which, he said, relates to the granting of "emergency" authority to the FCC, the other, "providing for more complete compliance with certain treaties."

Sen. Case said: "As I understand, the North American [Regional Broadcasting Agreement] will shortly come before the Senate for consideration. In view of that fact, it seems to me that those of us who are not familiar with the contents of this bill should have a little opportunity to study it."

Urges Early Action

Sen. McFarland retorted that while he had no objection to any senator having an opportunity to study the bill, he felt it was "very important that the bill be acted upon at an early date if it cannot be passed on the call of the calendar."

He reminded his colleagues that the bill had been before the upper chamber in preceding years on calendar call.

Sen. McFarland continued:

The bill has almost the unanimous approval of the industry. There has been a great deal of criticism of the procedure of the FCC. The bill is as near perfect as it can become with the Senate committee, asked after three months and about four weeks, the bill on the subject that could be written.

It is the result of long study by the whole committee, and has been refused by the committee of both Houses, and consideration has been deferred by the committee to which it was referred. I am hopeful that the bill may be passed. However, as it is, I have not yet seen fit to act upon it."

The bill's opponents argued that the information was too late. McFarland was very anxious that the bill be passed at an early date. If there is any indication of this, I want every senator to have an opportunity to study the bill, but I feel that we should pass it at a very early date, so that the House may have an opportunity to consider it."

The portion of the McFarland Bill alluded to by Sen. Case is that which would amend Sec. 308 of the Communications Act of 1934, specifically the provision which reads:

... during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the purpose of developing or testing energy, or communications or signals radio during the emergency so found by the Commission or during the continuance of the same in such manner and upon such terms and conditions as the commission shall by regulation prescribe, and without the

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New NAB
(Continued from page 18)
board when the radio membership class was discussed, centering around who would be eligible for active membership. TV networks, being automatically eligible to membership in the TV branch of NAB, are entitled to four directors on the new 15-man TV board. TV-only stations will have their share of directors, depending on the number of such members, and in any case no fewer than two directors.

Special conventions for meetings of the association can be called if a fifth of the active members request it, and similar conventions can be called by a fifth of their members. A quorum now is 10% of the active members instead of 20%.

Election Procedure
Radio directors will be elected to the board by ballot as before, except there are no longer any TV directors-at-large. Detailed procedure is specified for radio balloting. TV directors, however, are to be elected from the floor at conventions (except for network directors). A plan was set up to provide that TV directors elected at the April convention will serve until the 1952 convention, at which time five two-year and four one-year directors will be elected, and in 1953 a staggered two-year plan will provide. The six-year term limit on directors is retained except in the case of network TV directors. No mention is made in the by-laws of network membership on the radio board despite the fact that networks now can become active radio members. Aside from the deletion of TV directors-at-large, there are no basic changes in the make-up of the radio board structure.

TV directors put up a stiff battle to retain their seats on the board to the right to name committees. They lost the fight, however.

Spade work on the long job of rewriting the by-laws was done prior to the board meeting by

NAB met with members of new NAB television board at Belleair, Fla., last week. Front row (l to r): Harry R. Spence, KXRO Aberdeen, Wash.; Glenn Shaw, KKLX Oakland; Harold Estes, WSJJ Winston-Salem, N. C.; C. E. Arney Jr., NAB secretary-treasurer; Judge Justin Miller, NAB president; Chris J. Witting, DuMont network; Robert D. Swezey, WDSU-TV New Orleans; Frank M. Russell, NBC.


Back Row: James D. Shouse, WLV Cincinnati; Gilmore H. Nunn, WLAP Lexington, Ky.; Harold Wheelahans, WSMB New Orleans; Pott McDonald, WWHM Memphis; Ben Strouse, WWDC Washington; William E. Quar- ton, WMT Cedar Rapids, Iowa; W. D. Rogers Jr., KEYL-TV San Antonio; Eugene S. Thomas, WOR-TV New York; Edgar Kobak, WTWA Thomson, Ga.; William A. Far, WHAM Rochester. Stormbound and not present at time photo was taken were Clyde W. Rembert, KRLD Dallas; John H. DeWitt Jr., WSM Nashville; Calvin J. Smith, KFAC Los Angeles; John Eshu, KTUL Tulsa.

NAB Gives Way to New Order . . . NARTB In? . . . AN EDITORIAL

IT WAS more than a change in name that was decreed at Belleair, Fla., last week. It was a stem-to-stern reorganization designed to impart to the broadcast arts a trade organization blueprint and manned to handle the arduous all-front responsibilities of a billion-dollar business.

The NAB will be no more—after 30 tortuous years as the landmark and trademark of organized American radio. It is destined to pass into the limbo of alphabetical oblivion, a victim of the miraculous advances of the broadcast media, its plan—if the nation's broadcasters and telecasters—if it should—will be the National Assn. of Radio and Television Broadcasters, in short, NARTB. That is the almost unpronounceable mouthful recommended to the members by the radio and television boards of the trade association. To us, National Assn. of Broadcasters and Telecasters (NABT) is preferable.

President Justin Miller, who served the NAB for nearly six years with excellent, good or indifferent success (one of his best performances was on the FCC educational TV issue a few months ago), will become the chairman of the combined boards. He will assume the role of elder statesman and leave the way open for younger men to handle the day-to-day operational requirements of the inexorably expanding mass broadcast arts, already in the forefront of American private enterprise. He departs the NAB presidency gracefully and with the thanks and good wishes of all. His has been a task touching all hues of the radio spectrum—most of the time a thankless one.

The reorganization plan, entailing wholesale revision of the by-laws to accommodate the new TV operations, was adopted in an atmosphere of almost unprecedented harmony. It now goes to the membership for referendum vote.

The selection of a new president-manager is delegated to a fully autonomous board committee of eight, selected after laborious and sometimes sanguine discussion. An original committee of five was expanded to eight to give TV and FM, as well as large stations, appropriate representation. The proposal for the bigger committee came from the original five-man committee itself, dispelling a threatened impasse.

The task remaining is the selection of a president-general manager of scope, experience and vision. He must perform the combined duties heretofore assigned to President Miller and William B. Ryan, who departed the general management Feb. 1 to become president of the Broadcast Advertising Bureau, which will work the business side of the radio street.

Thus, the order changed. Whether it's that tough mouthful—the NARTB—or a more euphonious and meaningful name, the structural foundation is solid. The big job now is the selection of a formidable leader. That man can be found on today's radio rolls.
THE BIG BAB

Emphasis Marks Board Meet

THE MILLION for a billion.

That theme will spark the new and much larger Broadcast Advertising Bureau Inc. as it embarks on the biggest sales promotion project in radio history.

It marks the thinking and planning of this ex-NAB project that is now running its own show, and running it in a big way. And it typifies the enthusiasm of board members of directors, soon to become a representative body serving stations, networks, representatives, transcription and program producers, manufacturers, and related segments of the aural radio profession.

Plans to shove off with the big BAB that has been promised for many months were discussed Wednesday night at Bellevue, Fla., by the present five-man BAB board headed by Robert D. Sweeney, WDSU New Orleans. Others on the present organization board are Edgar Kobak, WTWA Thomson, Ga.; Allen M. Woodall, WDKA Columbus, Ohio; William B. Quarto, WMT Cedar Rapids, Iowa; and Charles C. Caley, WMDB Peoria, Ill.

One of the BAB board's immediate jobs is to expand into a 20 or perhaps 25-man directorate. Contacts are being made with executives in all segments of radio to recruit new directors. As now contemplated, radio stations and networks will have board control, or a majority of the membership, no matter how many directors are elected.

Division of Directors

There will be two directors for each related radio group—that is, two from station representatives, two from manufacturers, etc. The completed board is slated to meet March 1 in New York. It is planned to have top executives—owners or general managers—on the BAB board.

Already tentative agreements to take part in the expanded BAB have been received from NBC, CBS and ABC. A percentage basis for dues will be worked out.

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Bradford 

THE BIG BAB

Enthusiasm Marks Board Meet

A MILLION for a billion.

That theme will spark the new and much larger Broadcast Advertising Bureau Inc. as it embarks on the biggest sales promotion project in radio history.

It marks the thinking and planning of this ex-NAB project that is now running its own show, and running it in a big way. And it typifies the enthusiasm of board members of directors, soon to become a representative body serving stations, networks, representatives, transcription and program producers, manufacturers, and related segments of the aural radio profession.

Plans to shove off with the big BAB that has been promised for many months were discussed Wednesday night at Bellevue, Fla., by the present five-man BAB board headed by Robert D. Sweeney, WDSU New Orleans. Others on the present organization board are Edgar Kobak, WTWA Thomson, Ga.; Allen M. Woodall, WDKA Columbus, Ohio; William B. Quarton, WMT Cedar Rapids, Iowa; and Charles C. Caley, WMDB Peoria, Ill.

One of the BAB board's immediate jobs is to expand into a 20 or perhaps 25-man directorate. Contacts are being made with executives in all segments of radio to recruit new directors. As now contemplated, radio stations and networks will have board control, or a majority of the membership, no matter how many directors are elected.

Division of Directors

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**IN REVIEW...**

**Program Facts**

**Captain Video**, on 23 DuMont Television Network stations, Mon.-Fri., 7:30 p.m. 
Sponsor: Walter J. Johnson Candy Co., Chicago (powerhouse candy bars) on Thursday; cooperatively sponsored other days. 
Agency: For Powerhouse, Franklin Bruck. 
Cast: Al Hedge, Don Hastings, Hal Conklin, Jack Orsillo, Tom McDermett, Nat Polico, Walter Black, Christopher Rane, Racel De Leon. 
Creator: James L. Caggigen. Writer: M. C. Brock. 
Producer: Charles Parsons. 

**Mr. AND MRS. Blandings**, who moved into NBC a fortnight ago, are only a tolerable addition to the neighborhood—a couple too innocent to make enemies, or, for that matter, many friends.

The new series is said to be derived from the successful novels by Eric Hodgins (Mr. Blandings Builds His Dream House and Blandings Way), but its nearer ancestors seem to be the long-suffering husbands and dumb-but-lovable wives who probably reached the artistic peak for these stereotypes in Nick and Nora Charles of the early "Thin Man" films.

Mr. Blandings (Cary Grant) is a successful advertising man who is completing a country house against appalling odds, most of them put in his way unintentionally by his devoted but somewhat addled wife (Betsy Drake).

**Triangle Theme**

Another slight conflict in his life is his attorney (Gale Gordon) who courted Mrs. Blandings before her marriage and still makes arch references to the fact. This sort of thing, written with skill, might come off as agreeable comedy. Unfortunately, passing through a stable of five writers, it is trampled to a pulp.

Mr. Grant's performance is superior to the faltering script. Miss Drake and Mr. Gordon, however, are unable to rise above the handicap of the material they are handed. TWA is using a singing commercial that is far more spirited than the program. The Blandings will have to brighten up their personalities as well as their interior decoration before the neighbors begin beating a path to their new door.

**Jack Benny's** second television appearance is to be remembered for establishing a record—a sustained kiss involving Frank Sinatra and Faye Emerson and lasting two minutes and ten seconds.

Aside from providing a minor statistic for television historians, the program probably will not be remembered at all.

**Familiar Role**

The kiss came about after Mr. Benny, acting a familiar role, failed to convince Miss Emerson that he ought to play a romantic lead opposite her in a future motion picture. Mr. Sinatra selflessly volunteered to instruct him in the art of causing a girl to swoon.

Midway in the kiss Miss Emerson's arm fell limply to her side and swung there listlessly.

Mr. Benny's practiced eye was caught by a handsome ring she was wearing, and the curtains closed as he screwed a jeweler's glass into his eye, the better to assess the bauble's value. This was a piece of visual comedy—the only incident in the show that indicated Mr. Benny's writers were toiling for television instead of radio.

The middle commercial was a departure from the "Be Happy, Go Lucky" theme that the cigarette firm has been using. Messrs. Benny and Sinatra stood blinded while a number of girls wearing bathing suits and carrying packs of Lucky Strikes swished (Continued on page 87)

**Program Facts**

**Mr. and Mrs. Blandings**, on 56 NBC stations, Sunday, 5:30-6 p.m. 
Sponsor: Trans-World Airlines. 
Agency: BBDO. 
Production Cost: Approx. $5,500 a week. 
Cast: Cary Grant, Betsy Drake, Gale Gordon. 
Producer: Don W. Sharpe. 
Director: Nat Weill. 
NBC Producer: Robert Packham. 
Announcer: Wendell Niles.

**Program Facts**

**Jack Benny Show**, on 37 CBS-T.V. stations, Sunday, Jan. 28, 7:30-8 p.m. 
Sponsor: American Tobacco Co. (Lucky Strike cigarettes). 
Agency: BBDO. 
Cast: Jack Benny, Frank Sinatra, Faye Emerson, Don Wilson, Eddie (Rochester) Anderson, Frank Fontaine. 
Writers: Sam Perrin, Milton Josephberg, George Balzer, John Tackaberry. 
Producer: Hilliard Marks. 
Director: Dick Linkroom. 
Sets: by Ken MacClelland. 
Music Director: Mahlon Mer- rick.
IOWA PEOPLE APPROVE RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

In order to determine what Iowa people think of the job radio is doing in this State, the 1950 Iowa Radio Audience Survey* asked the following question of every adult in the 9,110 Iowa families surveyed:

"As you know, the schools, the newspapers, the local government, each has a different job to do. Around HERE, would you say the SCHOOLS are doing an excellent, good, fair or poor job? How about the NEWSPAPERS? The RADIO STATIONS? The LOCAL GOVERNMENT? The CHURCHES?"

Replies on each institution or medium were recorded before asking about the next one. Here are the results:

<table>
<thead>
<tr>
<th>WOMEN</th>
<th>SCHOOLS</th>
<th>NEWSPAPERS</th>
<th>RADIO</th>
<th>LOCAL GOVERNMENT</th>
<th>CHURCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;In this area they are doing:&quot;</td>
<td>11.4%</td>
<td>7.6%</td>
<td>13.2%</td>
<td>3.6%</td>
<td>23.2%</td>
</tr>
<tr>
<td>An excellent job</td>
<td>59.5</td>
<td>63.7</td>
<td>69.2</td>
<td>45.6</td>
<td>64.6</td>
</tr>
<tr>
<td>A good job</td>
<td>12.3</td>
<td>19.1</td>
<td>13.2</td>
<td>22.0</td>
<td>6.9</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>1.2</td>
<td>2.7</td>
<td>1.0</td>
<td>4.6</td>
<td>0.4</td>
</tr>
<tr>
<td>A poor job</td>
<td>15.6</td>
<td>6.9</td>
<td>3.4</td>
<td>24.2</td>
<td>6.9</td>
</tr>
<tr>
<td>Don't know</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
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<tr>
<th>MEN</th>
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<th>NEWSPAPERS</th>
<th>RADIO</th>
<th>LOCAL GOVERNMENT</th>
<th>CHURCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;In this area they are doing:&quot;</td>
<td>10.7%</td>
<td>7.3%</td>
<td>12.2%</td>
<td>3.8%</td>
<td>20.4%</td>
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<tr>
<td>An excellent job</td>
<td>60.1</td>
<td>65.6</td>
<td>70.9</td>
<td>61.5</td>
<td>66.7</td>
</tr>
<tr>
<td>A good job</td>
<td>15.0</td>
<td>18.0</td>
<td>13.0</td>
<td>24.6</td>
<td>7.1</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>1.3</td>
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<td>7.5</td>
<td>0.8</td>
</tr>
<tr>
<td>A poor job</td>
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<td>3.0</td>
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<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

†Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Notice that except for churches, Iowa men and women believe that radio is doing the best job in their community. When Iowa families think of radio, they think of WHO more often than any other station because WHO is "heard regularly" by 72.8% of Iowa's radio homes in the daytime—by 72.5% at night. Hence their wholehearted approval is a testimonial to WHO's outstanding programming . . . its awareness of civic responsibility . . . and its ability to furnish Iowa listeners with finest radio service.

Get all the facts about Iowa radio listening. Send for your free copy of the 1950 Iowa Radio Audience Survey, today!

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

WHO
for Iowa PLUS
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
HICKS SENTENCED
Found Guilty in WBT Case

STERLING L. HICKS, of the IBEW local in Charlotte, N.C., last week was found guilty of conspiracy in the attempted dumming of facilities at WBT Charlotte's transmitter plant on Jan. 22, 1960.

He was sentenced in Mecklenburg Criminal Superior Court in Charlotte, where a jury returned the guilty verdict on Thursday, to serve two years on the road. His attorneys immediately filed notice of appeal to the State Supreme Court, from which Mr. Hicks had won a reversal of an earlier conviction.

Mr. Hicks' arrest came after a Columbia, S. C., house-painter was taken into custody by police who, acting on a tip, uncoered five stacks of dynamite near the WBT tower and waited until the painter arrived and reportedly tried to light the fuses [TELECASTING, Jan. 30, 1960]. WBT spokesmen said Mr. Hicks had been involved in an IBEW feud with the station in the fall of 1949.

WHILE order and counter-order spilled out of defense agencies last week in attempts to spell out the new price-wage stabilization decree, the radio and television industry found it hard put to judge the impact.
The general atmosphere resembled the early head-scratching of World War II, although the government this time claimed it was promulgating rulings with the problems of that period in mind.

Radio-TV Implications
At least the following radio-TV implications of the numerous orders were assembled by BROADCASTING • TELECASTING at deadline:

- Contrary to widely circulated reports the new wage stabilization policy announced last week will probably affect AFM network negotiations (see separate story).
- Radio and television station employees are definitely under the wage freeze now, and in the words of officials of the Wage Stabilization Board "we have not discussed eliminating them from wage controls."
- Radio-TV time rates are specifically exempted from price control [BROADCASTING • TELECASTING, Jan. 22]. They come under the category which includes: Newspapers, press associations, rentals, professional services, books, magazines, motion pictures, motion pictures, theatre enterprises, outdoor advertising, selling or underwriting insurance and public utilities.

A spokesman for WBS told BROADCASTING • TELECASTING that any AFM-network negotiated agreement would have to be submitted to the board for approval to become effective. He reminded that this function of the board has not yet been established and that it may be three weeks or more until it is working.

Unlike the United Mine Workers agreement which was consummated before the Jan. 25 deadline set by WBS, the AFM contract expired Jan. 31 with national and local-level negotiating touched off last week in an announcement by James C. Petritto, AFM president.

It was further explained, however, that the retroactive date of any signed contract—Mr. Petritto suggested Feb. 1—would become effective if the contract were approved by the wage board. If approval is delayed, this could well mean a tidy sum being paid to union members when any contract is finally okayed by the government.

The wage formula issued by WBS w as designed to permit uniform rates which have been lagging behind, to get their fifth round of wage increases since World War II. It applies to all contracts which have an effective date before Feb. 9, provided the agreement is in writing or otherwise reached. It is also designed to affect arbitration awards made but not effective at the freeze date.

The Office of Price Stabilization, meanwhile, worked double-time to put forth its various orders on such matters as "mark-ups" and "ceilings" of prices. It was stated that radio and television repairman's services are not exempted from the price freeze.

Wage Freeze Coverage
In a general regulation, WBS stated the wage freeze included "increases in all forms of remuneration to employees by their employers for personal services, including, but not limited to, vacation and holiday payments, night shift and other bonuses, incentive payments, year-end bonuses, employer contributions to or payments of insurance or welfare benefits, employer contributions to educational fund or annuity, payments in kind, and premium overtime practices and rates," all of which must first be approved or authorized by the board.

The Justice Dept. announced that a special unit was being created to supervise all litigation arising from the fairness of any revision of the Price-Wage Stabilization Act of 1950 which is the basis of price-wage controls.

The department said that unlike previous enforcement sections of the act which resulted in a review of the ability in its orbit for all litigation dealing with controls invoked by ESA. Attorney General J. Howard McGrath promised that all viola tions of the price and wage methods would be "gigantically and promptly" prosecuted.

United States attorneys and marshals are hunting out to assist and cooperate with regional and district offices of the ESA. These offices were slowly mushrooming over the country.

Among the series of appointments which were made hand in hand with the setting up of personnel and agencies was that of Harold Leventhal, of Washington, D.C. as an assistant general counsel of OPS. It was announced Jan. 29 by OPS Director Michael V. DiSalle. Mr. Leventhal has been delegated the authority to issue formal interpretations of regulations.

FCC LAUNCHED its overall FM review last week by calling up four "functional", or "planned" music FM stations for details of their operations and a justification of their classification as "broadcast" rather than "point-to-point" services.

The study is slated to lead to a showdown on the validity of transmitting and similar special FM program operations. Questions presented to the four "functional" music stations are being prepared for stations engaged in transmitting—which, the FCC noted, "is another part of the general study." By implication FCC drew a distinction between transmitting and functional-music programming for local locations—such as restaurants, retail stores, industrial plants, and the like. For in its questions the Commission called attention to the "general principle that broadcast frequencies are not to be allocated to uses for which wire lines are adequate."

The stations were asked to present their own views on the consistency of their own type of operation with this principle. Commr. Robert F. Jones dissented from issuance of the letters, which asked for plans by Feb. 9.

All four of the station operations questioned by FCC involve contracts under which subscribers are paid a special service receive "background" music broadcasts from which undesired portions—usually spot announcements and other vocal parts—are deleted by use of a supersonic signal or other means. That is, subscribers employ special receivers which receive only the desired musical portions, while non-subscribers receive the entire broadcasts via regular FM receivers.

Logs Requested
Of the four FM stations queried, three already had been asked to submit program logs for the week of Jan. 15 and FCC's questions were based on those logs. These were WJJD and KDFC, both of Chicago, Marshall Field Enterprises' WFMP Chicago (FM affiliate of WJJD), and KDFC Sausalito, Calif. In the case of the fourth, WACE-FM Chicopee, Mass., program logs were requested and FCC's questions followed the line of those addressed to the other stations, but on an "individual" basis.

Among the questions:
- Whether elimination of station identification and transcription identification announcements from subscribers' service would be considered a violation of FCC rules requiring such announcements by broadcast stations, and whether such programs should not be logged as "commercial" rather than "points-to-point" services.
- How much money the stations have received from their respective "functional music" service contracts and much from the sale of time to other.
- Whether the special subscribers' service contracts could be considered "contracts with the duty of licenses of broadcast stations to provide diversified programming for the general public, during each important segment of the broadcast day."
- Why the special subscriber service contracts could not be considered as "contracts with the duty of licenses of broadcast stations to provide diversified programming for the general public, during each important segment of the broadcast day."

(Continued on page 76)
FEATHERBEDDING

No Radio Effect Seen
In NLRB Decision

RELIEF that an NLRB decision dismissing a "featherbedding" charge against an AFM local would have little or no effect on radio-TV networks and stations was held out last week. The fear that the union may have practices against stations grew out of a board ruling that AFM Local 24 of Akron, Ohio, did not violate the Taft-Hartley Act by demanding employment of "house" orchestras as a prerequisite for giving its consent to "name band" engagements at a local theatre. Complaint had been filed by Gambling Enterprises, which operates the Palace Theatre [BROADCASTING • TELECASTING, Jan. 29].

NLRB ruled, by a 2-1 majority, that the so-called featherbedding ban in the T-H Act does not prohibit unions from seeking actual employment for its members even though the employer neither wants nor needs the services and is unwilling to accept them. The complaint was dismissed.

Broadcasters Protected

NAB legal authorities pointed out that the ruling concerned itself solely with an interpretation of Sec. 8 (b) of the law, and that broadcasters are still protected by the Lea Act specifically dealing with the broadcast industry. Under the Lea Act, enacted in April 1946, it became unlawful for a union to "coerce" broadcasters to employ more persons than needed, and to insist that the payroll be performed or more than once for the same services performed, among other prohibitions. The decision amended Title V, Sec. 506 (a) of the 1949 Communications Act.

The NLRB majority held that it is "perfectly lawful for a labor organization to seek employment for its members" under the law. And that the "featherbedding" provision of the T-H Act was "framed solely to restrict exactions by labor organizations for services which have been performed or not to be performed." There was no indication, the board decided, that the union had sought payments for non-existent services.

In the local theatre case, the majority continued, the record showed that "in seeking employment of a local orchestra, the (union) insisted that (it) be permitted to play at times which would not conflict with the travelling bands' renditions ..." Thus, the board concluded, the union was violating a policy of attempting to exact payments for services not performed.

In a minority dissent James J. Reynolds Jr. claimed that "unions

Walter Geist
FUNERAL services for Walter Geist, 56, president of Allis-Chalmers Mfg. Co., Milwaukee, which sponsors the National Farm and Home Hour on NBC, were conducted in Milwaukee Thursday afternoon. Mr. Geist died of a heart attack Monday at a Milwaukee hospital. He was elected president of Allis-Chalmers in 1942. Surviving are his widow, Florence; a son, Kenneth, and a daughter, Janet.

BROADCASTING • Telecasting


On the dotted line...

VAN PATRICK (r) signs 52 week contract with Pfeiffer Brewing Co. for his Mon-Sat. 6-9 p.m. sports program on WJR Detroit. William Brown, adv. mgr., signs for Pfeiffer's.

HOURLY time signals on WISR Butler, Pa., are set by Ed Amy (l), owner of Kirkpatrick's Jewelry Store, But- ler, and Leon Bernard, business man- ager, WISR.

NEW quiz show, Tell the Truth, is signed by Westinghouse Dealers in Missouri and Illinois on KMOX St. Louis by (l to r) John Akerman, KMOX gen. mgr.; Bill Miller, acct. exec., and John Cox, mgr. Westing- house Electrical Supply Co.

SEVENTEEN Fight of the Week broadcasts on WIL St. Louis are signed for by International Assn. of Cleaners and Dyeworkers with (l to r) Dick Rochester, IACD vice pres.; "Tiny" Abing, representing WIL, and Johnny Tocce, St. Louis promoter.

ST. LOUIS sponsor of ABC co-op series, Mr. President, starring Edward Arnold, is Roberts Gas Appliances Inc. on KXOK-AM-FM. L to r: Dan H. Hope, KXOK salesman on account; Mr. Arnold; Raymond S. Roberts, president of sponsoring firm, and Robert A. Seat, Robert Seat Adv.
It's an unshakeable fact—

**BROADCASTING**—Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations—Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by personal, over-the-desk interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles—as well as 26 advertising managers of the 50 largest radio sponsors—were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

**We repeat—this is a completely impartial survey!**

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms—Edward Petry Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

- American Home Foods Inc.
- Batten, Barton, Durstine & Osborn Inc.
- Broderick, Wheelix & Staff
- Cunningham & Walsh
- Corn Products Sales Co.
- Diamond Match Company
- Elber Standard Oil Company
- Elgin & Company
- General Foods Corporation
- Geiger, Newell & Canger, Inc.
- Ted Houseknecht
- Hill & Knowlton, Inc.
- J Walter Thompson Company
- Lipton Tea Cup Company
- Marschalk & Platt Company
- Mazar, Inc.
- New York Times Tribune
- Scoville, Cullinane, Inc.
- The Bow Company
- This Week
Here are the questions asked...

I. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

II. In your experience which trade journal brings radio station advertising most effectively to your attention?

What's the conclusion? Just this...

BROADCASTING-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike.

The latest survey only adds further proof of BROADCASTING's dominance—a dominance that is now greater than ever.

No if's, and's or but's... if you want to reach the people who count in radio advertising—and be sure they see it—put your message in the pages of BROADCASTING-Telecasting.
CBS DIST. 8
Meets in Dallas
FRANK STANTON, president of CBS, and Wayne Coy, FCC Chairman, spent a full day in Dallas with CBS station managers from Texas and Oklahoma Jan. 29, reviewing all phases of the broadcasting industry picture as it shapes up for 1951.

WHK-KLIF Dallas were key presidents of the network attending the meeting of District 8 of the Columbia Affiliates Advisory Board.

Discussions were closed sessions and off the record. Highlights, according to Clyde Rembert, managing director, KRLD Dallas, and District 8 director, included a report by Mr. Stanton on CBS’ sales achievement in 1950 and a review by Mr. Coy of the color TV situation and the “freeze.”

"Mr. Stanton," said Mr. Rembert, "reported that CBS in 1950 had its biggest gross income in history, and this record also was a record for any network.

"Although pointing out that the year ahead is uncertain, Mr. Stanton expressed the belief that 1951 will be as good or better than 1950." About 25 station executives from Texas, Oklahoma and Shreveport, La., attended the meeting. Activities included a morning session, luncheon, cocktail party and dinner, all in the Hotel Adolphus. Agency executives were among guests at the cocktail party.

Present for CBS, in addition to Mr. Stanton, were Herbert V. Akerberg, vice president in charge of station relations; J. L. Van Volkenburg, vice president in charge of network sales; William R. Lodge, vice president in charge of engineering, and H. Louis Hausman, CBS vice president in charge of advertising and sales. Members of several CBS officials also made the Texas trip.

Station executives in Dallas included Howard Robertson, KLYN Amarillo; J. J. Bernard, KOMA Oklahoma City; John Esau, Griffin; and Jim C. Leake, KTUL Tulsa; Troy McDaniel, KGBS Haskell, Tex.; Ray Herndon and B. F. Orr, KTTH Houston; Ray Brown, Charlie Clough and Les Pierce, KWFT Wichita Falls; Kathy Wofford, Bill Hughes and H. B. Lockett, KTVS Corpus Christi; Charles Lutz and Frank Huntress, KTSA San Antonio; Henry Clay, KWKH Shreveport, La.; J. C. Kellem, KTBC Austin, Tex.

Considerable local publicity was developed for the meeting in front-page stories in the Dallas Times Herald, publishing affiliate of KRLD, and in a KRLD interview with Mr. Stanton.

WHK Center Dedication
DEDICATION ceremonies of WHK Cleveland’s new radio center Feb. 10 will be highlighted by a Mutual network broadcast of the Chateau Theatre of the Air, which usually originates each Saturday from 9 to 10 p.m. (CST) at WGN Chicago. More than 1,300 persons in Cleveland will see a broadcast of “Faust.”

ABC vice presidents who attended the cocktail party in the Adolphus Hotel, Dallas, were (l to r) J. L. Van Volkenburg, network sales; William B. Lodge, general engineering; H. Louis Hausman, advertising and sales promotion, and Herbert V. Akerberg, station relations.

MUCH IN EVIDENCE at the district meeting were front row (l to r), Jim C. Leake, KTUL Tulsa; B. F. Orr, KTRH Houston; Kenyon Brown, KWFT Wichita Falls; Clyde Rembert, KRLD Dallas and District 8 director; John Grif-fin, KTUL; John Esau, KTUL, and Joe Bernard, KOMA Oklahoma City. Back row Ray Herndon, KTRH; Charlie Clough, KWFT; Charles Lutz, KTSA San Antonio; Troy McDaniel, KGBS Harlingen, Tex.; Kelly Wofford, KEYS Corpus Christi; Bill Hughes, KEYS; Howard Robertson, KLYN Amarillo, and J. C. Kellem, KTBC Austin.

COMPONENTS
RTMA Announces Reclassifications

RECLASSIFICATION of all electronic component parts, which will enable the Defense Dept’s Munitions Board and the industry to more easily establish standard definitions, was announced Friday by Radio-Television Mfrs. Assn. The new breakdown, which sets up 11 major groupings for electronic component parts, was completed by RTMA member-company engineers and the association staff at the request of the Munitions Board.

The reclassification will enable the military and electronics industries in future meetings at the Pentagon, to readily identify component parts by listing them in groups requiring common production facilities, manpower, material and know-how. Herefore, the Defense Dept. had been unable to evaluate industry ability to produce any specific component part.

The report was submitted to Fred R. Lack, Western Electric Co., chairman of the Electronics Equipment Industry Advisory Committee, which has met periodically with the Munitions Board and other officials on problems arising from shortages of vital materials and military requirements [BROADCASTING • TELECASTING, Jan. 29, 15]. The breakdown was submitted to Mr. Lack by a task committee headed by A. D. Plamondon Jr., Indiana Steel Co.

The 11 new groupings comprise antennas, resistors, capacitors, transformers, circuit interruptors, transducers, transducer accessories, housings, plugs and connectors, hardware and Pneumoelectric frequency control devices—all component parts.

RTMA also reported it is working on new classifications for such products as electronic and equipment, electron tubes and devices, and electronic test equipment. The report should be ready at an early date.

May Limit Sets

There was speculation in Washington last week that the government is preparing a set of orders on all basic metals which would limit unit manufacture of such items as radio and TV sets, musical instruments and other end products. Authorities confirmed the reports, indicating July 1 as a possible target date, with the qualification that cutbacks and other allocation methods are first utilized.

The National Production Authority already has indicated that it is surveying metal consuming plants to measure the impact of mobilization on industry. In the background is a plan which would aid electronics, communications and other industries in obtaining raw materials for maintenance and operation and channel others to defense-supporting output not now covered by priorities.

These revelations came just prior to last Thursday (Feb. 1), effective date for the new cobalt limitations which now require users to obtain authority from NPA for purchases of this key metal. Cobalt is used in loud speaker magnets contained in radio-TV sets. Available supply had been cut down to 30%, or less than one-third of the amount used during January 1950.

With copper, nickel and aluminum cutback severely and despite development of substitute materials [BROADCASTING • TELECASTING, Jan. 29], set-makers and parts manufacturers are hard pressed to maintain operation and yet fill defense orders.

Latest example of curtailment was a Jan. 24 NPA order which permits use of nickel only in highly essential uses. Already cut back to 65% for the first quarter of 1951, use of nickel is now prohib-
People say that they've seen flying discs.
They say they're bright shiny metal, 90 feet in diameter, and travel at incredible speeds. Reports about them always seem to make page one.

Another kind of "flying disc" that never rates a headline is made of black wax. It's about 16 inches in diameter, and it, too, flies at incredible speeds.

We're speaking of radio transcriptions that fly by Air Express.
They don't get page-one mentions because, by now, the idea of flying discs to the various stations is commonplace to the radio industry. The time they save permits them to keep their recorded broadcasts right up to the minute.

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

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

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

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

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

Like to know more? Call your local Air Express Division of Railway Express Agency.
Pulse

Pulse of Birmingham* gives WAPI's "Time for Benny" a 7.2 rating at 8:15 in the morning (Mon. thru Fri.)—after just five months on the air. It's the most listened-to disc jockey show in town.

shows

Shows like "Time for Benny" aren't unusual on WAPI, though. Matter of fact, all of the Top Ten local shows are on WAPI. So are seventeen out of the Top Twenty!

Benny's

Benny's an expert on discs and downbeat. After being singer and skinbeater with swing bands for eight years, he's uniquely qualified for his post as Birmingham's top platter-chatter man.

Best

Best thing about "Time for Benny" is that there's time for you. It's a buy you'll want to investigate. Specially since it's on Birmingham's most popular station—in a market that's booming with business activity and defense industry.

jockey

Jockey Benny Carle is just the man to spin new sales records for you... if you hurry. You can get all the information on available participating from Radio Sales or...

WAPI

“The Voice of Alabama”
CBS in Birmingham
Represented by Radio Sales

STATIONS UNIT

Draws NAB Board Tribute

NAB's newest operation, the Station Relations Dept., drew a tribute from the board of directors as the first item of business that came up during the Bellevair, Fla., meeting. After hearing a report by John F. Hardesty, director of the department, the board adopted a resolution praising Mr. Hardesty and William K. Treynor, assistant di-

Borden Starlac

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta
NEWS AND VIEWS OF COAL

INDUSTRIAL FUEL NEEDS TO RISE 20% IN NEXT 10 YEARS.

A recent industrial study made by McGraw-Hill, the country's leading industrial publishers, forecasts that by 1960, American industry will require 20% more energy in the form of heat, light, and power. Today coal furnishes half of industry's energy needs. Coal is the only energy resource with unlimited reserves. Coal is the only energy supplier already equipped to meet largely increased demands. Coal in the years ahead is surely destined to occupy a larger place in the nation's energy picture.

GASOLINE FROM COAL AT 11c A GALLON?

The immediate establishment of a synthetic fuels industry is both feasible and desirable, according to Director James Boyd of the Bureau of Mines. Petroleum production is expected to decline during the present decade, and reserves are relatively limited. Although not yet in mass production gasoline can now be made from coal for less than 11c a gallon—helped by the fact that by-products can be sold for making benzene, toluene, chemicals for medicines, and explosives—all of which are in critically short supply.

COAL RESERVES PUT AT 1.2 TRILLION TONS.

According to the latest appraisal of the nation's potentially recoverable coal reserves, there are 1.2 trillion tons of coal still in the ground, of which approximately 50% is bituminous, 19% is sub-bituminous, 30% is lignite, and 1% is anthracite. This huge reserve, if mined, would make a coal pile 5 miles high and 50 miles in circumference. Of all of America's recoverable fuel reserves nearly 90% is coal—which portends an ever increasing dependence upon this basic and abundant source of power.

1,000 NEW COAL MINES.

America's coal industry has opened or placed in development 1,000 new mines in the past five years. 220 of these mines have a minimum capacity of 500 tons of coal a day. These new mines have a potential capacity of 280 million tons annually—equal to one-half of the anticipated production of bituminous coal in the United States this year. The potential capacity of these new U. S. mines is more than the year's coal for the entire industry of the vast Soviet Union.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
STATE DEFENSE PLANS

STATE civil defense directors will receive a thorough briefing on national communications and other defense planning Feb. 12 when they convene with officials of the Federal Civil Defense Administration in Washington.

Communications' role as the "nerve system" of the nation's mobilization structure will rank high on the agenda during the one-day session called by FCDA's Millard F. Caldwell Jr. to crystallize federal policy and to inform state officials how much help they may expect from the government.

At the same time progress of defense efforts on the state and community level and answers to some of the more baffling problems besetting provincial planners will be aired, with Mr. Caldwell and other FCDA authorities leading the sessions.

Burton To Speak

Functions of the air raid warning system, communications and other centers, the Continental Air Command, the FCC and the civil defense office will be outlined by Robert A. Burton, FCDA's communications director.

Plans for the session took shape on the heels of Mr. Caldwell's message to the governors of the 48 states, the District of Columbia and U.S. territories, urging them to take action by March 1 to put nationwide CD activities on a "firm footing." He asked them to have a complete program in operation by April 1.

In other developments last week:

FCDA was readying a revised schedule of忤quests for communications and other equipment for the remaining portion of the current fiscal year ending June 30.

The District of Columbia CD office set a meeting for this week, date undetermined, for the purpose of calling together representatives of radio stations, amateur radio operators, public utilities and other interested groups to map plans for defense of the District.

J. James Wadsworth, deputy administrator, FCDA, reported that radio and television programs will spread information contained in CD booklets for enlightenment of the public.

Mr. Burton's talk is expected to cover many of the points previously outlined by agency officials dealing with "radio silence," issuance of a technical or communications manual, use of amateur frequencies, operation of intercepter commands and control centers, air raid warning signals and devices and operation of mobile systems at the community level.

The FCDA communications official also is expected to tell state directors that radio stations can play an important part in allaying panic and reuniting families in the event of air attack on the U.S.

The question of funds to finance communications equipment in civilian control centers — whether the state or federal government will shoulder them and how much — appeared to be problematical last week.

The agency last week was to have sent an estimate for the next five months to the Budget Bureau, in turn will submit it to Congress. Amount for communications was not revealed. A budget request for fiscal 1951-52 will be submitted sometime this spring.

The $32 million originally tabbed for communications appears to have gone out the window in view of fresher estimates, though the initial figure was to have covered four-year period. Officials said estimates will be submitted each year and felt that no accurate estimate of communications funds could be projected.

Whether the federal government would assume the full burden of equipment outlays also was held doubtful. Under legislation passed last year by Congress setting up the present FCDA, it was given the latitude to assume a full or partial share of expenditures covering communications at state levels, with the provision they notify Congress when appropriations command its attention. It is held likely that where communications are deemed "primary" equipment, the government may shoulder the financial load.

D. C. Progress Good

Meanwhile, planning in the District of Columbia has progressed satisfactorily, according to Herbert Friede, D.C. communications director.

Already under contract are orders for six transmitters from RCA (two 250 w for command centers, four 50 w for geographical control centers, standby power generators, and 50 to 60 portable "pack" radio sets.

Representing broadcasters at this week's meeting will be Ross Beville, WWDC-AM, Washington, responsible for Phases of broadcast planning, including use of transit radio.

D.C. Meet Feb. 12

While national business has increased 293% since the base year of 1939, business in Jackson during the same period GAINED 465%.

Page 36 * February 5, 1951
We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

Every dollar cut from non-military spending is a dollar available for defense

— and a check on Inflation

Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions or services.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from all of us in taxes, or by borrowing. Every dollar so cut helps hold down the demand for goods and services and so helps check inflation.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. So every one of us has a personal stake in how our Government cuts non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combatting inflation—the Sixth Column Enemy.

Of course, cutting back means giving up some things, but this must be done to help pay for defense. The only source from which the Government can get money is the people—and one of those people is you.

5 more things that must be done to check inflation—
even with price controls

1. Increase production: To meet defense needs and provide for civilian necessities.
2. Support increases in taxes: To put our Government, as nearly as possible, on a "pay-as-you-go" basis.
3. Maintain credit curbs: To reduce the competition for civilian goods.
4. Increase personal savings: To provide investment money for greater production and to lessen the demand for goods.
5. Buy only for real needs: Overbuying only increases shortages, and adds to the inflationary pressures.

These things won't be easy for any of us to do, especially since we must forego increased wages and profits unless they are based on increases in production. Sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—INFLATION—from bleeding our economy.

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

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

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.
"YOU AINT HEARD NUTHIN YET..."

That's right! ... You aint heard nothin' till you hear me ... Of' Diz ... on the radio. The New York Yankees has got me signed up to announce their games on television but I'm comin' out with my own personal radio program so folks in the United States can hear me too. I admit I'm a sensayshun in New York but I aim to be heard in every town where they's a radio station. You station managers and agency execs git on the ball ... send in your order for this weekly transcribed show and your Hooper will rise like a home run ball in the right field bleachers ... Sign me up quick cause Of' Diz is ready to start pitchin' ...

THE DIZZY DEAN SHOW

Available Now
For
Local or Regional Sponsorship

To Be Released April 1 for 26 Weeks

GET "BUSY" WITH "DIZZY"

Write, Wire or Phone for Exclusive Rights in Your Territory

CBS eastern and western executives meet in Chicago for a luncheon sales meeting. Attending were, seated (1 to r) Carl Barkland, sales manager, CBS Radio Sales; William Shaw, manager, New York Radio Sales; E. H. Shomo, assistant general manager, WBBM Chicago; Harold Davis, account executive, New York Radio Sales; Ross Merritt, sales service manager, WBBM, and Hugh Stump, manager, San Francisco Radio Sales; standing, Frank Hayes, manager, Chicago Radio Sales; David Kimble, WBBM sales promotion manager; Ralph Brent, WBBM sales manager; Henry Untermeyer, account executive, New York Radio Sales; Al Massey, WBBM director of program sales, and Al Bland, new WBBM program director.

MATERIALS POLICY

Paley Commission Charts Course

COURSE of inquiry into the nation's long-range materials problems was charted along preliminary paths last Tuesday as the President's new Materials Policy Commission, headed by CBS Board Chairman William Paley, held its first meeting. The group was received later at the White House by President Truman.

Initial discussions dealt on a broad scale with various fields of inquiry the commission will cover and the various assumptions on which its recommendations will be based when it prepares an advisory report for the Chief Executive.

The group, appointed by President Truman a fortnight ago to survey shortages and other production problems [BROADCASTING • TELECASTING, Jan. 29], stressed that it will make fullest possible use of existing data from pertinent government agencies which deal with the nation's resources.

At the same time, the commission gave the green light to a series of preliminary staff studies for use at a followup meeting slated for Feb. 13. A small staff of experts is being assembled in the interim.

Symington Attends Luncheon

After four of the five members had convened for the first time, the group attended a luncheon at the Shoreham Hotel, where W. Stuart Symington, chairman of the National Security Resources Board and top Presidential advisor, spoke briefly on the opportunities and purposes of the commission. Mr. Paley and his associates then were received by Mr. Truman and administered the oath of office.

At the Tuesday meeting the commissioners were briefed by two NSRB representatives, Spencer S. Shannon, Materials Office, and John Crenshaw, Non-Ferrous Metals. Mr. Paley also met with Cabinet Officials during the week.

The CBS radio executive emphasized that the commission will pursue its duties on a broad general

FIFTY salesmen of RCA Engineering Product Dept., Camden, have been made members of Sales Leaders Club for exceeding quotas during 1960.
VOICE CONTEST

WINNERS in the 1950-51 Voice of Democracy contest—largest in the history of the competition sponsored jointly by NAB, Radio-Television Mfrs. Assn. and the U. S. Chamber of Commerce—were announced last Monday by Robert K. Richards, NAB public affairs director.

Richards were Marcia Anne Harmon, Del. Rose, Calif.; Ricardo Romulo, District of Columbia; Norita Newbrough, Baton Rouge, La., and Robert A. Burnett, St. Louis, Mo. They are slated to repeat their winning five-minute scripts before the House of Burgess while visiting Colonial Williamsburg, the so-called “cradle of democracy.”

Judging of finalists and selecting of the four winning entries were handled by a select panel of distinguished American personalities comprised of: FCC Commr. Frieda H. Hennek; H. V. Kaltenborn, NBC commentator; Lowell Thomas, CBS news analyst; Erwin D. Canham, editor of the Christian Science Monitor; Frank Pace Jr., Secretary of the Army; Rabbi Norman Gerstenfeld, minister, Washington, D. C.; Miss Corina A. Mowrey, president, National Education Assn., and W. L. Spencer, president, National Assn. of Secondary School Principals.

The judges, like those at the state and regional levels, chose the winning entries by means of transcription identified only by code number. The 13 finalists were scored and tallies averaged to determine the winners in the contest, which got underway last October in conjunction with National Radio-Television Week.

State Judging

Competing transcriptions were judged at the state level under the auspices of local radio stations which cooperated with area U. S. Chamber of Commerce chapters and radio dealers to offer special prizes. State judging followed

50 A RECORD

For WCCO Billings

WCCO Minneapolis-St. Paul last week disclosed that 1950 was a record year of billing in all categories. The station announced also that 1950 income topped previous highs set during 1949.

Station Manager Gene Wilkey said that gross income during 1950 was 17% above that of 1949 and that 1950 showed an increase of 15% in sale of local time.

According to Carl Ward, WCCO sales manager, summer selling boosted local time sales for the summer quarter by 17.6% and national spot time sales by 11.9%.

Strictly Business

(Continued from page 16)

join WBX Chicago as a salesman. Two years later he was eastern sales manager for WBX in New York.

It was from that job, in 1944, that he enlisted in the Marine Corps, emerging as a captain in the Night Fighter Direction Unit. After the war, Mr. Sutton moved to St. Louis as sales manager for Columbia's outlet there, KMOS. A year later, in 1946, with television creeping rather urgently out of its chrysalis, Mr. Sutton was recalled to New York to help direct its sales growth for CBS. In 1948 he was named general sales manager for CBS-TV, the position he holds today.

Mr. Sutton is married to the former Louise Powell, and they have one daughter, Marlin, 8 years old. The family lives in its own home in Westport, Conn.

Mr. Sutton's hobbies are skiing, shooting, hunting, fishing and water sports of all kinds. He is a member of the Weston Gun Club.

announces the appointment of

H-R Representatives

New York • Chicago • San Francisco

as exclusive national representatives

1951
Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:

open mike

Editor:

Read with alacrity the stories on "Mail Order Case" in Broadcasting. We hope you will make it clear to your readers that the case of Midland Adv. Agency (Christmas tree ornaments) is an exception. There are many agencies like ours who represent accounts in perfectly legitimate mail order deals. Before we take on a client for mail order, we investigate the product, the client and specify, among other things, a rigid shipping schedule, a written money-back guarantee enclosed with the item, etc.

In the course of our contacts with station managers, we also have found them to be more than careful in the kind of deals they accept, and, once they are satisfied, will extend the agency and client every ounce of cooperation in the book. After all, we are past the stage of PI deals. We pay the same rates any other advertiser is expected to pay.

Cook Episode

Editor:

I read with a great deal of interest an article in Broadcasting
just to keep the record straight, WKY-TV's cameraman was the first and only cameraman to take pictures of Cook in the Tian Juana jail and his delivery to FBI authorities. This film was a WKY-TV exclusive and it was through our courtesy that KFMB-TV was allowed to telecast it. Perhaps you had an opportunity to see the film for we sold it to NBC for inclusion in the Camels news reel. INS and others also purchased copies of our film.

P. A. Sugg, Manager
WKY-AM-TV Oklahoma City

'SLevel-Headed' Reports

EDITOR: ... You people are ... keeping industry posted on civil defense matters in a level-headed and factual manner. It is a relief to read this type of reporting after the "scarce-head" treatment given this matter by some members of the press.

Charles E. Davow Jr.
Director of Communications
Office of Civil Defense
State of Missouri
Jefferson City

Valuable Material

EDITOR: I just wrote a brief review of "Two Exciting Decades" (which appeared in Broadcasting • Telecasting on Oct. 16) for the forthcoming issue of the Quarterly Journal of Speech. ... I want to tell you that "Two Exciting Decades" was an unusually fine article and I wish that you people would expand it so that students of broadcasting find such material to be of real value.

Hale Aarons, Chairman
Radio Education Dept.
Stephens College
Columbia, Mo.

SRDS Newsletter

FIRST issue of CM analyst, new monthly marketing newsletter, reported that 1960 retail sales in Florida jumped 16.5% over the previous year for the largest percentage gain of any state. By comparison, total 1960 sales increased 10.2% over 1949, with amounts ranging from 8% to 12% for nine basic geographic marketing regions, CM said. The first issue was mailed out the past fortnight to advertising agencies, advertisers, researchers and other groups by the publisher, Standard Rate & Data Service. The four-page letter includes three original statistical tabulations designed for use at top-management level as a guide to market analysis and sales planning, and is a supplement to Consumer Markets, firms, annual statistical source book.

WWDC POLICY

Set On MBS Sustainers

A SELECTIVE policy on network sustaining programs is included in the new affiliation agreement between MBS and WWDC Washington, 6 kw independent station which becomes Mutual's Capital outlet in March, it was learned last week. Under the arrangement, WWDC is expected to allocate certain Mutual daytime and nighttime sustaining programs and also maintain a heavy schedule of its own programs. The agreement probably will enable the station to retain part of its independent flavor through airing of local personalities and yet carry select MBS programs, according to Herman Paris, WWDC commercial manager.

The affiliation, effective March 11, was announced by E. M. Johnson, MBS vice president in charge of station relations, and Ben Strouse, WWDC vice president and general manager [Broadcasting • Telecasting, Jan. 29]. WWDC replaces WEAM Arlington, Va., as MBS affiliate.

While the switch is not effective until next month, WEAM last Monday made provision for dropping a few MBS programs, but plans to carry others until March 10. Howard Stanley, general and commercial manager of WEAM, told Broadcasting • Telecasting that disaffiliation from Mutual will enable WEAM to return to independent operation as a "community" station. Additionally it will mean more reasonable advertising rates for local sponsors who seek saturation spot coverage, he said. At the same time it was revealed that WEAM is proceeding with negotiations to open studio facilities in Washington. These will serve as "auxiliary" studios to the Arlington headquarters.

FACSIMILE RELAY

Daily Use Begins Today

FIRST relaying of multiplexed facsimile service on a regular basis begins today (Feb. 5), following successful tests. Using equipment designed and built by Hogan Labs., journalism students at Columbia U. will make up a four-page daily facsimile five days a week which will be sent by STL to WFMP-FM Alpine, N. J., and relayed from there, multiplexed along with Rural Radio Network FM sound programs, to WQAN-FM Scranton and to WHCU-FM Ithaca for broadcast.

A few receivers have been installed in Scranton and Ithaca to receive the experimental broadcasts, which are also experiments in facsimile make-up for the Columbia students. First facsimile newscasts will include a page of news, two pages of weather maps and a page of produce and market quotations.

In Quality

The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

In Development

Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

In Pricing

Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES—TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS
Blue Wins
This "Hunt"

Cappy Miller's coon dogs—except for Old Blue—are about the finest hounds in the county. Blue's too friendly and easygoing to care much about hunting. He doesn't act the way we think a good dog should, so we figured he'd never amount to much.

But a fellow comes around Saturday looking for a good dog to photograph for some advertising. And the dog he picks is Blue! Says Blue's happy face is just the one to attract people's attention. So Cappy gets more money for that picture than his other dogs will ever take in hunt prizes.

From where I sit, that should teach us not to look down on humans, when they act differently than we think they should. For instance, maybe you think tea goes best with food. O.K.—but don't size up wrong the man who enjoys a beer at mealtime.

Like Blue, I guess we're all "different" in one way or another—but that doesn't mean we don't have our good points, too!
STATE BILLS
Affect Sales Tax, DST

TWO BILLS that would create new problems for advertising in general and radio in particular are under consideration by the Washington State Legislature, currently in biennial session at Olympia. One would forbid local option on daylight saving time while the other would extend the state's sales tax to advertising.

The time bill provides:
No county, city or other political subdivision of this state shall adopt any provision for the observance of daylight saving time, except pursuant to a gubernatorial proclamation declaring an emergency and authorizing such adoption, or unless federal authorities shall establish daylight saving time upon a national basis.

Network affiliates throughout the state would be particularly hard hit by the measure, because of their need to tie in their program schedules with eastern releases. The bill would negate a decision by Seattle voters in 1949, concurred in by most surrounding municipalities, to establish "fast time" on the same schedule as prevails in eastern metropolitan areas.

The other bill, amending the state's 3% sales tax law, would extend the provisions of the law to "the sale of or charges paid for the dissemination or distribution of advertising or advertising material" by any advertising medium, specifically including radio and television.

The latter measure is opposed by the Advertising and Sales Club of Seattle, which has observed: "Advertising is the greatest single stimulator of revenue from the sales tax as it exists now. To impose the tax on advertising would tend to diminish the efficacy of this stimulant."

The Washington State Assn. of Broadcasters is preparing several bills of its own to assure themselves and their listeners of the full support of their staffs in behalf of America's mobilization program.

PLEDGES ASKED

Of 'Goodwill' Employees

JOHN F. PATT, president of the G. A. Richards stations, announced last week that within 24 hours after employees were asked to sign loyalty pledges, the stations reported virtually 100% response. Stations include WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

The stations explained that the questions asked of employees are identical to those appearing in the Civil Service Commission application for federal employment.
Mr. Patt stated that the action was taken by him jointly with general managers Worth Kramer, WJR; Carl George, WGAR, and Robert Reynolds, KMPC.

"In view of the national situation, we believe this is a good time to stand up and be counted," declared Mr. Patt.

"In this respect we want to place the Goodwill Stations in the good company of other industry leaders who have taken similar steps to assure themselves and their listeners of the full support of their staffs in behalf of America's mobilization program."

CBS Loyalty Dismissal

CBS girl office employe whose identity was withheld, has been dismissed for refusal to sign a loyalty statement asking about subversive organization membership [Broadcasting • Teletcasting, Jan. 24]. The first CBS employee so dismissed as far as is known, she said she was not a member of any union but objected on principle; that she never had been a member of any organization listed as subversive by the U.S. Attorney General, Joseph R. Beams, CBS executive vice president, said dismissal of non-signers was the "only way to make it work"; that unless there was some compelling reason (and he could think of none at time), no exceptions would be made.

Modern Pied Piper

Leads Listeners to Action

Over a year ago Fulton Lewis, Jr. was the driving force behind the spare-time community construction of a pipe organ for his home-town church. Guideposts magazine told the warning story in December, 1950. Copies of the issue were offered to listeners of the Fulton Lewis, Jr. program. Result: More than 200,000 requests to date, and more arriving daily.

As Mr. A. H. Warne, president of Bohman-Warne, Inc. (Lewis sponsor on WJE, Hagerstows, Md.) wrote:

"I've heard you called many names (complimentary and otherwise) during your years on the air, but not until I read Guideposts did I know you were 'The Modern Pied Piper.' We were overwhelmed by requests for the pipe organ story. We are proud to have the privilege of sponsoring your daily broadcast, and in doing so, connect our name with one so highly regarded by a listening public."

The Fulton Lewis, Jr. program, currently sponsored on more than 500 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC18 (or Tribune Tower, Chicago 11).

* Your local MBS outlet will supply copies upon request.
AD CRACKDOWN

FTC Issues Defense Policy Warning

FOOD and drug advertisers last week were nulling the implications of a threatened crackdown on advertisements of so-called "doubtful appeal" in view of shortages of critical materials.

The warning was contained in a twin-fold "anti-deceptive" advertising and "anti-monopoly" policy statement issued Jan. 28 by FTC Chairman James Mead. The directive charted the course the commission's divisions are expected to follow with respect to certain practices during the present emergency mobilization period, and touches on foods, drugs and other therapeutic products.

Meanwhile, FTC authorities scotched published reports involving complaints of drug firms that the commission had embarked on a long range plan which would overlap the jurisdictional field of the Food & Drug Administration. Some firms felt that, conceivably, if carried to an extreme, FTC policy would result in the necessity of purchasers obtaining prescriptions from doctors for certain drugs.

Commission authorities categorically denied the charges, made plain that there is no question of jurisdiction. They pointed out that FTC concerns itself with the truth of advertising claims, while Food & Drug concerns itself with labeling.

Urges Protection

Warning against "opportunists in the business world," Chairman Mead called on the commission to protect the "health and pocket-books" of civilians "against the false and fraudulent claims of unscrupulous advertisers," and to maintain constant surveillance over advertisements dealing with critical materials.

The Radio and Periodical Advertising Division, Chairman Mead stated, citing its continuing survey of radio and other media copy, "will give particular attention to advertising appeals of doubtful appeal which are related to the mobilization effort." The division will report to the

CLEAN COPY

Radio-TV Top Other Media

FEWER radio and television continuities were set aside in December by the Federal Trade Commission, as being "possibly false and misleading" than any other media advertisements, it was revealed by FTC. On the basis of figures reported by FTC's Radio and Periodical Advertising Division, audio-visual media fared better proportionately than newspaper copy.

Of 8,785 radio continuities examined last month, only 273 (or 3.8%) were set aside for further study. Television continuities totaled 2,056, of which 62 (or 3%) were cited as being questionable. Newspapers rated a 4%, with 846 ads out of 18,483 set aside.

OWEN NAMED

To Stabilization Post

HENRY B. OWEN, president of KING Broadcasting Co., licensee of KING-AM-TV-FM Seattle, Wash., has accepted appointment as director of the Pacific Northwest Region 18 price stabilization office. He was slated to open district and regional offices for Washington, Oregon and Idaho early last week.

Mr. Owen was appointed a consultant Jan. 25 by Michael V. DiSalle, director of the Office of Price Stabilization (Economic Stabilization Agency). While Mr. DiSalle stressed that the appointment was only temporary, Mr. Owen told BROADCASTING • TELECASTING that he had accepted the director's post, subject to clearance by government authorities. Thirteen other regional consultants also were either named or slated for appointment.

The radio executive was in Washington the past fortnight and attended government price orientation courses held at the Shoreham Hotel. Region 13 information headquarters will be located in the National Bank of Commerce Bldg., 1110 Second Ave., Seattle.

WMC is

Memphis-Market-Minded!

The most important characteristic of a successful radio station is its ability to "program" to the wants and needs of its market.

Since 1923, for over twenty-seven years, WMC has been continually conscious of its program responsibilities in informing and entertaining the 756,450 radio homes that make up the great Memphis market.

Mayor of Skunk Hollow

Here is a successful example of WMC's Memphis Market-Mindedness! Since 1945, Slim Rhodes and his Mother's Best Mountainers have broadcast continuously over WMC five quarter-hour programs a week for an imposing total of 1,990 quarter-hour periods.

—and here's what the sponsor thinks of it:

"Slim Rhodes and his Mother's Best Mountainers have been a real factor in making Mother's Best Flour a Mid-South favorite. The fine reception our program has enjoyed for nearly ten years is reflected in our sales figures for this area."

R. W. Vollmer
Southern Sales Manager
Nebaska Consolidated Mills

WMC

260 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal Company

Broadcasting • Telecasting

Page 44 • February 5, 1951
VINYLITE
Supply Ample—Benedito
THE CRITICAL shortages of vinylite which so beset the manufacturers of transcriptions during World War II are not likely to be repeated during the present emergency period, according to J. D. Benedito, manager of the extraction and molding material division, thermo-plastic department, Bakelite Div., Union Carbide & Carbon Co., producer of vinylite.

Queried last week by BROADCASTING, Benedito stressed that his company has a supply of vinylite in the early years of World War II were due largely to the requirements of the intensive ship-

DRAFT REVISION
Would Affect Technicians
CONGRESSIONAL controversy over whether to draft 18-year-old youths into the armed services will have a substantial effect on deferments of technicians, engineers and other skilled manpower, Defense Dept. officials have indicated the past fortnight.

Mrs. Anna Rosenberg, Assistant Secretary of Defense, told the House Armed Services Committee during manpower hearings that a 18-19 age draft policy "could allow a larger number of deferments than would otherwise be possible" in the technical and engineering categories. Occupational deferments now granted in key industries would have to be curtailed if the youths are not made available, she stated.

Moreover, she told the committee, failure to conscript them would endanger the draft-exempt status of World War II veterans, and also make it necessary to cancel deferments for fathers and husbands in the 19-26 group.

The Assistant Defense Secretary, questioned about the department's reserve policy, said a new policy has been evolved whereby inactive reservists are called after active reservists, all with 30 days notice.

The importance of skilled personnel in the military picture has been stressed again by the U. S. Air Force, which recently appealed for officer specialists in electronics and communications and for airmen qualified in radio and radar maintenance and communications.

BROADCASTING • Telecasting

KCLU HOMERS
To Air Ft. Worth Baseball
TEXAS LEAGUE baseball games of the Fort Worth Cats, which for four years have been broadcast over KXOL Fort Worth, will be heard over KCLU Fort Worth during the upcoming season, it was announced last week.

W. Bruce Chambers Jr., KCLU president and general manager, and Homer Hogan, KCLU commercial manager, added that the baseball announcing job still is open. Russ N. Lamb, general manager, said that major league broadcasts "will keep us big in the sports picture."

John Reeves, Fort Worth Baseball Club president, said that bids had been received from both stations but that the contract had been given to KCLU because of "quantum merit." KCLU has power of 5 kw. Broadcasts begin April 10.

MILTON Q. FORD (II), disc jockey for WWDC Washington, D. C., discusses with Frank Beck, cartoonist, Feb. 14 return to Mr. Beck's comic strip, "Bo," Mr. Ford's parrot, "Richard." Last year Mr. Ford and his parrot were featured in syndicated strip (350 papers) for three months. The parrot has been featured on Mr. Ford's shows for two years. "Richard" operates in front of a live mike and interjects remarks during the show.
ATLANTA

TEST MARKET IN AMERICA

CITIES 250,000 TO 500,000 POPULATION

(Sales Management Test Market Survey—Nov. 10, 1950)
There are many reasons why Atlanta, distribution center of the southeast, rates as the first test market in its population group. Most important to you is its enormous retail buying power—over $500,000,000 worth last year. Smart advertisers sell this wealthy market most effectively by using the stations Atlantans listen to and believe in . . .

The loyalty and response of WAGA’s vast listening audience make it Atlanta’s top station for sales results. WAGA, with the finest in entertainment, look-ahead programming and spirited public service, delivers your sales message with an impact which makes WAGA and WAGA-TV Atlanta’s best radio and television buys. Tops in everything that attracts and holds listeners, all Fort Industry stations, listed below, are geared to put your message across to the responsive audience in their respective markets.

For sure-fire sales results, your best radio and television buy is any Fort Industry station.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
Televigilance Needed

THE FCC, which frequently has trouble with semantics in cases of this kind, no doubt will be eager to deny that what it has in mind is a Blue Book on program principles for television.

We refer, of course, to its 5-to-1 decision to hold a "public conference . . . for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and the industry" [Broadcasting, Jan. 29, 22; also, story this issue].

Symptomatically, the words "programs" and "programming" are found nowhere in the Commission's short announcement. FCC prefers to call it, with a rhetorical flourish, a discussion which "will relate generally to the role of television in serving the needs and interests of the public.

So it means programs.

Broadcasters who went through the battle of the 1946 AM Blue Book will know what this involves. Whatever form it takes, whatever name the FCC gives it, whatever FCC says it is not, it is patently another bald intrusion by a government agency into the program field—a field on which Congress has clearly posted: "No Trespassing."

Admittedly there is plenty of room for betterment in television programming. Admittedly some stations, particularly in one-station markets, have allowed program structure to get out of balance. Admittedly the Commission has been open to challenge in some instances, and selection of hours for certain types of program has been questionable.

The fact remains that, by Congressional mandate, this is none of FCC's business. It is a matter between a station and its audience. FCC may be sure that the complaints it says it has received are not a handful, when compared to the million to see television and like what they see. FCC must also recognize and take into account—and we believe that most FCC members do—the fact that television is young and still growing. And it's improving as it grows.

If there is anything good about the Commission's venture, it is the conference procedure to be followed, and the fact that television broadcasters may be prompted toward self-examination—an endeavor, of course, the only proper source of improvement.

The 1946 AM Blue Book was born full-grown and thrust upon a stunned art. Its 1951 TV counterpart may be no grotesque. At least, as a result of the conference which FCC has promised, the Commission will have the benefit of telecasters' views during the gestation period.

Television broadcasters may well take a lesson from FCC's just-completed hearing on proposals to set aside TV channels for educational institutions to use at some vague future date. General service broadcasters almost let that one go by default. CBS President Frank Stanton and NAB President Justice Miller may particularly be thanked for balancing FCC's hearing record to the point where, by the time the sessions were over, the Commission had heard both sides of the question and not just the side FCC wanted to hear.

There can be no default, or near default, on the forthcoming TV program conference. The time to start preparation is now. Self-improvement is a good starting point, but it will take more than that. The time has come to shoulder the responsibility and solid determination to resist governmental encroachment will all be needed. Broadcasters must know by now that in these bureaucratic times, vigilance alone, though it be eternal, is not quite enough to keep radio free.

Edward Cooper

SUBSEQUENT events prove that Burton K. Wheeler was a sound judge of character when he bluntly labelled Edward Cooper "a man of good sense" back in 1938.

In that year, Mr. Wheeler, then U.S. Senator from Montana and a Democrat, was in search of a man who could provide the necessary spark to a staff investigating domestic telegraph companies begun by a Senate Interstate & Foreign Commerce subcommittee.

Ed Cooper was managing editor of the Congressional Intelligencer, a factual Washington news service. He was also a contributor to a number of magazines and was Washington correspondent for the Literary Digest. At best, Mr. Cooper considered himself a competent news writer and a proven reporter.

That's what he told the Senator. But Senate Commerce Committee Chairman Wheeler brushed aside Mr. Cooper's doubts saying, "You're a man of good sense; that's who we need for the job." And Ed Cooper was hired, after obtaining a leave of absence from the Intelligencer—a leave that became permanent.

The two-year probe was conducted in a thorough manner that has become characteristic of Mr. Cooper's work. He supervised hearings, prepared the official report and beaverishly put together recommendations of the committee which were submitted to the Senate. They became part of the Domestic Merger Act.

This was the prelude to more strenuous legislative studies ahead, culminating in his appointment as communications specialist on the professional staff of the Senate Commerce Committee, a position created in the Congressional Reorganization Act of 1948. For the past 10 years Mr. Cooper has, in fact, been concentrating on communications.

On Feb. 1, Mr. Cooper assumed a position that will test the knowledge and experience gained in the legislative field in his decade of study and hard work as key radio staff man on the Senate commerce committee. His new job places him on the staff of the Senate Majority Policy Committee directed by Majority Leader Ernest W. McFarland (D-Ariz.), with whom Mr. Cooper had long been associated while the Senator was (and still is) chairman of the Commerce radio-communications subcommittee.

While not directly engaged in communications activities in his new post, Mr. Cooper will have a sharp interest in radio, an interest (Continued on page 58)
NEW METHOD OF RECORDING AT WFAA BRINGS YOU

Mac Jeffus, veteran recording engineer, tapes a show on the new Ampex Recorder with no loss of quality.

Electrically heated hot stylus needle grooves the master disc as smoothly as a warm knife cuts butter.

CLARITY OF LIVE RADIO through elimination of background and surface noise with no loss in tone quality.

ECONOMY OF PRODUCTION TIME AND EXPENSE... Use of new Ampex Recorder permits editing, eliminates flubs without cutting additional discs. Live show is first taped on Ampex Recorder then transferred to the master disc using the new electrically heated hot stylus needle.

POSSIBLE RE-USE OF MATERIAL as the new Ampex Recorder tape may be combined with portions of previous transcriptions to produce new effects without developing entire new commercials or show.

IDEAL METHOD FOR SPOTS OR AUDITION PLATTERS as editing permits maximum showmanship, takes pressure off the talent and conserves production time and expense. Adequate facilities for delivering top-quality copies overnight.

WFAA-820 WFAA-570

NBC, TQN 50,000 WATTS ABC, TQN 5,000 WATTS

Martin B. Campbell, General Manager
OFFICES: 1122 JACKSON STREET DALLAS, TEXAS

Radio Services of the Dallas Morning News

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES
PAUL C. LOATHER, program director WVET Rochester, N. Y., elected vice president. He will continue as program director.

HERBERT SMITH appointed to local sales staff KNBC San Francisco replacing LON KING, resigned [Broadcasting • Telecasting, Jan 22]. He was with KJBS San Francisco.

FRANK E. SHAFFER, general manager WJER Dover, Ohio, to WEIR Steubenville in similar capacity.

HARRY H. HAYES, New England and New York City representative Standard Rate & Data, to KWWB Corpus Christi as manager.

BOB DEAN, commercial manager WIKK Erie, Pa., to WJMO Cleveland as account executive.

MERLE S. JONES, general manager Columbia Pacific Network, KNX and KTSI(TV) Hollywood, moves to temporary offices in KTSI studios in Don Lee Network Bldg., 1313 N. Vine St. pending completion of his own offices at that address. WILBUR S. EDWARDS last week began his new duties as director of CPN and KNX, moving into Mr. Jones' former offices at Columbia Square.

EUGENE R. MYERS, time salesman WTAM-FM and WNBK(TV) Cleveland, appointed sales manager WTAM. JOHN M. MCGINTOH Jr. appointed to WTAM sales staff.

CHIEF SAYS:
"Chief sure mixup heap strong potion Catchup plenty sales for you Merchandising and Promotion—Cleveland's strongest signal tool!"

GOOD MEDICINE FOR INCREASED SALES

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station—for quick sales results!

NORMAN J. OSTBY, sales service manager Don Lee Broadcasting System, Hollywood, takes on additional duties of director of station relations. He replaces PATRICK W. CAMPBELL, resigned [Broadcasting • Telecasting, Jan 29].

MICHAEL DANN, NBC trade news editor, appointed to NBC-TV sales staff as coordinator of program package sales, effective Feb. 7.

BENNETT O. SCOTT, account executive WIND Chicago, appointed local sales manager.

Mr. Ostby

CHARLES F. DOLAN, account executive Leech Adv. Co., Cleveland, to WJMO Cleveland as director of commercial department.


WAYNE GRIFFIN named sales manager KSVF Artesia, N. M.


ORATHA FREEMAN appointed to sales staff KGWA Enid, Okla.

MARION HARRIS, one-time manager KFSD San Diego and more recently in insurance business, to KFI Los Angeles as account executive. He replaces ARNOLD J. KAPAN, shifted to KFI-TV sales.

JOSEPH B. HALL, president Kroger Co., Cincinnati (grocery chain), elected last week as member of board of Avco Mfg. Co. Croley Broadcast Corp. is subsidiary of Avco.

ROGER SPAUGH, chief engineer KOOS Coos Bay, Ore., resigns. He has purchased part interest in KFIR North Bend, Ore., where he will be chief engineer and director of operations. His wife, SARA SPAUGH, KOOS traffic and program manager, to KFIR in similar capacity.

ADAM J. YOUNG Jr. Inc., appointed U. S. representative for Radio Distribution Ltd., Bridgeport, Barabados, B. W. I. Details will be handled by international division of Young Inc., N. Y.

NATIONAL BROADCAST SALES, Toronto, station representative, moves to 88 Richmond St. W., Toronto. HARRY R. MCLAY appointed office manager and WILLIAM MULLETT, formerly of Vancouver, appointed to sales staff.

CHARLES J. RUDD, manager, and KENNETH HUTCHESON, commercial manager CJAY Fort Alberni, purchase half interest in station.

RALPH DAWSON, WJR Detroit, to sales staff WXYZ same city. JOHN G. LYON, WXEL Royal Oak, also to WXYZ sales staff.

WALTER MILES, manager W. S. Grant Co., L. A. (radio representatives), to Pacific Regional Network L. A., as account executive.

PERSONALS...

HUGH B. TERRY, vice president and general manager KLZ Denver, elected to board of directors Industrial Federal Savings and Loan Assn. of Denver. . . PHILIP G. LASKY, vice president and general manager KSFO and KPIX(TV) San Francisco, recovering from illness. . . WILLIAM HOLM, general manager WLPO La Salle, Ill., will speak on "Using the Right Medium in the Right Way" at U. of Illinois' 50th annual Farm and Home Week. . . ANGUS D. PFAFF, general manager of WNMP Evanston, Ill., father of girl, Elizabeth, Jan. 24. . . J. LEONARD REINSCH, managing director Cox radio-TV operations (WSB-AM-TV, WHIO-AM-TV, WIOD) in Dayton on business. . . FRANK GATYHER, commercial manager WSB-AM-TV Atlanta, in New York on station business . . . ROGER W. CLIFF, general manager WFIL-AM-TV Philadelphia, will be honored Feb. 11 as "Citizen of the Month" by Philadelphia lodge of the Moose. He was chosen for "his achievement, accomplishment, and leadership in the field of television."
STONE NAMED

New KPHO General Manager

HARRY STONE, radio pioneer formerly of WSM Nashville, has been appointed general manager at KPHO-AM-TV Phoenix. This announcement was received last week from John C. Mullins, president of the Arizona stations. Mr. Stone, who had been WSM vice president and general manager and served 22 years with the station, in 1922 entered the then new field of radio when he helped construct WCBQ, Nashville's first station. At the outset he worked in Nashville for broadcasting pioneer John Mullins, from whom he received his first big break. The announcement was made Oct. 1 because of poor health. He has been named KPHO's general manager and will head up the station in Phoenix.

TAPPING at the source, WWL New Orleans Sportscaster Bill Brengel interviews officials of the Jacks' Brewing Co. and the Fitzgerald Advertising Agency at the annual "Bock Beer" party held in the well-known Jax Steam Room. Recordings made were used on Mr. Brengel's World of Sports which Jax has sponsored for the past eight years. Present were (l to r) Robert J. Fabacher, Jax advertising director; Mr. Brengel; Lawrence J. Fabacher, Jax's territorial sales manager; Richard G. Jones, Jax vice president and general manager; Joseph H. Epstein, co-owner, and Aubrey Williams, radio director, of the Fitzgerald agency.

AAW AWARDS

Radio Plans Set

FOURTH ANNUAL Advertising Assn. of the West competition for the best commercial radio programs and spots in the 11 western states and western Canada has been announced by Robert J. McAndrews, managing director of the Southern California Broadcasters' Assn. and chairman of AAW Radio Commercial Awards Committee.

Competition, aimed at encouraging the best in western radio advertising, is open to all radio stations, advertising agencies, advertisers and individuals in those areas. Awards will be presented at the annual AAW Convention being held this year June 17-20 at the Cosmopolitan Hotel, Denver.

Total of five awards will be given in all. They include four certificates of merit—one for the best commercial programs used in cities of 100,000 or over or on radio station or on networks; one used in cities of less than 100,000, and one certificate each for best commercial spot announcements in each of those population categories— and the Vancouver Trophy, donated by the Vancouver Advertising and Sales Bureau, to one of the four winners judged to have done the best overall job.

Qualifications

To be eligible, commercials will have to have been created and broadcast between June 1, 1960, and May 15, 1961, on a radio station or network in the competing area. Entries are to be submitted on transcriptions, accompanied by a copy of the script and a filled-out entry blank. They will be judged on five bases: Creative originality, information imparted, effectiveness of selling message, listenership results, where observable. Competition closes May 16.

Claude Palmer, manager, Oregon Advertising Club, Portland, has been named chairman of the Competition Committee, members of which have not yet been chosen. Names of judges will also be announced at a later date.

RCA VICTOR SHIFTS

Makes Three Appointments

THREE NEW personnel appointments were announced last week by RCA Victor, Camden, N. J.

Theodore A. Smith, for five years head of sales activities of the RCA Engineering Products Department, has been named assistant department general manager. Mr. Smith assumes duties of W. Walter Watts, vice president and general manager of the department, who has been granted a leave-of-absence to serve with the Defense Production Administration in Washington (Broadcasting, May 18).

Other appointments announced were those of A. R. Hopkins as department general sales manager, and Barton Kreuzer, as general product manager. Mr. Hopkins had been responsible for sales administration, advertising and promotion of the department's product lines, while Mr. Kreuzer's duties included product planning and manufacturing functions.

Increases Power

KYUM Yuma, Ariz., 250 w NBC affiliate, Feb. 14 increases its power to 1 kw. To celebrate the occasion NBC is preparing a special half-hour salute to the station, with NBC stars recording congratulatory messages to be aired on that date.

"MOO-LA" BUYS YOUR CORN FLAKES IN WISCONSIN

WKOW COVERS THE RICHEST MARKET IN AMERICA'S RICHEST DAIRYLAND

Cows don't actually eat corn flakes, but Bossy's "moo-la" is what pays for the food in Wisconsin. The milk checks add up to whopping half-billion dollars every year for city folks and farmers alike. To sell the biggest buyers in the heart of America's dairyland, you need WKOW's big half-millivolt area, where 874,000 people spent 183 million dollars in 1949 on food alone.
DEAN SEATON to KXOA Sacramento as program director, replacing EARLE RUSSELL, resigned.

DON BELL, disc jockey KRNT Des Moines, Iowa, presented citation by Coronet magazine "for outstanding achievement within the field of radio entertainment." JEANETTE COTTINGHAM, assistant promotion manager KRNT Theatre, legitimate playhouse owned and operated by station. She succeeds MARY LITTLE, resigned.

MARIAN CAVINESS, announcer, rejoined WNBW (TV) Omaha, replaces VIRGINIA WILSON, resigned.

TOM STEMM, KLPR Oklahoma City, to KGWA Enid, Okla., as staff announcer. He replaces MIRO ROBERTS, resigned.

PAT SPELLMAN, KBYE Oklahoma City, appointed continuity chief.

WILLIAM CROSLITZ, commentator, to KXNW (FM) Valley, Neb., as program director, major market station.

HANK SILVER, musician of radio and TV, signed as musical conductor on new Sam Levenson Show over CBS-TV which started Jan. 27.

WILLIAM KEETELSEN appointed announcer-engineer KSVP Artesia, N. M.

LUCE LEWIS appointed bookkeeper for station.

GRANNY HAMNER, infielder for Phil. Phillies, featured on Granny Hamner Show over WCAV-Phil. Phila.

LEROY MILLER, disc jockey WFIL Phila., has signed two year contract with station. He handles two shows daily.

ROBERT COWHIG, HARRY BURGARD, DAVID HICKMAN, JACK CASBY, ROLAND TWIGG and GEORGE SMITH, February graduates Columbia Institute, Philadelphia, to WCAU-Phil. Philadelphia for work on Big Top, network show originating from Camden, N. J.

JACK OGLIVIE, WBEN Buffalo, to WITI-FM Milwaukee, Wis., as director of special events and chief announcer.

GENE BERGER to staff announcer WOL Washington. Was with WCGV Silver Spring, Md., and WINX Washington.

JOHN OTTERSON, floor manager WMAL-TV Washington, called to duty with Army.

JACKSON WEAVER, WMAL-TV Washington personality, made honorary member on Modern Woman TV program, by Young Married Women of WCAU.

JOAN VAN ARMAN, floor manager WXYZ-TV Detroit, named production assistant. MARY ANN LIXIE becomes floor manager.

MAURIE LISHON, staff musician for WBBM Chicago, father of boy, Martin, Jan. 23.

MARY MORGAN, fashion and beauty editor CKLW Windsor, elected president of Detroit Fashion Group.

BILL ANSON, disc m.c., KTTY (TV) Hollywood, presented citation for "outstanding achievement within the field of radio entertainment" by Coronet magazine.

CARROLL RIGHTER, astrologer-columnist, starts five weekly quarter-hour Carroll Righter, Astrologer on KTTY (TV) Hollywood.

DURWOOD POWELL, program director WCAV Culpeper, Va., father of daughter, Sharon Lee.

SAM ELBER, WIP Phila., to Jewish Communities Relations Council, same city.

BOB CRANE, chief announcer and disc jockey WINS New York, as one outstanding "queens of beauty and fashion" by the Washington Fashion Group.

ALICE FREER, society commentator WMAL Washington, selected as one of five outstanding "queens of beauty and fashion" by the Washington Fashion Group.

ED FISHER, morning announcer WHIZ Zanesville, recalled to active duty with Marine Corps.

JACK DONAHUE, director of advertising, publicity and public relations California Central Airlines, named merchandising manager KNX Hollywood Housewives Protective League. Succeeds ROLAND KAY, recently named account executive for KNX and Columbia Pacific Network.

EDWARD BLEIER, program service coordinator DuMont TV network and WABD (TV) New York, recalled to active duty with Army Feb. 4.

News...


JIM RUSSO, sports director, and BETTY MILLER, traffic manager, KPRO Riverside, Calif., married Jan. 20.

BETTYNELL BOLTON appointed news editor KSVP Artesia, N. M.

REX LORING, news editor-newscaster, and JILL BURRIDGE, continuity writer CFCF Toronto, married.

FRANK SHEEAN, night news editor ABC Chicago, transfers to ABC news staff, N. Y. DICK JACOBS to ABC Chicago news staff as writer.

JANE WESTON, women's news commentator CBL Toronto, conducting her daily broadcasts from a hospital bed in Toronto where she is confined following a recent injury.

AUBREY WICE, news writer CKEY Toronto, father of girl Jan. 18.

FRANK ARMSTRONG, announcer CPLUS London, Ont. to news announcer CKEY Toronto.

PHIL WILSON, announcer-writer WNR Norfolk, Va., appointed news editor.

GEORGE M. STOREY, summer replacement newscaster CBS St. John's, Newfoundland, named 1959 Newfoundland Scholastic, and will go to England for studies next September.


DEL CRARY, announcer CMAX Portland, to news and production staff CKXL Calgary.

JIM GIBBONS, sports director WMAL-TV Washington, is the top pops sports announcer on TV in the Washington area," in Television poll.

ATOMIC SERIES WIP Schedules Four Shows

IN RESPONSE to the overwhelming success of a December broadcast which warranted repeating within two days [BROADCASTING Teletcasting, Jan. 8], WIP Philadelphia will present a four-program series featuring Dr. Richard Gerstell on "How to Survive Atomic Bombs." The new and exclusive series will be heard on WIP Philadelphia, Fridays, Feb. 9, 16, 23 and March 2, 9:30-10 p.m. EST.

Benedict Gimbil Jr., WIP president and general manager, in announcing the new series, said, "I have rarely been so excited about any broadcast." Dr. Gerstell is the author of the book, You Can Survive An Atomic Bomb, and a consultant on civilian defense for the office of National Security Resources Board, Washington, D. C.

NBC Negotiations

NEGOTIATIONS for a contract to cover members of the NBC Hollywood publicity department are now under way between the network and Screen Publicists Guild following unanimous vote for certification of the guild as bargaining agent by the publicists at NLB elections last week in Hollywood. Five publicists also voted for a guild shop.

In Altoona, Pa., It's ROY F. THOMPSON and WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEIKER ASSOCIATES

BROADCASTING Telecasting
Respects
(Continued from page 48)

fundamental in his makeup.

Mr. Cooper was born Oct. 21, 1905, in New York. When he was 12, his parents, Louis and Regina Cooper, moved to Montana where his father, a farmer, took up farming and ranching. It is this western state that he calls home, although his parents moved to Arizona 10 years ago, where his mother now lives.

Few men have had as varied a background: Born in a metropolis, he was raised on a ranch, and interrupted his 14 years of schooling to serve more than 20 years to learn life the hard way. He worked on his father's ranch. Then, while still a barefooted boy, young Cooper wandered about the country from state to state, finally trampling by freighter as a deck hand to South America.

Ed Cooper was born Jack-of-all-trades. He tried his hand at irrigation projects, lumber camps and during World War I became a laboratory aide in a dynamite plant. His ability showed even then, for by the time the plant closed, he was in charge of the phuric acid house, the youngest person on any job in the plant.

While attending high school in Butte, Mr. Cooper was again hard at it, operating a retail milk route which meant getting up at 4 a.m. to milk cows, bottle the milk and deliver it before getting to school. But this constant grind interfered with school work, so Ed got a job in the Butte copper mines when a sophomore, the first student to work in the mines while attending high school. His final year in high school, Mr. Cooper was night clerk in the then plush Silver Bow Club.

College Jobs

That was the "boyhood" of Ed Cooper. Entering manhood and also Montana State College in Bozeman, Ed continued his way by clerking in a clothing store, instructing students in English, preparing laboratory specimens, night clerking in a hotel and working summer vacations in the mines at Butte.

Since he was editor of his high school paper and correspondent for the local Butte papers, Mr. Cooper joined the staff of the college paper and continued as part-time correspondent for the Bozeman daily as well as for Salt Lake City and Butte newspapers.

In 1928, upon completing college, Mr. Cooper became cub reporter on the Anaconda Standard in Butte, and when it merged with Montana Miner to become Montana Standard, the state's largest daily,

1950 census figures show that Dakota City, Neb., where KCOM Sioux City's transmitter is located, has a population of 620, which also happens to be KCOM's frequency! Commented Shel Singer, KCOM commercial manager, "Radio moves on to new realms of influence."

During his tenure as specialist in communications, Mr. Cooper has seen the electronics art of AM-FM radio and television blossom to their technical perfection, a development which he deems noteworthy as one of the greatest contributions to mankind by modern man.

This span in Mr. Cooper's life parallels the battle strides taken by the audiovisual art. Although his committee staff the wide field of government regulation of communications has become more complex and basic to multi-industries.

Highpoints of his career on the Hill can be outlined briefly as follows:

Activity concerned with the first bill to change the Communications Act which arrived on the Congressional scene in 1939 in the form of the Wheeler-White Bill.

Similar work with the introduction as bills, as that legislation, also to substantially amend the Act, appeared on the Hill.

Highpoint of Work

Association with the now famous McFarland Bill which was introduced in the Senate and passed twice by the upper chamber in the 81st Congress. He looks to this legislation, now reintroduced, as perhaps the highpoint of his work with the committee and feels that if it is enacted by the 82d Congress the action will be a landmark in committee efforts dating back at least a decade to get through Congress a major measure essential to broadcasting.

Consideration by the FCC in the early 40's as an assistant secretary of the Commission.

International communications conferences, in which he accompanied delegations or committee members, such as: The meeting in Mexico City in 1947 on high frequencies; trips to Europe and the Near East to study communications; two years before that (May 1945) a trip to inspect American communications systems throughout the world, taking in the Pacific, Oriental and Australia. The latter tours were taken with Sen. McFarland, whose common carrier-radio philosophy embraces the vision of world communications, American-owned and equivalent to the British interlocking global system, i.e., communications which are faster and cheaper for American overseas interests— including such services as the People's wire.

Mr. Cooper married Mary O'Hagan, a Butte girl, in 1934 (she worked in the business office of the Montana Standard). They made their home in northwest Washington where Ed, a member of the National Press Club and the Masonic order, likes to putter with gardening.

Communications Value

His current thoughts on communications—that it is perhaps fundamental to civilization as we know it today— "it can solve many of our problems like misunderstanding between peoples and nations"—have come a long way in the past years.

Not that he ever brushed radio off—he remembers his first contact with radio back in the early '30's when a Butte station began operating with low power. At that time his paper picked up the debut as a "novelty" but newsworthily. He recalls an editor called it a "passing fancy" and mutters that's what they said about the automobile, the locomotive, maybe even atomic energy.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WHAT A REACH!

Programmed for Negroes by Negroes.
WMRY is effectively changing the buying habits of this vast, faithful audience.

BEAMED TO OVER 500,000 NEGROES
WHO SPEND $431,000,000.00 ANNUALLY IN NEW ORLEANS

ORNELIE'S LARGEST MAJOR MARKET

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

February 5, 1951 • Page 53

BROADCASTING • Telescasting
HARRY COLSON, veteran radio executive, elected president Colson & Co., Inc., Dallas, new package firm. Has been with WHAS Louisville, WPAA Dallas and KGU Honolulu. Firm will package shows featuring Dizzy Dean, Doak Walker and other personalities.

ALL STATE-NEW JERSEY Inc., Newark, newly formed firm, will handle distribution to state dealers of Mercury records, London FPRR records, record accessories and phonographs. MELVIN KING is president; IRVING RUSSELL, vice president; REUBEN KOENIG, secretary and SIDNEY M. KOENIG, treasurer. Offices are located at 82 Warren Place.

ALLAN SWIFT, freelance writer, named script editor Demby Co., N. Y., radio-TV production agency and public relations counselors.

DAVID C. GILLIS to sales and contract staff Jam Handy Organization, Detroit.

DONALD HYDE, executive Famous Artists (talent agency), Beverly Hills, Calif., resigns to engage in TV production and motion pictures.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for KLIX Twin Falls, Idaho.

PHILCO Corp., Philadelphia, releasing new documentary film to distributors prepared by company's TV station WPFT same city. Film entitled "Philco Advanced Design" will be shown at dealer meetings in all parts of world. It tells of developments of different products firm produce.

HENRY T. HEALD, president Illinois Institute of Technology, elected to newly-created seat on board of directors Stewart-Warner Corp., Chicago, in move which expands board from seven to eight persons. He is former president of Chicago Society of Engineering and regional representative of War Manpower Commission.


PRECISION PLASTIC PRODUCTS Inc., Chicago, announces production of new plastic tube holder designed to fit all requirements of TV service. Device will hold any size tube safely and minimize present danger of tube breakage, firm says.

Technical...

LEE HON, assistant program director in charge of operations WBKB Chicago, appointed technical operations director.

WALTER SCOTT to KECA-TV Hollywood engineering staff.

EDWARD CARTWRIGHT Jr., appointed chief engineer KSVP Artesia, N. M.

H. N. BLACK, chief engineer KSMO San Mateo, Calif., to U. S. Dept. of Commerce as foreign service staff officer assigned to Tangier, Morocco. DOUGLAS MARISKA, NBC, replaces him as chief engineer.

C-P-P Promotions

COLGATE-Palmolive-Peet Co. has announced a number of promotions in its soap department. They are:

- Marshall Lachner, division manager of the Berkeley, Calif., division for the past two years, has been named sales manager of the soap department; A. A. Lyons, advertising manager of Palmolive, and Cashmere Bouquet soap, named manager of the merchandising department of Home Office Soap Sales; Lachner named, district manager of Atlanta district, named assistant sales manager of Frank Reid, divisional manager of the Atlanta division, appointed divisional manager of the New York Soap Sales division, and Jerry Marshall, divisional manager of the New York division, to the home office staff as administrative assistant to Mr. Nethy.

Syracuse University Students?

WSYR and WSYR-TV are the only radio and television stations that carry a regular advertising schedule in the students' own newspaper, the Syracuse Daily Orange.

That means exposure to your story—and sales of your product to an important segment of the Syracuse market.

EMIL BRISACHER
Founder of Ad Firm Dies

EMIL ELI BRISACHER, 54, founder and president of Brisacher, Wheeler & Staff, died in San Francisco Jan. 26. Funeral services were held Jan. 28, with entombment following at Home of Peace Cemetery, Colma, Calif.

Mr. Brisacher died of complications of a kidney ailment at San Francisco's Mt. Zion Hospital.

A native of Centerville, Calif., Mr. Brisacher attended school in Oakland and entered the advertising business there shortly after graduation from high school in 1914.

In 1919 he opened his own agency under his name, following his discharge from the Navy, in which he served during World War I.

While building his advertising business, Mr. Brisacher also became a leader in developing western industrial independence. Even after his firm became national, with offices in Los Angeles and New York, he still maintained his headquarters in San Francisco and his firm remained, primarily, a western organization.

By 1945, when Franklin C. Wheeler joined the firm as executive vice president and his name was added to the firm name, the agency already had achieved its status as the West's largest in volume of business placed. Much of the agency's business was in the grocery products field, but its accounts generally were as diversified as western industry.

At Mr. Brisacher's death, the firm employed more than 100 persons and its billings ran in excess of $10 million a year.

Mr. Brisacher was a Mason and a member of the Lake Merced Golf Club and the Concordia Club.

He is survived by his widow, Mrs. Isabelle Cheim Brisacher; a son, Robert, who is secretary-treasurer of the agency; a daughter, Elaine, and his mother, Ottillia Brisacher.
No group of TV stations offers a wider choice of programs and markets than these television stations.

Their markets range from medium-size to among the largest in the country, from one-station markets to seven-station markets.

All of them do the tailor-made-for-the-market kind of programming.

Sell these markets with these stations. They are the best in sight-and-sound selling.
THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>Population</td>
<td>20%</td>
</tr>
<tr>
<td>Dollar volume retail sales</td>
<td>178%</td>
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<tr>
<td>Dollar volume wholesale sales</td>
<td>209%</td>
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<tr>
<td>Dollar volume service trades</td>
<td>154%</td>
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<tr>
<td>Increase</td>
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</tbody>
</table>

In the nine year period, 1939 to 1948, employment rose 343%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
EDUCATIONAL PHASE ENDS

DECKS were cleared for the next phase of the FCC's television hearings—those which would delive into city-by-city allocation of television channels—as the Commission last Wednesday wound up its hearings on the proposed reservation of TV channels for educational television stations.

FCC must now decide whether the evidence presented thus far required issuing an appeal as to the narrow-wide channel allocation plan, or whether hearings can proceed on the basis of the present one.

Issuance of a new plan would delay the start of the city-by-city allocation hearings by at least two months, it was felt, since time would have to be provided for the submission of comments and then replies to the comments, aside from the time needed to work out the plan itself.

Even if the Commission decides to proceed with hearings on the basis of the allocated plan, it expects to give 30 days' notice of the starting date [Broadcasting  Telecasting, Dec. 18, 1950].

Stanton Questioned

The final phases of the educational TV reservation hearing featured the cross-examination of CBS President Frank Stanton who had also testified the previous Friday [Broadcasting  Telecasting, Jan. 29]. Dr. Stanton was on the stand last Tuesday for five hours under questioning by Brig. Gen. Telford Taylor, representing the Joint Committee for Educational Television, a composite group formed for the hearings, and FCC Assistant General Counsel Harry M. Plotkin.

At resumption of the hearing Tuesday, Gen. Taylor sought Dr. Stanton's views on whether it was possible to have a sound and healthy general service to the majority (of listeners) with a substantial ingredient of educational and public service programming. The witness quickly affirmed this and then added by way of clarifying his previous testimony, "that before you can have a non-commercial educational service 100% on a channel, I think you need the basic platform of a generalized service in that particular community."

Cross-examination by Gen. Taylor as to the witness' opinion on what type of programming should be used by non-commercial educational stations or what factors should be considered in selecting program formats failed to draw an answer from Dr. Stanton who declared he was not qualified to give an opinion then.

Murrow, Godfrey Cited

When the subject shifted to CBS's radio programming and questions on specific programs that failed to meet with wide audience shows which drew their audience from specific groups, Dr. Stanton cited the Edward R. Murrow and Arthur Godfrey programs as shows that are listened to by a majority of radio set owners. The witness explained this statement was premised on Messrs. Godfrey and Murrow's programs having reached a majority of all the radio families.

For shows designed to reach specific listening groups, Dr. Stanton answered a question as to the Edward R. Murrow program, Hear It Now, Friday, 9-10 p.m., calling it an example of a show put on to meet the need of a specific listening group with disregard to the overall total listeners it would draw. Dr. Stanton opined it was not the most popular program on the CBS schedule, but "we felt there was a vacuum," and斯顿 declared, TV viewers uninterested in educational and commercial educational service, and he referred to the educational and public service programming.

Stanton also referred to the possibility that the National League might not have reached a settlement with this network broadcast, but "we have reached an agreement with the American and National Leagues for live broadcasts of the Game of the Day, similar to the games of the network broadcast last year.

The agreements were said to cover all eight American League teams and the six teams for which the National League is empowered to negotiate contracts, St. Louis and Pittsburgh teams do their own negotiating.

The Game of the Day will be broadcast Monday through Saturday, as it was last year, on 350 Mutual stations. The program was sold cooperatively last year. Mutual reports it is seeking a net-television contracts were negotiated coverage. Meanwhile, in the much-telecasting, a Los Angeles councilman enacted against anti-TV schools work sponsor for the feature this year.

Later, Monday, in Washington, Baseball Commissioner A. B. (Happy) Chandler formally signed the six-year contract for $56 million covering World Series and All-Star game rights. Formalizing of the pact with Gillette Safety Razor Co. and Mutual Broadcasting System was the signal for Fred Saigh, president of the St. Louis Cardinals and out-spoken foe of Mr. Chandler, to issue a sharp criticism of the deal.

Cites Expansion

Maintaining that television's rapid expansion would make the value of the TV rights far in excess of the $1 million a year, Mr. Saigh commented "I'm wishing right now, before Chandler puts his signature on the contract to give Gillette and Mutual a $1 million profit on the deal. That's how sure I am that he has made a mistake."

L. A. Action

In the Los Angeles action, Councilman Kenneth Hahn introduced a resolution seeking to ban football games or other sporting events from the publicly-owned Los Angeles Coliseum, which involved colleges and universities prohibiting telecasts of such events. Mr. Hahn pointed out that the Coliseum is publicly-owned and administered by a commission representing the city, county and state. Accordingly, he declared, TV viewers unable to attend such sporting events as well as patients in veterans hospitals should have an opportunity to witness the game through television.

Second bill favoring public telecasting of U. of Illinois athletic (Continued on page 78)

February 5, 1951  Page 37
PROFITABLE ADVERTISING

By BEN DUFFY
PRESIDENT
BBDO, NEW YORK

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy, New York: Prentice-Hall Inc. 410pp. $5.65.

It is difficult to write about television without taking into consideration the constant changes. Constant changes are taking place in television growth, ownership, programming, and costs; and, as a matter of fact, the introduction of color will change the facilities set-up to a great extent.

In the early days of television, someone asked the writer whether he thought this medium was going to develop into an effective selling force. His answer was something like this:

When there were only two basic forms of mass advertising—name- ly, printed advertising, as represented by magazines, newspapers, outdoor media, and so on, and spoken advertising, as represented mainly by radio—the value of these two distinctly different forms of communication was commonly pointed out to advertisers by the statement, which had a certain amount of psychological support, that some people were most strongly influenced by a message which came to them visually; others, by a message which came to them orally. That was one of the reasons an advertiser with a large enough budget should always seriously consider using both radio and printed media. That was the one sure way of reaching everybody.

Sales Impact

Then along came television. Naturally, if we were right in the first place about the influence of the eye and the ear, television had to be an effective selling medium, since, for the first time in a mass medium entering the home, there was a combination of oral and visual presentation. Obviously, both oral and visual presentation of sales message should be far more effective than either one alone. These plus motion enable the advertiser to illustrate his product in actual use.

The short history of television to date has definitely proved that it sells—and sells well. Television offers the advertiser:

1. Sound.
2. Sight (eventually in color).
4. Immediate action.

As television ownership increases, the value of the medium to the advertiser likewise increases. The growth of television during the past few years has been rapid. This growth has amazed the most optimistic experts.

In some markets the percentage of ownership to total families has exceeded 60 per cent. It is expected that television ownership will eventually approximate in extent the ownership of radio sets.

Television's phenomenal growth in the past few years and its promise of continuing rapid advance

its "props," various scenes, great number of cameras, and so on, requires much greater floor space than, for example, a dramatic radio show, which could be enacted before two microphones. Adapting this same show to television would necessarily change the whole character of the performance. In the first place, script lines would have to be memorized. Secondly, scenery would be important, to set the locations to create atmosphere. Thirdly, the necessary dramatic motion would require three, four, or more cameras. These are but a few of the complications that arise in the production of a television program; and it is these extra factors that tend to make the cost of a television production higher than that of a comparable radio show.

Use of Films

Film is used in many ways. At the present time, the quality of television reception from film varies greatly. In many instances, especially when the film is made with the express view of having it televised, excellent results both as to performance and quality of picture

BBDO's Bernard C. (Ben) Duffy knows the advertising business from the grass-roots. In his 30-year span with BBDO, starting as office boy and working up to his presidency, Mr. Duffy has had a hand in space buying, research, marketing, account handling and broadcasting. On the occasion of Mr. Duffy's taking over the American Assn. of Advertising Agencies' Committee on Media Relations and has directed Audit Bureau of Circulations and chairmaned the board of governors, Cooperative Analysis of Broadcasting. Article presented here is excerpted from the chapter on television in Mr. Duffy's forthcoming book, Profitable Advertising In Today's Media and Markets, copyright 1951 by Prentice-Hall Inc., New York.

Duffy Gives Tips on TV Use

Mr. Duffy

b. Production and programming costs will be higher (property, scenery, rehearsal time, etc., will increase the cost of television).

The television advertiser has to take into consideration many factors not involved in the cost of a radio show. . . . The effectiveness of television as a medium may justify this expense, but, here again, time will determine the extent to which television costs can increase and television still be considered an effective medium for the advertiser.

The quick response to television as a medium is due to the excellent results most advertisers who have had experience with the medium have obtained. Here are a few typical examples. Space will not permit the use of case histories, but it should be stated here that the impact of television on the sales of the advertiser's product is more immediate and noticeable than that of any advertised products. The examples shown cover products or offers in different classifications of advertising: high-priced product; medium-priced product; low-priced product; free offers (booklets).

Brings $166,000

High-priced product—Air Conditioning Unit. A 12-week New York spot campaign at a total time and film production cost of $12,700 brought in approximately 800 inquiries for a $400 air conditioner. These inquiries resulted in $166,000 worth of business.

Medium-priced product—An Electric Shaver. A three-month test was conducted in four test cities. The purpose was to determine the effect of television on the consumer when it was added to other media. Two cities carried magazine, radio, and newspaper advertising, and two carried magazine, radio, and newspaper television advertising. After 13

(Continued on page 76)
THE ALAN YOUNG SHOW
sponsored successfully by
two big advertisers:...
a CBS Package Program
always one of the leaders.
For another good buy, see
back page of this insert.
<table>
<thead>
<tr>
<th>Date</th>
<th>Network</th>
<th>Program Name</th>
<th>Time</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 1</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 2</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 3</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 4</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 5</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 6</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 7</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 8</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 9</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 10</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 11</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 12</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 13</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 14</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 15</td>
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<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
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<td>Feb 16</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 17</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 18</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<td>Feb 19</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 20</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 21</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<tr>
<td>Feb 22</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 23</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 24</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<td>Feb 25</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
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<td>American Tobacco</td>
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<tr>
<td>Feb 26</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 27</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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<tr>
<td>Feb 28</td>
<td>CBS</td>
<td>The Ken Murray Show</td>
<td>10:00 p.m.</td>
<td>American Tobacco</td>
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</table>

**CBS Daytime Programming**

- Sun. 11/20-12N: Bessie and Varieites, Bonanzas Mills
- Mon. 11/21 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
- Tues. 11/22 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
- Wed. 11/23 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
- Thurs. 11/24 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
- Fri. 11/25 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
- Sat. 11/26 -4:30 P.M.: Bessie and Varieites, Bonanzas Mills
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<tr>
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<tr>
<td>12:30</td>
<td>The Frank Sinatra Show</td>
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<tr>
<td>1:00</td>
<td>The Fresh &amp; Easy Show</td>
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<td>1:30</td>
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<td>2:00</td>
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<td>The Fresh &amp; Easy Show</td>
</tr>
<tr>
<td>10:00</td>
<td>The Fresh &amp; Easy Show</td>
</tr>
</tbody>
</table>

For information about these and other TelePulse markets, please contact...

ASK THE PULSE

THE PULSE, INC.
15 West 46th Street
New York 19, N.Y.
THE STEVE ALLEN SHOW

is a relaxed, informal, and
delightfully funny
CBS Package Program
that's sure to capture new
friends, new customers for
a wide-awake advertiser.

Variety gives a glad hand
to Steve Allen and his
“sharp sense of humor, fine
flair for ad-libbing...”
and predicts that this
show is slated to wind up
as “one of the top.”
A TELEVISION clinic with a boost for AM broadcasting was presented by the Oklahoma Ad Club a fortnight ago after an advance bulletin brought protests that the promotion piece implied radio is "dead." “Is radio dead?” opened a bulletin announcing plans for the TV meeting. To the question was appended a footnote: “Stated at a leading educational convention.”

J. Bernard, general manager of KOMA, took exception to “the stated implication,” and submitted KOMA’s resignation from the club. He said he had no “beef” against TV and that indeed KOMA plans a considerable investment in television, but that “I still would like to report that the radio business is doing quite nicely, thank you, and will continue to do so.”

Edgar T. Bell, general manager of KTOK, also protested. “Radio,” he wrote, “is still very much alive, showing a healthy growth, and in my humble opinion will be a part of this great advertising business for a long time to come.”

Parrick Reply

In reply, Jerry Parrick, account executive of George Knox & Assoc., who had sent out the bulletin, wrote each Oklahoma City station manager to emphasize that the radio question stemmed from remarks made at a national convention, and that the club’s plan was to answer it authoritatively as a service to radio.

“I, like you, resent vigorously this implication about radio made at the national level,” Mr. Parrick wrote. “However, that does not answer the question; the only way we can defeat it is to meet it and answer it.”

He said he hoped radio would ask for an opportunity to show that it is not dead—“in fact, we intended that if radio did not ask,” we would ask radio to present its story.

The program, attended by more than 100 advertising representatives, was presented by WKY-TV and the Alexander Film Co. of Colorado Springs. Eugene Dodson, promotion manager of WKY-AM-TV, asserted emphatically that AM is not dead, and, on the subject of television, presented case histories of WKY-TV stories. Earl Austin of Alexander Film Co. explained the production and costs of TV commercials, samples of which were presented.

STOVIN SIGNS

GETS 20 U.S. TV OUTLETS

TWENTY American TV stations are now represented exclusively in Canada by Horace N. Stovin & Co., Toronto station representation firm. Canadian business is now being lined up for summer use on these stations, chief Canadian advertisers to use TV in the United States being the Canadian Government Travel Bureau, Ottawa; Ontario Government Travel and Publicity Bureau, Toronto, and British-American Oil Co., Ltd., Toronto.

It has been known for some time that United States TV stations were looking for business in Canada, some of which was being placed direct, some through non-exclusive representatives. The Stovin organization is the first to sign up a number of U.S. TV stations on an exclusive basis. Canadian plans include testing U.S. border TV stations for the past six months both for the U.S. market and for the Canadian TV viewers. There are no TV stations as yet in Canada.

The list of TV stations now represented by the Stovin organization includes WBZ-TV Boston; WJZ-TV New York; WHAM-TV Rochester; WSYR-TV Syracuse; WKTU Utica; WICU Erie; WFIL-TV Philadelphia; WJAC-TV Johnstown, Pa.; WHIO-TV Dayton; WNBT-TV Columbus; WEWS Cleveland; WXYZ-TV Detroit; WJIM-TV Lansing; WENR-TV Chicago; WOC-TV Davenport; WTTV Bloomington, Ind.; KDKA-TV Salt Lake City; KGO-TV San Francisco, and KECA-TV Los Angeles.


ONE of largest TV spot contracts in Southwest is signed by Jakse’s, San Antonio dept. store. Contract calls for 260 1-minute spots, on KEYL-TV, San Antonio station; for 85 1-minute, on KOKO-TV, Des Moines; and for 10 1-minute, on KPRC-TV, Houston.


HALF-HOUR weekly Lex Boyd Revue on KRON-TV San Francisco is signed by Striker’s Soap, Al Haas Jr. (I) signs for Striker’s: looking on are Norman Lowber, KRON-TV slg. mgr.; Merritt Willey, acct. exec. for Guild, Boscom & Bonfigli, S. F. adv. agency.


52 OLYMPICS

FINNS MAY SEE ON TV

POSSIBILITY is looming that Finland’s sports fans may find in television the answer as to how they are going to see the next Olympic Games, scheduled for Helsinki in 1952.

Visitors from other countries will have priority on the limited number of seats but a recent TV demonstration there, arranged by the Anglo-Nordic Co., and put on by the International General Electric Co., balanced their enthusiasm about TV and the upcoming Olympics.


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IN A CITY celebrated for the pulsating purr of its production output and the even, monotonous drone of highly geared assembly lines, WXYZ-TV Detroit has generated its own competitive spark and bids fair to fetch new laurels in the process.

This is not just happenstance, for officials of the ABC-owned-and-operated outlet have diligently striven to make the station felt in the bloodstream of the Detroit populace—and in the recreation habits of over 400,000 televiewers.

 Shortly after its second birthday last fall, WXYZ-TV firmly grasped a veritable video dilemma by the horns and endeavored to prove that daytime television is not merely the glint in the eye of reality that many observers had thought it to be.

Today the station is programming well over 115 hours per week and making housewives and other stay-at-homes rue the very thought of housework undone. The success of such a bold venture could not be assured, obviously, without the support of budget-minded advertisers who, like broadcasters, had to be “sold” on a revolutionary idea. Programming was to get underway each weekday at about 7 a.m.

Riddell Stresses Daytime Operation

The pace for daytime programming was set in October 1949 by James Riddell, president of WXYZ Inc. (WXYZ-AM-TV-FM), who stressed its importance for profitable operation.

"In order to operate a TV station successfully it is necessary to make programs available at practically every hour of the day," he asserted. "This has been the goal of WXYZ-TV as witness the increase in our schedule over a two-year period."

Mr. Riddell promised—and the station has now put into force—operation from 7 a.m. to 1 a.m., Monday through Friday, and from approximately 10 a.m. to midnight, Saturday and Sunday. Thus the station staked its claim as the first in the Detroit area to schedule morning shows on that basis.

This is not the only "first" for the ABC O&O outlet, nor should it be inferred that WXYZ-TV devotes itself solely to commercially-sponsored programs. There is a sharp, executive-drawn dividing line between sponsored and public service shows. Yet every minute that Mr. Riddell declares available for commercial use is eagerly snapped up by the station's sales department.

* * *

WITH respect to commercial success, the Motor City's second TV outlet could single out its inaugural, showing a record of complete sellout for every minute in its 10 1/2 hour opening day—highlighted at the outset with coverage of the World Series.

Doubtless one indication of the early acceptance of WXYZ-TV as a full-fledged member of the community was a pact of mutual cooperation with the Detroit Free Press, which joins hands with the station on many public service and commercial programs.

In point of fact, the Free Press issued a 16-page section on the occasion of WXYZ-TV's premiere, giving informative stories on the ABC outlet and all aspects of the infant industry.

Intensive Planning Before Opening

One factor in the auspicious success of the station is the intensive planning that antedated the actual opening. Six months before the premiere, an ABC advance cadre converged upon Detroit. Paul Mowrey, ABC national director of television, who has helped inaugurate all ABC O&O stations, and others worked closely with the Detroit contingent to circumvent the obstacles that confronted ABC telecasters in other cities.

The story of WXYZ-TV's emergence as one of the leading 100-plus TV stations in the country is, basically, a study of personnel and physical plant facilities.

Mr. Riddell, who heads up a

* * *

BEHIND the profitable operation of WXYZ-TV is a loyal and hardworking staff under the able direction of President James Riddell. Top heads get together over a station promotion piece (1 to r): Chief Engineer Charles Kocher, Mr. Riddell, Program Director John Pival, TV Sales Manager Len Kamins and William Kendricks, sales representative.
combined AM-TV staff of nearly 100 workers, excluding some 40 talen-
ted hands, has come up the ladder
in "local boy makes good" style. He
joined the old King-Trend-
die organization in 1930 as an
office boy, then moved through
sales and traffic to the post of
genral manager in 1946 when
ABC bought out WXYZ. He was
appointed a vice-president of
WXYZ Inc. on April 13, 1956.

"Jimmie" Riddell is especially
proud of the physical plant of the
station, located in the Maccabees
Ridge, just north of the downtown
area. In addition to the 237-ft.
antenna, reaching 485 feet from
the sidewalk, huge neon signs flash
the call letters, surrounded by a
14-ft. high Trans-Lux news bulletin
looks two ways down Woodward Ave.,
Detroit's main artery.

* * *

THERE are three studios, with
the largest (6,000 sq. ft.)
on the street floor. There is space
for six complete television
seating capacity of 200, one-level
lighting, a complete control room
built within the studio and a fully
equipped kitchen in klin. In addi-
tion, the first floor accommodates
offices, work shops and a pho-
noto dark room.

Special Feature
For Auto Sponsors

One special feature made-to-
order for Detroit's automobile deal-
er-sponsors is the 8-ft. opening cut
into the north wall of this main
floor studio building that can be
driven right onto the television
stage for live commercials.

The entire 15th floor of the
building is used by WXYZ TV
to accommodate the TV and FM
equipment, a studio and control
room, movie projection room, dressing
rooms and air conditioning
equipment. In addition, a part
of the 14th floor is used for executive
offices.

Although it has outstanding fa-
cilities for studio shows, the back-
bone of the WXYZ operations is its
fleet. This has been the $40,000
mobile unit, which has drawn widespread
attention through the presenta-
tion of such remote shows as the
Harnsworth Races, Gold Cup
Races, Motor City Golf Tour-
ament, hot rod races, bowling
shows and even the consecration of a
Roman Catholic bishop.

The unit has a completely
equipped communications system,
four cameras, and a heavy power
supply on an attachable trailer
and an auxiliary lighting system.

One of the most spectacular
remote jobs was that done for the
Motor City Open Golf Tournament.
Ranking as the most expensive
and ambitious job done by the
station, the coverage required two
towers, operating as two re-
 mote units in the air on a 15-
minute basis. The operation was the 16th
green, with pickups coming from the
1st, 10th and 17th tees, and the 18th
green. A 70-ft. tower was used to
enable the 4-ft. microwave reflector
to beam the pictures to the trans-
mitter, 22 miles away. Regular tele-
phone lines carried the audio.

Operating on Channel 7 (174-
180 WXYZ, WXYZ TV and RCA
equipped throughout. It has
a visual power of 27.9 kw and an
aural power of 13.9 kw. Film
equipment were 16 and
35mm projectors, a Projectal
machine, and a rear projection
cabinet enabling the station to give
costant sponsor identification
during the show.

One month before the station
began operations, it operated itself
to TV dealers. Some 600 re-
tailers were invited to a "Tele-
vision Clinic." At either
side of the stage were TV sets, and at
the conclusion of the discussion
period, an actual stage was set up
so the audience could watch a tele-
cast in production, as well as set
reception. * * *

THE first television contract
signed by the station was for the
Woods and Water sports-
man's show, by the Wettlaufer
Mfg. Co. In March 1949 Detroit
became an important origina-
tion point when Rehearsal Call was
telecast to eastern stations on
the network. This was the first time a
detroit station originated a tele-
cast to the network on a regularly
scheduled basis.

Chiefly responsible for the suc-
cess of daytime programming,
since last October is Program Di-
rector John Pival, former sports
writer and producer-director of
stage and screen. Mr. Pival went
from Detroit station to tele-
vision events director and, after three
and a half years in the Coast
Guard, later joined WXYZ TV.

Among the originations pro-
duced by Mr. Pival in 1949 were
Transports Unlimited, Build-
ders' Show, Dog Show, Sports-
man's Show, Motor City Open, Gold
Cup races, Silver Cup and Harns-
worth races, and the Soap Box
Derby.

Mr. Pival worked out the format

MORE than lucky and very happy is Paul M. Hahn (I), president of the
American Tobacco Co. (Lucky Strike cigarettes), who accepts TV Guide's gold
medal from Publisher Leo Wagner (center), as A. R. Stevens, American's
advertising manager, reflects the mood. Award was for TV "commercial of the
year"—the "Be Happy-Go Lucky" editions, cited as "temporarily and
personally well done and painless way, with deftness, freshness,
and originality that make it a fine little entertainment on its own."

able to offer participations for as
little as $40.

WXYZ TV's morning schedule
gets underway promptly at
7 a.m., with supply radio
news commentators and disc
jockeys are stirring about the
downtown premises. A 7-9 a.m.
segment is devoted to Dreamesters,
which is produced and hosted by
Johnny "Scat" Davis. He is aided and
abetted by an instrumental trio,
"Two Joes and a Hank," and Vocal-
est Jack Taube. Varied music,
time and weather reports and
household hints are the order of
business.

From 9 to 10 a.m. an audience
participation show, Coffee and
Cakes, is telecast, again with Mr.
Davis heading up activities. Mu-
sic, skits and prizes are featured.
A 15-minute segment of this last
hour is sponsored by DuMont in
conjunction with a local appliance
dealer.

In the first test of the pulling
power of this morning show, Mr.
Davis introduced a boxer puppy
and announced a contest to name it.
An entry of $775 in prizes drew
19,767 letters (or cards during the
nine-day duration.

Success stories are legion and
even notable at WXYZ TV, par-
ticularly one involving sponsorship
by General Electric Supply Co.,
which received orders totaling
$10,000 over a two-week period in
1949. Other capsule stories:
A. S. Beck Co. (participation out-
pulled newspapers three to one on
a direct mail order offer); Wal-
ter Motors (30% to 40%
of new car businesses attributed to
wrestling sponsorship); Nat Greene Fash-
ion Shop (traffic in store reached
an all-time high); Gee Bee Sales
(eight participations brought sales
of merchandise valued at well over
$21,000); Mamas Cookies (12 par-
ticipations spurred sales increase
from 50% to 60%; other advertising used); Crowley
Milner Dept. Store (five-minute show
showing a dress, chairs, and lamps sold out in record of
$18,000, in sales clearing out three
departments).

Floyd Rice finds
Video's Sales Power

One of the most successful TV
unit deals in recent memory has
been Floyd Rice, Ford dealer. Long
a heavy user of radio, Mr. Rice
jumped into TV for the impact of being able to show and sell to the
same prospects as were cars he was trying to sell them.
He has specialized in various
sports shows, with his main show-
cast being a one-hour bowling
show, Make It and Take It. Fea-
turing prizes and stunts, plus a
one game match between four of
the country's leading bowlers,
the show was a hit with the terrific
spur to his used cars sales.

On one telecast he offered 30
executive-use Fords for $1,900
each. Later, when the dealer said
he would sell all 30. Mr. Rice
had successfully personalized his
sales staff by having them demon-
strate the cars on the show and

(Continued on page 74)
presenting the Queen of
TELEVISION SHOWS

THE "Miss U. S. TELEVISION CONTEST"

For TV stations and TV advertisers, here is an absolute natural—a television show that combines beauty and talent, an idea so potent that it puts this show in a class with important football games, champion prize fights and other big sports events, as a natural mass audience TV attraction.

THE PLAN FOR 1951 is to stage a half-hour show once a week in every television market in the country. Each station will conduct its own local preliminaries, which will cover a span of thirteen to twenty-six weeks. These preliminaries will be conducted according to methods and procedures which we will supply. Stations will be told where and how to find girls who possess talent and beauty, how to audition them, how to conduct each weekly contest. Film opening, title slides, cards, application blanks, and every aid essential will be supplied.

FINALS—On the last week of the contest, the local finals will be run off to determine the local girl who will represent her city in the Grand Finals—Miss New York TV, Miss Detroit TV, Miss Los Angeles TV, etc.—one girl from each city will be brought to Chicago and from this group, “Miss U. S. Television” for 1951 will be determined. This selection will be made on a national coast-to-coast telecast, a gala event that should attract a big, big viewing audience.

OVER $150,000 IN AWARDS—The winners in 1951 will receive the most fabulous array of awards ever assembled for any beauty and talent contest.

There will be lavish awards for the weekly winners and a bonanza for each city finalist. The grand winner, “Miss U. S. Television” for 1951 will reap a harvest enough for a queen's ransom—2 glittering weeks in Paris for two, flown both ways by Air-France, a lucrative one year's performance contract, a $2,500 diamond watch, a complete wardrobe, including a fur coat, a 1951 automobile, and many other opulent gifts.

POWERFUL PUBLICITY—The program gives you a plus value that money can't buy—the assurance of continuous publicity and promotion in your city, week after week. You know what that means to station and sponsor. Yes, you can count on our high powered public relations organization to be in there pitching for you all the time. We'll deliver a flood of news breaks, human interest stories and attractive pictures—the kind local newspaper and TV editors want and like to print week after week. The winner of each city final will be brought to Chicago to compete in the national contest. Her face, name and home station affiliation will be publicized coast-to-coast. All this local and national publicity, all this plus value will be yours—without extra cost.
ARE YOU A PROSPECT FOR THE "MISS U.S. TELEVISION" CONTEST? As a station, you can buy the franchise for your market. This gives you the 1951 rights, we furnish the format and know-how, we furnish all the prizes, we back you with big-time public relations. We enter your winner in the national finals that will be nationally telecast. As an advertiser, you can sponsor "Miss U.S. Television" in one city, three cities, ten cities, twenty-five cities. That is, if you act quickly — a number of cities have already been spoken for. Or you can exclusively sponsor the national grand finals. This franchise has just been made available.

WRITE, WIRE OR PHONE! We'll be glad to send you all additional information, costs, and our handsome presentation piece at no obligation, if you will let us hear from you quickly.

WALTER SCHWIMMER PRODUCTIONS, INC.
(Radio Features, Inc.)
75 E. WACKER DR., CHICAGO 1
Phone FRanklin 2-4392
The "Be Happy Go Lucky" commercials for Lucky Strike cigarettes were selected as the most original commercials on television during 1950 by respondents to a subscriber poll conducted by Ross Reports on Television Programming.

These commercials tied with those of Arthur Godfrey for his various TV sponsors as the top "commercial that sell" among those answering the questionnaire, including executives of networks and stations, advertising agencies, advertisers, station representatives, program producers, talent, etc.

The 40-point program and personnel poll showed Garroway at Large (NBC Sunday evening series sponsored by Congoleum - Nairn Inc.) first choice as "show that was pure TV," with "smoothest production" and "most original format." The Garroway program tied for first with Your Show of Shows (NBC Saturday night program with participating sponsorship) as the "show I make a point of seeing" and with the Alan Young Show (CBS Thursday evening series sponsored by Esso Standard Oil and Kroger Co.) as "best out-of-NYC origination." Ross subscribers voted Milton Berle's Texaco Star Revue as "show that sold the most sets."

Answers to the question: Can advertisers continue to support the medium?, were summarized as follows: "Leaving room for any and all types of subscriber vision (Phoneline, Skiatron), advertising will continue to be abandoned in favor of TV-tailored techniques, perhaps more of the rotating sponsorship approach or cooperative sponsorship in different markets. Respondents seem convinced, however, that TV is already a better buy than other media and that increasing numbers of advertisers are finding ways to use the medium effectively."

**Network vs. Spot**

Which pays off more—network or spot advertising?, "for the big-budgeted advertiser, the consensus of response is that a network program is far and away more effective, through its greater identification of program and product, its nationwide promotion and its extensive coverage," Ross states. It continues: "For concentrated area campaigns and for the smaller advertiser, regional and local, spot advertising has proved a payoff in dollar sales. From the packager's viewpoint, there's some doubt as to whether local market potentialities are great enough to match those of a network contract."

Those answering "yes" to the question: Were you satisfied with television's program development during 1950, pointed to the expansion of programming on Saturdays, in the late evening hours and during the daytime, as an amazing achievement for so young an industry. The unsatisfied contingent echoed last year's criticism of a lack of new and original programs, with too much "warmed-over radio." The affirmative view was held chiefly by broadcasters and agencies; the negative mainly by creative people.

**ABC's WENR-TV Raises Rates**

ABC's O & O video station in Chicago, WENR-TV, will raise its rates locally March 1, Central Division Vice President John H. Norton Jr. announced last week. Class A hourly rate moves to $1,500, with spot announcements to $250.

Rate increases are attributable to greater circulation and higher production costs, Mr. Norton said. He said that at the time of the last rate increase, Sept. 1, 1950, there were 927,881 video sets in the Chicago area. Now there are 830,000 sets, he explained.

**Comedy, Drama Lead Nielsen Ratings**

COMEDY still has the widest television appeal, with drama holding...
What's New in Television?
Take a Look at WPTZ!

"Early Morning Television? ...Don't Be Ridiculous!"

WHO in the world can watch television at 7:30 in the morning? Dad's scrambling for his bus... the kids are already late for school... Mom's in a tizzy. And besides, the television set's in the living room anyhow. We know... we know. It's impossible.

Only somehow there seems to have been a slip-up in form here in Philadelphia. WPTZ's "3 To Get Ready" program—Monday through Friday, 7:30 A.M. to 9:00 A.M.—is accomplishing all the things the dopessters said couldn't be done!

For instance, the show had been on the air just four days when the first ARB survey was made. For the week it averaged 4.8 and on the last day of the survey it hit a rating of 6.8. This means that 142,800 Philadelphians were watching "3 To Get Ready" when according to Hoyle, they should have been doing something else.

Already the program has received more than 6,000 cards and letters and has picked up nine advertisers—all local. We point this out because local advertisers are the ones who really know Philadelphia show values.

As a matter of fact, we'll make this flat statement: Right now, "3 To Get Ready" is the biggest advertising bargain available in Philadelphia television. We'll even go so far as to take in a lot more territory if you wish.

That's a pretty strong statement but we can back it up. If you don't believe us, give us a call here at WPTZ or see your local NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

TELECASTING • BROADCASTING

February 5, 1951 • Page 69
Recipe for TV results in Central Ohio . . .

STUDIO "K" Mrs. Zanes' Kitchen

How big can a kitchen get? This one is a popular part of thousands of TV homes . . . and a profitable place to demonstrate food products, appliances, and other items for homemakers.

Mrs. Zanes' Kitchen shows a phenomenal mail count—month after month—for advertisers on this well-known participation program. For example, a recent offer brought in over 900 requests for a recipe pamphlet. For other specific mail count details and stories about Studio K, phone your Blair TV representative or write.

Program Appeal

Hennock Urges Need of Cultural TV

"As a member of the FCC I can tell you that while everybody talks about television, we have the power to do something about it," declared FCC Commissioner Bernard Hennock last Thursday before the Women's National Democratic Club of Washington.

The assertion was appended to Comr. Hennock's observation that television had become a part of everyday conversations with program criticisms usually being voiced, both good and bad.

The FCC Commissioner, outspoken President of the Radio Television Magazine Association, went on to say: "That is why I have been advocating that the FCC set aside 25% of the remaining 2,000 available television frequencies for the exclusive non-commercial use of educational institutions."

Discussing the vast number of televiewers in the nation, she ventured that recent surveys have shown children in video homes devote more time to watching TV than they do in school.

"If our youngsters are to be exposed to every aspect of the mass medium, it is high time we begin to examine just what this medium is doing for them and perhaps whether it can be put to use in order to be more favorable in influencing their cultural development."

Observing that television had quickly won the public's fancy and literally captured the imagination of the children, she maintained: "In their interest we have the responsibility to see that this great natural resource is devoted in part to the development of education as well as entertainment."

"Certainly television is as important to the free exchange of ideas, public information and the development of our cultural heritage as mining coal, the production of newsprint and drilling for oil is to our economic and industrial growth," she said.

I firmly believe that television is the synthesis of all the arts. I think it will prove to be the most influential medium of mass communications ever devised. Already we have seen a sample of its influence on the habits and morals of our younger generation. Hopalong Cassidy overfit pants and a heavy belt supporting a pair of six guns have become standard wearing apparel for many of our young observers.

Comr. Hennock envisioned education in television as not necessarily being "dull or bookish." Rather, she declared, "it can be informative and at the same time most interesting."

Cites Various Uses

She cited examples of how literature could be interestingly taught through television as could medicine, law and even languages. For medicine she cited the example of medical colleges that used TV to demonstrate operations and delineate techniques for the benefit of hundreds of observers.

Comr. Hennock repeated her belief that 25% of these 2,000 new television channels to be allocated are sufficient for commercial stations. Setting aside the remaining 25% would insure the educators and the thousands of educational stations for their exclusive non-commercial and educational use.

"Educational television can exist side by side with commercial TV stations," Comr. Hennock pointed out. "The terms of educational stations as insurance of "one of the basic precepts of American democracy, namely, freedom of choice to listen. There is today no choice between commercial and educational programs."
CAN you believe what you see on your transmitter monitor? This demodulator gives you a true analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

- Invaluable for transient response measurements
- Absolute zero carrier reference
- Overall response—flat to 5.5 MC.
- With special preamplifier, it can be used as a high-quality re-broadcast receiver.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception... the only demodulator of its kind on the market!

You can put your confidence in—

GENERAL ELECTRIC
Sports Status
(Continued from page 57)

Newest addition to KPIX's afternoon program schedule is "Rumpus Room," starring Natalie and Monty Masters. The Masters, who have long been one of San Francisco's top network radio teams, and their six year old son, Tommy, actually building their own Rumpus Room in the KPIX studios.

The hilarious events that take place as construction gets underway, have already made "Rumpus Room" one of the Bay Area's most popular TV programs.

Hourly visits with the charming Master family are aired on KPIX, Tuesdays through Fridays at 5:30 PM.

CONCERT SERIES
KSFQ's "Winter Concert Series" has been unanimously acclaimed as one of San Francisco radio's top musical programs. Narrated by Bill Hillman, the two hour concert program has highlighted the works of Mozart, Beethoven, Debussy and others outstanding in the musical world.

TV ACADEMY
With the TV Academy's Annual Award Dinner for February 28, Academy members will be voting in 12 categories for top TV awards.

IN THE AIR
KPIX Kitchen with Fay Stevens moves from five days a week... "Press Club Presents" recently played host to Irish Ambassador, John J. Hearne... "Once Upon A Time", seen weekly on KPIX, has been edited by the Parents' Teachers' Association for the outstanding children's program in the area. The 15 minute children's feature, in which classic fairy tales are dramatized, is narrated by Ruby Hunter.

TELE - VERSION of the Defense Dept's 1951 edition of Armed Forces Hour is jointly announced in Washington by Chris Witting (I), general manager of the DuMont Television Network, and Defense Secretary George C. Marshall. Premiere telecast of the public service series was aired by DuMont yesterday (Sunday), 8:30-9 p.m. EST, with Gen. Marshall appearing in a film insert at the start of the program, which originates at the studios of WAAM (TV) Baltimore [BROADCASTING • TELECASTING, Jan. 29].

TV SEMINAR
WAAM Draws Noted Speakers
FIRST ANNUAL Regional Television Seminar, at WAAM (TV) Baltimore Feb. 16-17, will feature an imposing list of speakers. Topics of mutual interest will be discussed by delegates of four networks, a prominent advertising agency and a television stations sales representative firm.

Among those scheduled to speak and their topics are:
- Dr. Allen B. DuMont, president, DuMont Television Labs, and of the DuMont Television Network—"A Survey of Television"
- Charles Underhill, general manager, CBS-TV—"Program Selection and Balance"
- Robert Saudek, vice president, ABC TV—"Television's Responsibility to the American Public"
- William I. Kaufman, casting director, NBC television—"Casting the Television Program"
- Edward B. Roberts, script editor for BBDO—"Writing for Television"
- Jack Harrington, president, Hal- dinn, Righter & Parsons—"Sales, Promotion, and Research"
- WAAM department heads—"Career Opportunities at the Local Station"

Students Invited
The seminar, to which some 100 college students will be invited, is subtitled "Career Opportunities in Television." Printed copies of the talks are to be available on request.

Along with WAAM, co-sponsors of the seminar are the U. S. Office of Education, Johns Hopkins U., American U. and Temple U.

All meetings will be held at the WAAM Bldg. Friday's dinner and Saturday's luncheon will be furnished by WAAM. Hotel accommodations have been arranged at the Lord Baltimore Hotel. There will be a seminar registration fee of $2 a person.

TAIN'T SO
Nielsen Tells Crosby
A. C. NIELSEN Co., Chicago, disagrees with critic John Crosby that televiewing is on the decline, and told him so in a letter which whacks Mr. Crosby across his type-writer with a shillelagh of statistics.

In the letter, the marketing research company tells Mr. Crosby: "Speaking of Milton Berle, you say (Jan. 19) that you believe his success is "illusory" because, while he may attract a high percent of the viewing audience, "it is my feeling that television is already losing a lot of the total audience; that is, potential televiewers are turning in disgust to other pursuits..."

Refuted by Facts
"I am afraid that your feeling that television is losing a lot of its total audience is not borne out by the facts," the letter commented. Comparing October and November 1949 with the same months in 1940, the letter continued, "we find that at any one moment between 6 and 11 p.m., an average of 58.3% of all families with television sets were viewing television in 1943, whereas, a year later, average sets in use during the evening rose to 62.2%.

"Numerically, of course," the letter added, "the rise was even greater—from 1,629,000 to 5,428,000 families—that is, the greater number of families who owned television sets in 1950."

IRE AGENDA
TV Gets Prominent Place
ALTHOUGH the subject matter of the papers to be presented at the 1951 national convention of the Institute of Radio Engineers—March 19-21, at New York's Waldorf-Astoria Hotel—ranges from nuclear science to loudspeaker design, television will occupy a major place on the agenda. Three technical sessions of the 15 papers are to be devoted to TV.

In addition, there is to be a panel discussion on the electronic, electrical, architectural and mechanical constructional features of the Empire State Bldg. tower which six of New York's seven TV stations soon will be sharing as broadcast antenna, and a second symposium on color TV. Half of the papers to be read at the symposium on broadcast transmission systems deal with telecasting equipment.
"Candy is dandy," says—

**RICHARD F. KIELING!**
(Another F&P TELEVISION Specialist)

Yes, before joining F&P, Dick was darned near up to his esophagus in candy bars! He was with Mars, Inc. as a Field Sales Supervisor in charge of a promotional crew calling on wholesale and retail candy outlets. This taste of promotional work settled it—Dick decided it was his dish for keeps. And once we'd met him, we immediately knew we wanted him to bring his dish to our "table of organization!"

Actually Dick's coming to F&P is typical of the way most of our well-seasoned TV Colonels got their start. Enthusiastic and ambitious, they came from all sorts of businesses—newspapers, radio stations, advertising agencies, soap companies, insurance firms and other sales organizations. As a team we think you'll find us about as versatile, well-informed and sincerely interested in being helpful as any group you've ever met. Or maybe more so!

That's how we operate, here in this pioneer group of radio and television station representatives.

---

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

NEW YORK  CHICAGO  ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
Mr. Martin (seated) explains workings of his color-TV console to (1 to r) Mr. Horton, Dr. Letton, Julie Daves and Mr. Reinsch.

WBS-TV SHOWING
Color Demonstration Given
MORE THAN 3,000 Georgia school officials and high school students got their first view of color television Jan. 31-Feb. 1 when WBS-TV Atlanta was host at a two-day demonstration. The medium was brought to the state capital through the cooperation of CBS and Smith, Cline & French Labs., Philadelphia.

Invitation to the laboratory technicians for the special showings came from J. Leonard Reinsch, managing director, Cox radio and television operations, and John M. Outler Jr., WBS-TV general manager.

John Martin, head of the CBS crew, brought the unit to Atlanta several days in advance of medical programs scheduled Feb. 5-6.

Dwight Martin, of Rich's department store, emceed the show, which was produced by Elmo Ellis of WSB-TV and Julie Daves of Rich's.

Additional credit was bestowed on Dr. A. H. Letton, of Atlanta's Graduate Medical Assembly, who has charge of the medical demonstrations this week. Lewis Lang, public relations director for Smith, Cline & French, flew to Atlanta for the displays.

WOW-TV Services
One Of The Five fastest growing TV Markets in the United States

WOW-TV Serves
Every Day During 1950
An Average of 152 Families Were Added To The WOW-TV Audience

It Almost Doubled the Last Quarter of 1950

TV OR NOT TV
That Is The $2 Question

WHETHER to tax television roof antennae is becoming a subject of more and more legislatures. Haverford Township, Pa., residents are going to have to pay $2 to erect TV antennae on their homes. This ordinance reportedly was enacted so that the township can control the type of aerial erected and safety of installation.

Meanwhile, a bill has been introduced in the New York Legislature which would permit tenants to install roof antennae without being compelled to pay extra.

PROPOSED BILL
Covers Low TV Necklines
PLUNGING necklines on TV have drawn the attention of the Massachusetts legislature. "If they were two inches lower, I think the girls would be barefoot," State Sen. William J. Keenan (D), told a State House hearing in Boston.

Sen. Keenan was speaking in connection with his bill to establish a six-man board of censors to pass on television entertainment, movies, floor shows and stage shows.

Representing WBS-Z-A.M.-FM-TV Boston, Simon P. Townsend, attorney, told the Legislative Committee on State Administration that the federal courts have ruled TV networks are interstate business. He declared the state has no power to impose censorship. At the same hearing, State Sen. Sumner G. Whittier (R), urged passage of a bill for a State Television Education Authority as a medium for teaching pupils.

ADDITION of Doherty, Clifford & Shenfield, General Electric and Ruthrauff & Ryan as subscribers to the full Videodex Television rating service makes a total of 68 subscribers, Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex, announced last week.

Telefile
(Continued from page 65)

has built a city-wide recognition of one salesman, "Harry the Hat." WXZX-TV holds a fine respect for the popularity of the documentary film Crusade in Europe, for the station has had three commercial sponsorships of the series. After the Tone-Life purchase, it was picked up by the Detroit Edison Co., and is now in its third running on Detroit telesets under the aegis of Appliance Wholesalers Inc., local Hallifiers distributor.

Chief Engineer Charles Kocher is a Detroit, who got his start as transmitter engineer for WMAQ Chicago. He joined the FCC staff in 1940 and two years later was placed in charge of the Cleveland field office. He joined WXZ as chief engineer in 1944, taking over activities of construction of WXZ-TV. He now directs the engineering activities of the entire WXZ-Am-FM-TV operation.

Kamins Heads Sales
Under Mr. Riddell, Len Kamins directs the sales staff, which has pulled up an impressive list of both accounts and success stories.

Mr. Kamins assumed the TV sales post in July 1948 when the station actually took the air. He previously had received TV grounding while a student at the U. of Michigan in the early '30s, working with WANN. CKS experimental outlet, as announcer and assistant producer. He joined Young & Rubicam in 1933, holding various copy positions and later was account executive. After military service, he joined Brooke, Smith, French & Dorrance.

Another important member of the staff is Harold S. Christians, merchandising manager, who has built a nationally known reputation for cooperation in merchandising with manufacturers. Doubtless Mr. Christians had a hand in WXZ's decision to make available a demonstration service comprising women workers in supermarkets. Newest member of the WXZ-TV team is Hal Neal Jr., who moved into advertising and sales promotion management when Dean Linger moved to ABC Chicago.

Rate card for WXZ-TV Class A, one hour $1,110, one minute $200; Class B, one hour $660, one minute $132.

Kudner Agency Moves
KUDNER AGENCY Inc., New York, has moved into its new quarters at 576 Madison Ave., where for the first time in two years all the departments will be housed in a single building. Phone number is Murray Hill 8-6700.
'50 Sales Up

On Radio, TV Tubes

Radio receiving tube sales increased last year 93% over the figure recorded for 1949, while units and dollar value of TV picture tubes sold to manufacturers more than doubled the 1949 output, Radiotelevision Mfrs. Assn. reported Friday.

Radio tube sales for 1950 totaled 382,960,599 compared with 198,783,256 the previous year, with the following breakdown: New set equipment, 301,483,550; replacements, 69,324,540; export, 10,767,831, and government purchases, 1,384,878.

December tube sales of 38,725,624 far exceeded the December totals in 1949 to 32,997,281, but fell short of the November 1950 mark of 32,356,641.

RTMA reported TV picture tube sales amounting to 7,478,614 units with a value of $198,737,428 during 1950 compared to 3,305,673 tubes valued at $292,402,820 the previous year.

Indicating the trend to larger TV screens, RTMA pointed out that 72% of the television-type cathode ray tubes sold to manufacturers last year were 16 inches and larger, while in 1949 only 16% of purchases represented tubes of 14 inches plus.

Total cathode ray tube sales, including camera pickup tubes and oscilloscope tubes, amounted to 7,530,849 units with value of $200,016,051. Of December's total of 688,815 units, valued at $20,530,245, 95% represented tubes 16 inches and larger in size, RTMA said.

Restrictions

Bring 3 CBS Cancellations

THREE cancellations directly attributable to emergency defense restrictions were reported by CBS last week. Household Finance Corp., sponsoring People's Platform CBS TV-Sunday, 5:30-6 p.m., was to discontinue the series yesterday (Feb. 4), because of the increasing loan restrictions affecting the company. Agency for the account is LeValle Inc., Chicago.

Second cancellation, effective Feb. 4, came from Reddi-Wip, producers of a whipped cream product which was featuring Arthur Godfrey, Sunday 4:30-5 p.m., over CBS. A 25% reduction in allocation of metal for the armpit of the Reddi-Wip can, was given as the reason for the company dropping the show. Agency is Ruthrauff & Ratner, New York.

The Gibson Refrigerator Corp., Cincinnati, was forced to withdraw sponsorship of The Madly Christian Show originally planned to begin Jan. 20, Saturday, 7:30-8 p.m. over CBS, due to fear of production cut-backs (see story page 32). Agency is Wallace-Lindeman Inc., Grand Rapids, Mich.

NBC when queried by Broadcasting • Telecasting, reported that while, as yet, it had no cancellations, at least two were expected in the near future, one of which will probably be a linoleum company.

The other networks, ABC, Mutual and DuMont, however, remained optimistic, and reported that business in all lines was continuing strong.

Bill Affects

Alcohol Ads on TV

REP. JOSEPH R. BRYSON (D-S. C.) last week introduced a bill (HR 2189) to bar alcoholic beverage advertising from interstate commerce, thus affecting radio and television.

The bill, similar to those he introduced in past sessions of Congress, contains a provision stating it would be unlawful to broadcast any advertisement of alcoholic beverages "for the solicitation of an order for alcoholic beverages." The measure, referred to the House Interstate & Foreign Commerce Committee, contains a penalty for violators of $100 minimum, $1,000 maximum fine and a six months to one year prison term. It would include beer, wine and liquor advertising.

Channels Study

Requested by Bricker

SEN. JOHN W. BRICKER (R-Ohio) again has asked Congress to direct the FCC to study and investigate the setting aside of TV channels for "nonprofit educational programming" by educational institutions and report its findings to Congress.

The joint resolution (S. J. Res. 28), introduced in the Senate last Thursday, is identical to Sen. Bricker's proposal in the throne of the 81st Congress [Broadcasting • Telecasting, Dec. 4, 1950], except for elimination of the setting aside of channels in each state.

FCC has completed its hearings on the reservation of TV channels for education in its overall UHF-VHF allocation and is preparing for its next phase (see story page 57).

Wade Estate

WALTER A. WADE, head of Wade Advertising, Chicago, who died Jan. 16 [Broadcasting • Telecasting, Jan. 22], left an estate valued at more than $300,000, according to a petition filed in Chicago Probate Court Tuesday. His will names the Harris Trust & Savings Bank co-executor and co-trustee with his wife, Pearle, and son, Albert G. (Jeff) Wade II, an executive of the agency.

nothing but smiles
under our umbrella!

ULQU-TV

CHANNEL 7 — GRAND RAPIDS
LIVE — INTERCONNECTED
Represented by John Pearson

February 5, 1951 • Page 75
Profitable Advertising (Continued from page 58)

weeks of advertising, 2,015 personal interviews were conducted in these four cities. Some striking evidence of the impact of television appeared in the results.

### Table: National TV Advertised Sizes

<table>
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<th>Size</th>
<th>Cities</th>
<th>% Age of Current Electric-Shaver Advertising</th>
<th>% Name of Any Product</th>
<th>% at Least One of TV's Brands</th>
<th>% Children Under 18</th>
<th>% of City</th>
<th>% Remembering the Medium in Which Product Was Advertised</th>
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* B Cities - Magazine, radio, newspaper, and television cities.

* Several respondents named more than one medium. Note: (1) More people were aware of shaver advertising in the TV cities than in the non-TV cities (58.4% vs. 47.1%); (2) A higher percentage of people in the TV cities could name the brand advertised than in the non-TV cities (59.5 vs. 24%); (3) Several respondents named the brand advertised reached the amazing figure of 73.3; (4) Television led all media in the percentage of respondents (17.8% named the medium in which the product was advertised).

### Special FM Service

(Continued from page 58)

the general public such music so interrupted constitutes.*

FCC also wanted to know wheth-

ers of the music program and oral vocal material for subscribers is made “pursuant to the mutual in-

The Commission in all cases also

asked for a description of the means by which undesired portions of a broadcast were cut out of the service to subscribers.

FCC's letters noted that the

Commission has been asked, by “various petitions and other in-

quiries,” to say whether stations engaged in long-term contracts.

for “functional music . . . suita-

tle for reception in commercial estab-

lishments”—are operating in

consistency with FCC rules and policies.

WLWD's contract is with Twin City Sound Systems Inc., it was noted, and was entered Sept. 29, 1949, for a three-year term during which the station would try for 17 hours daily, programs “care-

fully planned, edited and produced in accordance with accepted prac-

tices and procedures to quality broadcast standards.” FCC said the agree-

ment also stipulated the station would “provide suitable electronic or other means to render any of Twin City's FM perfor-

mances inoperative to receive such of [WLWD's] programs as Twin City shall advise the station it does not desire to receive.”

The station pays WLWD at a rate

ingering from $5 a month for each of the first 200 subscribers, to $50 a month for all over 1,000, with certain minimum payments guar-

anteed whether or not the Full Music Service is used.

In the case of WFMF, FCC noted,

the contract is with Functional Music Inc., and provides for the station to broadcast a “planned music service, with all voice elimi-

nated by means of a signal control, daily on an intermittent schedule from 8 a.m. to 6 p.m. and continuously from 6 p.m. to 10:30 p.m.” Marketing of special receiv-

ers and service, FCC said, is in the hands of Functional Music, which agreed to pay WFMF $6 a month per subscriber under an agreement of a two-year contract, terminable by either party on cer-

tain conditions.

KDFC Music Service

FCC’s letter to KDFC pointed out that the station’s agreement, with a “Musicast” division of the licensee company, provides for Functional Music Service

over KDFC for at least 12 “service” hours a day, at a rate of $25 a month to subscribers. The quoted KDFC as saying its “only purpose is to provide a fleet of the special receivers for this Musicast service.” FCC also said KDFC apparently carries no other program material, and quoted Musicast promotion piece as saying, in explanation of its policy of broadcasting, that the theory is to “get set-users instead of adver-

tisers to pay for programs.”

The Musicast promotional liter-

ature continued, according to FCC:

Why does the station bothers with announcements or commercials at all? The main purpose is to avoid putting “free rides.” If there were no vocal inter-

ruptions to the flow of music, a res-

taurant or other commercial user could tune in with a regular FM set and redistribute the music without permission [of elimin-

ating vocal interruptions from subscribers’ service] is based on the illus-

ion that the customer is person-

ally providing background ent-

ertainment rather than a radio station or wired music dispenser.

The WACE-FM contract, FCC said, is with Air-Muse Inc, holder of a franchise from Functional Music. It was entered into on July 20, 1950, and provides for Air-

Muse to pay WACE-FM $4 a month per subscriber, according to FCC.

John B. Sullivan

REP. JOHN B. SULLIVAN (D-Mo.), 58, died Jan. 29 at the Bethesda (Md.) Naval Hospital from a cerebral hemorrhage. He was a member of the House Inter-

state and Foreign Commerce Com-

mittee, and a member of the 77th and 79th Congresses.

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**Page 76 • February 5, 1951**
RESEARCH MEET

Audience Committee hopeful

Committee on audience research techniques, meeting Thursday in New York, made "excellent progress," Kenneth H. Baker, chairman, said that evening, adding hopes that the committee will conclude the final draft of its report at its next meeting on Feb. 15.

Committee, organized last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to dispel confusion over differences in ratings given stations in that area by Pulse and Hooper services, subsequently expanded the scope of its activities to embrace all audience research. Group plans to submit its proposals for test studies to Broadcast Audience Measurement Inc. (successor to EMB), for possible action.

Thursday's meeting was attended by Dr. Baker, NAB director of research; C. E. Hooper, C. E. Hooper Inc.; Sydney Roslow, Pulse; T. R. S. Nielsen, Nielsen; and was held at the offices of the committee.

No proposals were referred to its local wages and working conditions committee and to the West Coast division of its national board, with decision to be announced at the next TVA-station meeting tomorrow (Tuesday).

Stations meeting with the union are KNBH, KTSF, KECA-TV, KLAC-TV. The union met separately with KTLA last week, following that station's withdrawal from the former five-station committee. No results were available.

Latest station proposals marked a compromise with the union on dropping of its former plan calling for payment to performers according to dramatic and non-dramatic program categories and setting up payment scales according to different time segments, regardless of show category. Stations also offered to raise rehearsal fees from $2 to $3 an hour, after two hours. TVA is asking $4 an hour an hour after the first hour.

EMERSON FILMS Corp., Hollywood, has sold series of 26 15-minute featurettes to ABC-TV for placement on KECA-TV Los Angeles and KGO-TV San Francisco. Series is entitled Famous Men and is built around the lives of outstanding men and women. Films were produced with help of leading authors, biographers and historians. Hollywood screen actors and actresses are featured in the series, twenty of the featurettes having been completed.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is filming additional five-minute animated Crusade Rabbit TV films for release through NBC-TV under continued sponsorship, boosting total programs to nearly 200.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is also filming additional five-minute animated Crusade Rabbit TV films for release through NBC-TV under continued sponsorship, boosting total programs to nearly 200.

TELEVISION PRODUCTIONS, Hollywood, is doing animation for Crusade Rabbit series, and plans to move operations to Hollywood in early February, according to J. T. Ward, president.

SNADER TELESCRIPTS Corp., Beverly Hills, Calif., is offering hour programs made up of three-minute musical televisions to Veterans Hospitals and service posts. After initial tryouts in Los Angeles area, films will be routed throughout the country with plans for top Hollywood entertainers to act as emcees on final films in the tour.

BING CROSBY ENTERPRISES Inc., Hollywood, has sold 52 half-hour films to ABC-TV for showing on Royal Playhouse on KECA-TV Hollywood and KGO-TV San Francisco. Originally released as Fireside Theatre, 37 of the films have been completed; 15 are still in production.

TELEPIX Corp., Hollywood, will open new office in Cleveland sometime in February for sales and distribution of its TV film commercials in five mid-western states—Ohio, Indiana, Illinois, Wisconsin and Missouri. Bob Allison will head office. TV film commercials for Bowie Pie Co., Los Angeles; Regal Amber Brewing Co., San Francisco; and House of Nine, Los Angeles dress shop, recently have been completed.

ATLAS FILM Corp., Oak Park, Ill., has elected Norman C. Lindquist vice president. He joined firm last year as director of television and, in his new post, will continue to work with advertising agencies in creating film commercials.

Filmack Offers You America's Lowest Cost Made to Order TV Film Commercials

Here's how FILMACk serves you faster!

Our large staff and extensive facilities are geared to do fine quality work at top speed.

Here's how FILMACk saves you money!

We do all of our own typesetting, artwork, photography, special effects, voice recording, music and laboratory work.

Through 32 years of specialized low cost movie making we've learned to deliver high quality inexpensively and to pass the savings on to you.

Let us quote on your job today!

One minute TV commercial with audio as low as $150.00.

Send us your script or idea

FILMACk

1331 S. Wabash Ave. * Chicago Telephone HA 7-3395

February 5, 1951 * Page 77
March of Dimes  
(Continued from page 22)

mick involving listeners' driver's license numbers. 

WPTR Albany peppered listeners with spot announcements, arranged interviews, and had its second annual all-night drive from 8 p.m. Jan. 27 through the early hours of Jan. 28. 

Gayle Grubb, general manager of KGO San Francisco, served as chairman of a special radio-TV committee which represented every AM, FM and TV station in Northern California.  

KRON-TV Show  
Nets $12,000  

KRON-TV San Francisco reportedly raised more than $12,000 from more than 3,500 persons through a 7 1/2-hour telecast. 

WPIT-TV Philadelphia earned more than $50,000 for campaign coffers at a television auction of donated merchandise. 

WKDN Camden conducted an entire broadcast day to the drive. All commercial announcements were omitted. 

WBUX Doylestown, Pa., devoted more than 15 hours of weekly broadcast time to the cause. 

WLIR New York ran a $25,000 drive in conjunction with the campaign and Gothamites opened their hearts—and their purses. 

WRUN Utica-Rome, N.Y., conducted a 13-hour fund-raising mar-a-thon. More than $1,400 resulted. 

KPH-AM-FM Wichita used a new mobile transmitter unit with much success. 

WCOP-AM-FM Boston drew on the services of at least 30 top radio executives and personalities in the Hub area in its fund-raising drive. 

WLAW Lawrence, Mass., conducted a 15-minute sideways interview every afternoon during the campaign. 

WABC Chichester, Mass., boosted the drive during its afternoon disc jockey show. 

WMWM Meriden, Conn., put on live shows and held sidewalk interviews as part of its effort. 

WAAA (TV) Baltimore opened wide its doors to 12 polo sufferers who appeared on the Johns Hopkins Source Review and also held special programs. 

WERE-AM-FM Cleveland got listeners to pledge nearly $7,000 early in the campaign at a special show. 

WBMM Chicago devoted musical and dramatic shows toward raising contributions. 

KGGF Coffeyville, Kan., put on a show featuring Coffeyville Junior talent. 

WCCO Minneapolis-St. Paul reported that 40 Minnesota radio stations participated in a statewide contest to raise funds. Results were expected to run into a six-figure sum. 

16 Hour Show  
Put on by KCNA  

WHAS-A-M-TV Louisville reached in its bag of tricks and came up with special shows and contests. 

WXG Richmond sent two of its disc jockeys to lend a helping hand in the Virginia Capital's "March of Dimes Show." 

KCNA Tucson, with a goal of $1,600, put on a 16-hour broadcast stunt from a leading Tucson department store window. 

WLDY Ladysmith, Wis., during its annual auction on behalf of the campaign, netted $1,500. 

WOL-AM-FM Washington, D.C., taped an interview with a heart patient as one of its many drive activities. 

WTVN St. Johnsburg, N.Y., through its second annual "Jamboree," was able to raise around $400. 

KIDO Boise, Idaho, added a dramatic touch to its drive by interviewing a patient in the hospital. 

KLZ Denver gave a studio tea party to which the public was invited to swell campaign contributions. 

WBUD Trenton, N.J., turned over a full broadcast day to March of Dimes workers who sold WBUD's radio time at only a "Dime a Line." All money raised went for the drive. 

KMPG Los Angeles during musical programs played requests of those persons who sent contributions. They were paid up to $10 bought 30 seconds of air time. 

KNED McAlester, Okla., netted $300 for the drive through an all-afternoon studio party. 

WIBW Topeka, Kans., co-sponsored a "Dimes Square" contribution booth from which it reminded passersby of the campaign and conducted interviews. 

WEDB Duluth, Minn., carried interviews with leading polio doctors and local drive directors in an effort to swell funds contributions. 

WAYB Waynesboro, Va. and WIDE Big edford, Me., joined hands in a vacation contest to raise funds. Contest entries had to be accompanied by a contribution. 

All monies went to the campaign. The Waynesboro inhabitants will provide the vacation trip for two persons from Maine, Old Orchard Beach, Me., will entertain two Virginians. Participants were asked to write in 25 words or fewer, "I contribute to the March of Dimes because..." 

KTUL Tulsa smiled its blessings on Pat Breene, disc jockey, who reportedly works against polio all year. During the campaign, listeners gave what they could to have requests played. 

WAAA (TV) Baltimore telecast directly from Children's Hospital in the Maryland city as part of its observance of the campaign. 

WINR's Gimmick  
Raised $3,000 

WINR Binghamton, N.Y., is proud of the way its gimmick for the campaign has gone over. A lawyer gave $10 to hear a city judge sing over the radio; factory workers took up collections to have their bosses washable, etc. At last report, pledges topped $3,000. 

WHEN (TV) and WAGE Syracuse conducted a three-hour simulcast, "Dime Auction," which netted the local campaign $10,000. 

KOTV (TV) Tulsa on Jan. 27 programmed a four-hour telethon" during which more than 200 entertainers, civic leaders and personalities from six radio stations, night clubs, newspapers and KOTV pooled talents to raise $8,000. 

WTAG-AM-FM Worcester conducted a listener contest with the winner getting an expense-paid trip to Canada's Alpine Inn, near Montreal. 

Hollywood 38, California  

For the fastest  
in professional tape recording equipment  

STANCLIFF-HOFFMAN  

Telecasting • Broadcasting
FAITHFUL SERVANTS
of AM Broadcasting

By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. For example:

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation’s leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its thoriaized-tungsten filament draws 60 per cent less filament power than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. Performance-proven in the field.

A REMINDER—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA LABORATORIES
PRINCETON, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES
HARRISON, N. J.
PROMOTE AM
Rochester Council Formed

SIX AM STATIONS in Rochester, N. Y., have joined forces under the banner of the Radio Broadcast Management Council of Rochester for the "complete promotion and interest of the AM radio industry."

Jack Knabb, president, Jack Knabb Advertising Co., was appointed public relations counsel.

The newly formed organization will critically analyze programs, sales methods, yardsticks, statistical material, service and advertising methods in other areas and work out working formulas for the member-stations.

Two main objectives will be to increase the listening audience through improved programming and to convince advertisers that radio is still the best buy.

ACCORDING to a recent survey made by William A. Coleman, chairman of the radio-TV division for Fordham U., New York, more than 70% of the June 1950 graduating class associated with school station WFUV (FM) have entered the professional field of radio and television.

KSWM
REACHES 446,600 PERSONS WHO SPEND $285,500,000 IN TOTAL RETAIL SALES.

Mr. Knabb

The small map above shows airline miles to nearest metropolitan centers. **KNJ**-unduplicated CBS service to the KSWM audience.

New in its fifth year of service, KSWM is an integral part of all community affairs and activities.

KSM

National Nielsen Ratings* Top Radio Programs

**JOPLIN.**

by

associated with

New

through

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sales methods,

pointed

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Broadcast Man-

PROMOTE

KSWM is

REACHES

Austin

William

JOPLIN.

member

“complete

1950

unduplicated

The small map above shows

industry.”

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This view is expressed in a warning article by Edward J. Heffron, director of community relations for Johnson & Johnson, New Brunswick, in the Feb. 3 issue of America magazine. Mr. Heffron is a former executive assistant to the president of NAB, in charge of public relations, and subsequently was identified with the National Council of Catholic Men and the National Conference of Christians and Jews, before assuming his present position.

Mr. Heffron urged prompt action to upset the "church-state separation" conclusions in the initial decision, issued Dec. 29, in which Hearing Examiner J. D. Bond anticipated denial of a Kansas City AM application of the Reorganized Church of Jesus Christ of Latter Day Saints.

Cites Constitution

Examiner Bond held that, under the First Amendment of the Constitution, established church bodies may not be licensed to operate broadcast stations if their radio purpose includes the furthering of their religious interests [BROADCASTING • TELECASTING]

Examiner Bond’s arguments, Mr. Heffron wrote, "bear with equal force against all stations operated by religious groups," since a religious group wouldn’t have a radio station if it didn’t intend to use it, in some slight measure at least, for religious broadcasting." He estimated there are some 33 such AM and FM stations.

Mr. Heffron thought “the mischief of this initial decision goes even deeper” to the point where all religious programs would be outlawed.

If granting a radio license to the Reorganized Church would be unlawful “assistance,” he reasoned, then FCC is similarly “assisting” the National Council of Catholic Men “by granting the NBC its several licenses and permitting NBC to give radio time to NCCM for the Catholic Hour.”

Mr. Heffron said he was “not so sure” that it is “unthinkable” that the decision will be allowed to become final. The Reorganized Church, he said, “should not be left to carry the ball alone.”

Under FCC procedure, an initial decision becomes final after 40 days unless FCC is asked to reverse or modify it. In the Reorganized Church case, the Commission has granted a request that the time for filing exceptions be extended from Feb. 6 to Feb. 19. As yet none has been filed, though the FCC general counsel’s office has asked permission to take part in oral argument if one is held.

ABC’s America’s Town Meeting of the Air (Tues., 9-46 p.m.) was named the top television program in the country by the Wisconsin State Journal Poll conducted last month among its readers. Another ABC program feature, The Metropolitan Opera (Sats., 2:00-5:00 p.m.), placed first in the “concert and opera” category; while No School Today (Sat., 9-11 a.m.) led all other programs in the children’s program field.

EXCLUDES FCC
Not in ‘Dispersal’ Plans

FCC is not included in the government’s current plans to “disperse” as many as 11 civilian and 37 military agencies in Washington, as revealed before the Senate Public Works Committee last week by Budget Director Frederick J. Lawton.

By “dispersal,” the government means the relocation of agencies and personnel within the general limits of the District of Columbia and environs, with few changes covering more than 15-20 miles. Another long-range and comprehensive plan envisions “centralization” of agencies—that is, locating offices and personnel outside of the general Washington area.

No details have been released on this program, with final word expected from the White House.

In the non-dispersal category, in which the FCC apparently has been placed, are the Federal Trade Commission and the Commerce Dept’s Census Bureau and National Bureau of Standards.

Tagged for dispersal, in addition to essential defense agencies such as the Atomic Energy Commission, are Defense Production Administration, National Production Authority, Federal Civil Defense Administration and about 50% of the authorized positions of the State Dept. in Washington.

Object of both dispersal and decentralization, which the government is asking Congress to approve, is to lessen the nation’s capital as the primary target in atomic warfare and to reduce overcrowding.

Name WLAW’s Sullivan

FRED A. SULLIVAN, WLAW Lawrence, Mass., has been appointed chairman of the publicity committee for the New England Major Markets Group, it was announced last week by Walter B. Haase, WRDC Hartford, group chairman. The NEMMG also includes WTAG Worcester, WPRO Providence, WGAN Portland, Me., and WGUW Bangor, Me.

FREEDOM OF RELIGION

Heffron Sees Threat in FCC Action

THE PENDING initial decision of an FCC examiner questioning the constitutionality of church-owned stations would affect “religious programs” on commercial stations as adversely as it affects religious stations.

This view is expressed in a warning article by Edward J. Heffron, director of community relations for Johnson & Johnson, New Brunswick, in the Feb. 3 issue of America magazine. Mr. Heffron is a former executive assistant to the president of NAB, in charge of public relations, and subsequently was identified with the National Council of Catholic Men and the National Conference of Christians and Jews, before assuming his present position.

Mr. Heffron urged prompt action to upset the “church-state separation” conclusions in the initial decision, issued Dec. 29, in which Hearing Examiner J. D. Bond anticipated denial of a Kansas City AM application of the Reorganized Church of Jesus Christ of Latter Day Saints.

Cites Constitution

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CRIME PROCEEDINGS

WDSU-TV and WNOE New Orleans cancelled much of their commercial schedules to air proceedings of Senate Crime Investigating Committee held in New Orleans a fortnight ago. Broadcasts and teletcasts of local political, business and gambling figures were made directly from courtroom.

CARD PROMOTION

WIBX Utica sending promotion cards to advertisers and trade promoting "Mohawk Valley Boy," local entertainment group appearing on station. Card has picture of group and also announcement that group is available for playing at meetings, fairs, dances, etc. Group, when playing at such affairs, also gives plug for their sponsors on station, thus giving extra promotion. Group is headed by Ed Slusarczyk, station farm director.

A MUST MESSAGE

WOW Omaha placing cards on streetcars and buses stating: "You must listen to WOW news." Station's promotion manager explains: "We figure the man on the street would ask himself 'Why must I listen to WOW news?' and then answers his own question with something like, 'If I don't, I'll miss something important.' We checked a few typical folks. . . ." Cards are placed on sides of vehicles.

DIET SHOW

WSB-TV Atlanta, *Come Into the Kitchen,* Mon.-Fri., 11:1-130 a.m., featuring Martha Lanning. Fast week of show was devoted entirely to preparation of meals for people hoping to lose weight and for persons hoping to gain. Each day featured different diets.

HELPS F.R.I.

WFLH-TV Philadelphia, Wanted Persons, 12:45 a.m. Mon. and 12:15 p.m. Wed., in cooperation with Federal Bureau of Investigation. Program designed to enlist public support in apprehending criminals. Each show will give facts on two criminals wanted by F.B.I., along with photographs and slides showing their backgrounds and history in crime. Telecasts expected to help agents locate criminals who choose city as base of operations. Station will report from time-to-time on persons captured as result of program.

MUSIC LESSONS

WKY-TV Oklahoma City, Sat., 4:30-5 p.m., started Jan. 27, presenting series of rehearsals for Oklahoma Interscholastic Music Contest. Program to run three weeks and James Neilson, professor of public school music at Oklahoma City U., will direct choral groups. Rehearsal projector will be used to flash music on screen any time Mr. Neilson wants to call attention to phrase or note. Letters have been sent to high school music teachers suggesting that they have their groups gathered around television sets at time of shows.

CITY HILLBILLY

WOL Washington, District Matinee, 2:30-3:30 p.m., started Jan. 29, Electrical Center, Agency: Art Ads. Show is heard directly from window of sponsor, featuring "Dusty, the Connecticut Avenue Hillbilly." He spins records, reads commercials and chats with people watching from street.

COOPERATIVE PROMOTION

WSBS Cleveland urging sponsors to promote programs they sponsor. Local auto dealer has decorated window featuring its sponsored show, giving time and station's call letters.

LETTERS FOR PEACE

KLAC-TV Hollywood, Breakfast Practice, Mon.-Fri., 9-10 a.m., starring Johnny Bradford and Ronnie Kemper. Program conducting vigorous campaign to get mothers and housewives to send in original and outstanding ideas and suggestions on how to secure world peace. Letters received will be sent to President Truman.

OLD SHOWS

WTOP-TV Washington, *Moore Museum,* Sun. 2:30-3 p.m., started Jan. 28, featuring Gene Klavan who acts as narrator. Program will show old silent comedies, captions and all, along with music of Johnny Salh, staff organist. Mr. Klavan, WTOP disc jockey, is known for his humor on his late night show.

TEARS OVER POWER

KATL Houston, sending present and prospective advertisers letter with plastic tears attached and telling of station's power increase. Letter headed: "There are no onions up my sleeve," explains: "This is our first since beginning operation in 1947 . . . and there will be NO increase in our Class A nighttime rate." Letter urges new advertisers to buy time on station.

HOUSEWIFE SHOW

KTTV Hollywood, *Housewife,* Mon.-Wed.-Fri., 1:1-10 p.m. (PST), started Jan. 24, sponsored by Waring Products Corp. (Waring Blender) Agency: Marys & Co., L. A. Program designed to show housewife how to make home-making more practical and pleasant. Format has Lenore Kingston as typical housewife who, in course of daily tasks, makes number of practical suggestions to 11-year-old youngster next door who typifies all little girls wanting to know how to run their homes when grown up. Household hints are fitted to reflect wartime economy.

LANG-WORTH FEATURE PROGRAMS

**Sell**

**SOFT DRINKS!**

**LANG-WORTH FEATURE PROGRAMS, INC.**

113 W. 57TH ST., NEW YORK 19, N. Y.

Network Color Programs at Local Station Cost

February 3, 1951 * Page 81
January 25 Applications

ACCEPTED FOR FILING

Modification of CP
Request for modification of CP for extension of completion date: WPFR Lincoln, Ill.; WPMP Pascoag, Mass.; WKFB Tyler, Tex.; WXRT (FM) Chicago, WJMU-FM Cumberland, Md.; WCQD-FM Minneapolis.

License Renewal
Request for license renewal station: WOAY-FM, Wadesboro, N.C.; WOBM-Bowie, Md.; WCMF Shreveport, La.; WDDC, Wadesboro, N.C.; WHFS Riverside, Calif.

APPLICATIONS RETURNED
WDNG Douglas, Ga.—Returned Jan. 17 application for transfer of control licensee from Dowling Musgrove and Alice Musgrove to B. F. J. Tinn through sale of 4½.

January 26 Decisions

ACTION ON MOTIONS
By Examiner Leo Resnick
Carl H. Meyer, Ottawa, Ill.—Granted leave to amend application by reducing length of ant.

By Examiner J. D. Bond

By Examiner J. D. Cunningham
WCMP Middleborough, Ky.—Granted continuance of hearing from Jan. 23 to Mar. 20.

January 29 Decisions

By THE COMMISSION EN BANC

LICENSES


Applications Conditioned
ANT-Antenna permit
M-direction address
LS-local sunset
ST-cond.-conditional

Grantees authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station transfer applications.

FCC actions

JANUARY 25 TO FEBRUARY 1

January 29 Applications

ACCEPTED FOR FILING

AM—1400
KIDW San Antonio, Tex.—CP to change from 1540 to 250 W D to 1250 W. Granted continuance of application to be heard.

Modification of CP
KDPK Riverside, Calif.—Modification of CP to change from 250 W to 1250 W and ant. from 930 ft. to 1620 ft.

License for CP
KAGM Council, Ark.—License for CP.

AM—1290
KVAL Brownsville, Tex.—CP to change from 1490 to 1290 KHz.

APPLICATIONS REJECTED
KRAO Red Oak, Iowa—Returned application for CP for extension of completion date.

KBPR Paducah, Ky.—RETURNED application for CP for extension of completion date.

KFPN Tampa, Tex.—RETURNED application for CP for change in frequency, hours operation.

January 30 Decisions

BY THE COMMISSION EN BANC


WITC New York—Granted STA to Mar. 1 to operate nine NBC radio transmitters on 25-35 mc, within studio of WNBST (TV), New York, condition to file applications for extension of completion date and STA to conduct certain tent operations.

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
A "WORST SERVICE FOR OVER 5 YEARS"
For immediate service please contact:
JACKSON 5302
P. 0. Box 7027
KANSAS CITY, MO.

Andrew Corporation
363 E. 75th St.
CHICAGO 96, ILL.

SERVIC DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3625

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A "WORST SERVICE FOR OVER 5 YEARS"
For immediate service please contact:
JACKSON 5302
P. 0. Box 7027
KANSAS CITY, MO.

Andrew Corporation
363 E. 75th St.
CHICAGO 96, ILL.

Advertisers frequently consider shifts in media. Your advertising in Printers' Ink strengthens your "consumer franchise" with the leading buyers of advertising and so keeps them sold on you.
McNary & Wrathall
Radio Engineers
906 Hall Press Bldg.
1407 Pacific Ave.
Washington 4, D.C.
Member AFCEC*

A. D. Ring & Co.
26 Years Experience in Radio Engineering
Munsey Bldg.-Republic 2547
Washington 4, D.C.
Member AFCEC*

There is no substitute for experience
Glen D. Gillett
and Associates
982 Natl. Press Bldg.
NA. 3373
Washington, D.C.
Member AFCEC*

GEORGE C. DAVIS
501-514 Munsey Bldg.-Sterling 0111
Washington 4, D.C.
Member AFCEC*

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D.C.
Member AFCEC*

Weldon & Carr
Washington, D.C.
1603 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1723 Wood St.
4742 W. Ruffer
Member AFCEC*

Russell P. May
1422 F St., N.W.
Washington 4, D.C.
Member AFCEC*

McIntosh & Inglis
710 14th St., N.W.-Metroplitan 4477
Washington, D.C.
Member AFCEC*

John Creutz
319 Bond Bldg.-Republic 2151
Washington, D.C.
Member AFCEC*

GUY C. HUTCHESON
1100 W. Abram St.
AR 4-8721
Arlington, Texas

Walter F. Keen
AM- TV Broadcast Allocation
FCC B Field Engineering
1 Riverside Road-
Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Philip Merryman & Associates
114 State Street
Bridgeport 3, Conn.
Bridgeport 5-1444
Radio Consultants

Arthur Bitter
Consulting Radio Engineer
1700 Wayno St.
Toledo 9, Ohio
Telephone/Kingsway 7631

Arts.—Same, KOB-125, KA-8255.
Marmat Radio Co., Bakersfield, Calif.
Same, KA-585.
Commonwealth Bestco, Corp., Area
Danville, Ky.—Same, KA-8255.
American Colonial Bestco, Corp., Area
Richmond, Va.—Same, KA-585.

WTVY Miami, Fla.—Granted mod. CP
for extension of completion date to
7-22-51.

WHIL Wheeling, W. Va.—Granted
license for change in power etc., 1000
kw 5 kw D.

WEDC Marine City, Mich.—Granted
license new AM station 1590 kc 1 kw
DA.

WGAB Gary, Ind.—Granted license
new AM station 1370 kc 300 w D.

Lincoln Operating Co. as Trustee for
Sun Coast Bestco, Corp., Miami, Fla.—
Granted CP new remote pickup, KA-

C. R. Bitter
Consulting Radio Engineer
1700 Wayno St.
Toledo 9, Ohio
Telephone/Kingsway 7631

FCC General Counsel—Granted ex-
tension to Feb. 12, to file Exceptions
to the Initial Decisions issued in applica-
tions of Lubbock County Bestco, Lub-
beck, Tex.

WIMS Charleston, W. Va.—Granted
leave to intervene in application of
B. R. Toweery, Edna, Miss., and Pulaski
Bndg. Co. (WRSR), Pulaski, Tenn.

Williamburg Radio Company, Inc.
WIBS Charleston, W. Va.—Granted
leave to amend application to specify
740 kc 500 w D. In lieu of 740 kc 1000
w D. Also amended indefinite continu-
ance of hearing from Feb. 7.

WYOR Birmingham, Ala.—Granted
disable without prejudice of applica-
tion.

WTMD Charleston, S. C.—Granted
leave to intervene in applications of
Central Ohio Bestco, Galion, Ohio.

KICK Springfield, Mo.—Granted
leave to amend application to provide

Kấuüber & Ray
Consulting Radio Engineers
1052 Warner Bldg.
Washington 4, D.C.

A. Earl Cullum, Jr.
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas

Silliman & Barclay
1011 New Hampshire Ave.
Republic 6466
Washington, D.C.

Adler Engineering Co.
Television and Broadcast Facilities
Design and Construction
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1630

Consulting Radio Engineers
Help Wanted

Managerial

Midwest company operating network of small commercial television stations has openings for assistant general managers of small stations. Good salaries and national sales points to excellent opportunities. Formal training and background and earnings fully in first combinations. Write Box 703H, BROADCASTING.

General manager wanted to replace present manager going out of the business. Must be able to handle all phases of the business. Write Al Tedesco, General Manager, WKLJ, Cloquet, Minnesota.

Salesman

Wanted experienced salesman. If you can run a profitable sales agency in our organization. Send full particulars to Box 706H, BROADCASTING.

Announcer

Staff announcer, network affiliate. 50 week, 19 week. Send detailed letter only. Box 551H, BROADCASTING.

Wanted: Combination announcer-engineer. Base $65.00 with starting pay $75 per week. 40-hour week. Apply immediately, Box 601H, BROADCASTING.

Group of small market stations in East coast anticipates network affiliation. Opportunities soon due to draft. Full details to letter to Box 624H, BROADCASTING.

Minnesota station needs an experienced news announcer. Good salary for good combination. Write Box 591H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Position open. Good opportunity for advancement, can earn talent for shows and earn sizable sums. Excellent living and working conditions, can also sell station too. Interested, but not necessary. Box 662H, BROADCASTING.

Wanted: Announcer-disco jockey for southern station, salary plus talent. Ten or more years experience. Remit letter and talent. Box 678H, BROADCASTING.

Announcer-engineer, accent on announcing. Salary depending on ability. Southeastern network affiliate. Town of 15,000. Requires man with excellent voice and good selling ability. Excellent opportunity for advancement. Good voice, good appearance. Reply to Box 687H, BROADCASTING.

Announcer-engineer, immediate opening, small market in Illinois, kilowatt. Excellent opportunity for advancement. Good voice, good appearance. Reply to Box 697H, BROADCASTING.

Announcer-combo, excellent opportunity in large chain. Good pay arrangements. Reply to Box 703H, BROADCASTING.

Wanted: Good announcer-engineer with first class qualifications, wanted by new station in growing Midwest market. Emphasis on announcing, combined with top engineering position. Good salary. Reply to Box 936H, BROADCASTING.
Technique

BROADCASTING.
Experienced announcer available. Experienced all phases radio and television. Ten years background. Resume, console.

BROADCASTING.

Sports announcer, experienced base- ball commentator from college graduate, vet. Currently em- ployed at station in larger market. Box 72H, BROADCASTING.

Experienced, capable announcer, draft exempt. Veteran, specials and news available. Box 587H, BROADCASTING.

Graduate anncs. School. Sports, re-creation, DJ, writer, new, special events. Box 74H, BROADCASTING.

Graduate announcer school. Sports, re-creation, DJ, writer, news, special events. Box 74H, BROADCASTING.

Top sports commentator and personal- ity. Better than you. Good voice for play-by-play, evening sports reporting. Also excellent background six years in radio and television. Box 72H, BROADCASTING.

Experienced, capable announcer, draft exempt. Veteran, specials and news available. Box 587H, BROADCASTING.

Excellent announcer-farm director desires position with midwestern station. Excellent background in radio. Box 57H, BROADCASTING.

Experienced announcer-farm director desires position with midwestern station. Excellent background in radio. Box 57H, BROADCASTING.

Attention all stations within 500 mile radius of St. Louis. Accepting two year experience. Please rush applications to Box 72H, BROADCASTING.


Announcer, copywriter-engineer, experienced. Has several years in radio-telegraph. Good record. Box 75H, BROADCASTING.

Production engineer for TV-FM station. Has 10 years experience. Excellent record. Immediate opening. Box 57H, BROADCASTING.

Channel engineer, AM-FM, cable television. Ideal for small community. Desires change of pace and environment. Box 758H, BROADCASTING.

Topnotch, young announcer, now em- ployed, desires position. Foreign station in U.S. territory. Chances to learn native tongue. Box 72H, BROADCASTING.

Annc., pointer, 30, desires position on paper with good voice. Box 57H, BROADCASTING.

Annc., master craftsman, experienced. Desires outstanding station. Box 76H, BROADCASTING.

Experienced annc. 25, desires position in Western city. Box 58H, BROADCASTING.
WANTED to Buy Stations

Active, successful manager desires to purchase in midwest, southwest, or eastern local, or regional station. Box 738E, BROADCASTING.

Equipment, etc.

Wanted: Complete equipment for new 250 watt. Need everything. Box 600I, BROADCASTING.

Equipment for 250 watt station. Box 678I, BROADCASTING.

Wanted: Complete equipment for 250-1,000 watt FM station, including antenna, transmitter, monitor, console, etc. Site, make, condition and price. Box 70I1, BROADCASTING.

Wanted: 500 watt AM transmitter, either standard or composite. Box 715H, BROADCASTING.

Need one 250 watt and 1 kw transmitters. Please give brand, age, condition, price, tubes used and other complete data. Guarantee Radio Supply Co., 1314 Toronto St., Laredo, Texas.

Help Wanted

Technical Employment Service

EXECUTIVE PLACEMENT SERVICE

Contact Dr. Wilfred L. King for placing qualified, experienced managers, station managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

Howard H. Proctor
TV & Radio Management Consultant
736 Bond Blvd., E. St. Louis, Ill.

WANTED—for hire:

—Mgrs.—P-r-c-writers—3/4-
Wmn's—Dis—
Salaries—Dean—
Jay—Chief Eng.—Anth-
Producers—Secs.—for TV-
AM—stations—Coast to Coast! R.R.R—
D.J.—TV EMPL. B U R B O X 413, Phil. 870 PA.

FREE—6 years—FREE Employer's Service!

B. C. Radiomen Meet

BRITISH COLUMBIA Assn. of Broadcasters held its annual meeting at the Empress Hotel, Victoria, Jan. 29-30 to discuss local provincial problems and hear reports from J. T. Allard and Pat Free man, Canadian Assn. of Broadcasters, Ottawa and Toronto. F. H. Biphieke, CKWX Vancouver, presided.

California

$27,500.00

The only station in one of California's most attractive smaller markets, this fulltime facility covers a rich and beautiful area where living is ideal. Low cost operating vice offers an opportunity for very satisfactory profits.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

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San Francisco

Florida

$62,500.00

A consistently profitable fulltime station that has one of the best potentials of any comparable property in Florida. Two or three partners can earn good salaries, dividends, and worthwhile association on an investment.

RADIO CREDITED

At Celebration Banquet

RADIO was given a lion's share of the credit when toasts were being made Jan. 16 at a celebration banquet of Bond Bread salesmen of the Albany branch for their winning the national radio-sponsored anniversary campaign put on by the General Baking Co.

Among those present were George L. Sutherland, sales manager of WPTP, Schraun, account executive, who handles the Bond Bread account, and Garry Barrett, son of Ellis Barrett, WPTP staff member.

The winning campaign had ended with the Bond and Santa Clara program, an annual broadcast series of half-hour shows carried over WPTP. Garry, who took the role of Bondi, broadcasts annually from the North Pole. This year the program drew more than 16,000 letters to Santa.

FOR SUGGESTING "Bark" as a dog-food name, Letha Metcalf, chief copywriter of KGNC American Tex, won $250 in a contest by the manufacturer, Uncle Johnny Mills, Houston. Tom Kritzer, KGNC station manager, hands Miss Metcalf the check plus another $100 from the food firm for donation to charity.

UN BROADCASTS

Rebroadcast Policy Set

UNITED NATIONS Radio Dept. has advised U. S. radio stations that the FCC had granted blanket permission for stations to pick up shortwave broadcasts of UN sessions whenever signals were adequate.

The UN told stations they could not sell such programming to sponsors, and further imposed a rule that commercials may not interrupt the UN proceedings "except on the hour" and with clear explanation that the advertiser was not sponsoring the broadcast.

Stations were advised that they could set up their schedules by monthly and weekly broadcasts of UN radio in the Atlantic, Pacific, and Central time zones at 1:00 p.m. and 2:00 p.m. daily.

In the morning the UN stations are WRC, 6140 kc or 15.88 meters; WAB, 15,130 kc or 19.38 meters; in the afternoon and evening the UN stations are WABC (until 6:45 p.m.) 15,180 kc, 18.81 meters; WRC, 11,770 kc, 25.49 meters; and WRR (from 3:15 p.m. only) 9,610 kc, 31.20 meters. All times are Eastern Standard.

Stations desiring to pickup the shortwave broadcasts for rebroadcasts over their own transmitters must write a letter stating their intentions to the UN radio department. Only one such letter is necessary.

KANS On 24 Hours

AROUND-the-clock programming to accommodate early morning listeners who are employed in manufacturing plants was scheduled to get underway last Monday at KANS Wichita, Kan. The policy was announced by Archie J. Taylor, KANS general manager, following discussions with local plant officials which revealed that about 12,000 families "need and desire local broadcasting service between midnight and 6 a.m." Mr. Taylor said "every effort will be made to provide programs that will be entertaining and informative for all.

KANS is an NBCaffiliate.
of about $30,000 a month, it was learned.

Although none of the top executives of PBS was immediately available for comment, it was learned that plans at the networks' inception allowed for an operating loss of $60,000 a month for the first year, but that the backers decided to withdraw their support and to conclude operations when the financial records for December and January showed the losses running at the rate of over $100,000 a month.

A plan to curtail expenses by shutting down PBS Chicago headquarters and feeding the network's midwestern affiliates from New York was being discussed and had given rise to rumors that PBS was in trouble several days before its suspension. At that time PBS executives emphatically denied that the Chicago realignment had any significant beyond a move to effect a more economical operation.

Widely circulated reports in Chicago that WCFL would become the Liberty Chicago outlet with the demise of Progressive "are without foundation."

William A. Lee, general manager of the station, made this statement Thursday while admitting that WCFL recently had monitored Liberty but had found its strength lay largely in sports, "in which WCFL already excels."

"We have spent too much time establishing our block programming to make any radical changes at this time," Mr. Lee said, "Progressive interested us because it offered some dramas and gave us an opportunity to build morning listenership."

Mr. Finley, upon his arrival in Hollywood, declared he was "pressured" into ordering discontinuance of operations. He told his Hollywood staff that under no condition will he go into bankruptcy.

PBS reportedly owes ATRA talent between $15,000 and $20,000 and he assured Claude McCue, union secretary, that all talent and others will be paid as quickly as possible, and further agreed to "freeze" programs already taped until commitments are taken care of.

CONGRESS SPLIT
On Taxes to Meet Budget

TAX turmoil in Washington continued unabated last week, with Congressional opinion split down the middle on whether President Truman's $71 billion budget for fiscal 1952 can be pared and whether enough taxes can be squeezed to bring revenue up to a pay-as-you-go basis.

The tax-writing House Ways & Means Committee starts hearings today (Monday) on the latter problem—finding enough revenue to help pay the cost of rearmament and raising the operating level of non-defense government agencies.

It is expected that the tax program, which President Truman apparently has divided in his tax requests from Congress ($10 billion now and $6 billion later), will be spelled out in terms of increased individual and corporate income levies and most likely a hike in excise taxes.

Committees Prepare

Appropriations committees in the Senate and House, meanwhile, prepared their subcommittees to handle hearings on the President's budget requests. Included is a proposed $6,850,000 for fiscal 1952 to pay for FCC's operation.

Delay in House subcommittee assignments, however, was caused by open battle between the "single packagers" and the "departmental packagers. The latter forces wish to return to the old system in Congress of considering each section of the budget separately from the whole, while the single packagers look to the new system, tried out for the first time in Congress last year, which puts all the financial eggs in one basket. It appeared by the end of the week that the departmentalists would win out.

Mr. Truman outlined his initial $10 billion tax program to a Democratic-Republican conference of members of the House Ways and Means Committee, the first such bipartisan meeting in Washington's tax history.

While the meeting was placed in the "secret" category, it was generally agreed that the new revenue would come from:

1. Increases of individual taxes by 4% in each bracket, retroactive to Jan. 1, yielding an estimated $4 billion.

2. Raise in the corporate income tax from the present 47% to 55%, gathering some $3 billion and also retroactive to the first of the year.

3. An increase in excise taxes to gain another $3 billion. Radio-TV sets were not specifically mentioned by members of the committee attending the White House conference, but have been talked about in the last month.

What "loopholes" in existing laws would be tightened were matters of speculation. It was not revealed whether Congress will try to make the excess profits law tougher so as to include corporations now exempt from the tax.

JABLONS RESIGNS
Returns to Gainsborough

RESIGNATION of Mike Jablons as special assistant to FCC Comr. Frieda Hennock, to resume his executive position with Gainsborough Assoc., was announced last week following completion of FCC's educational TV hearings (story page 87).

He will resume the position of vice president and general manager of Gainsborough Assoc., New York radio and TV production firm which he left last October to serve with Comr. Hennock, a leader in the movement to reserve TV channel for educational interests [BROADCASTING • TELECasting, Oct. 16, 1950].

Mr. Jablons left late last week on a trip to Paris to seek out new talent for television and radio activities of Gainsborough. He plans to return after a short vacation in Italy following the business visit to Paris.

Gainsborough handles the Buddy Rogers-Mary Pickford television properties, the New York shows of the Skouras Theatres, and the Meet Me at Romanoff's show originating from Los Angeles.

Jack Benny Review
(Continued from page 24)

past them and while Don Wilson delivered a sales talk. Whatever humor was intended failed to materialize.

The rest of the show consisted of dialogue between Mr. Benny and other members of the cast. It proved that what is good on radio is not necessarily good on television. Mr. Benny may succeed eventually in transporting his basic formula from radio to television, but he will have to ornament it with action or at least with something interesting to watch as well as hear.

For some interesting information on radio in IOWA, PLEASE SEE PAGE 27 OF THIS ISSUE
Docket Actions

**FINAL DECISIONS**

WGBF Evansville, Ind.—Announced decision granting CP for change from 5 kw day, 1 kw night to 5 kw unlimited on 1290 kc and ordered dismissed without prejudice application by WIKO Austin, Tex., for modification of license to change from 1290 kc, 250 watt day, 500 watt night to 5 kw unlimited, 2500 watt night. (Conns. Cow, Walter, Jones, and Hennock participating.) Decision Jan. 23.

Surety Best Co., Charlotte, N.C.—Adopted final decision granting application for new AM station on 926 kc, 5 kw unlimited, 5 kw directional. Granted application by WRRF Washington, N. C., to change from 926 kc, 5 kw, day to 500 kw, 5 kw day, 1 kw night, directional. (Conns. Cow, Walter, Jones, and Hennock participating.) Decision Jan. 23.

**INITIAL DECISIONS**

KCLO Lewiston, Rac.—Announced initial decision by Examiner Elinor C. Smith granting applicant direction in AM station at 1310 kc, 60% of power of grant of power of increase from 500 w to 1 kw day, 1410 kw, subject to adjournment of any interference complaint. Decision Jan. 23.

Lemoyne College, Memphis; Ripleys Broadcasting Co., Ripley, Tenn.—Initial decision by Commission anticipating denial, for engineering reasons, of mutually exclusive applications of Lemoyne College, Memphis, and Aarons B. Robinson, KDKA, Troy, Ohio. (Ripleys Broadcasting, Inc., Ripley, Tenn., seeking new license on 1290 kc.) Mr. Robinson is general manager of Lemoyne College, Memphis, Miss., in which he owns substantial stock, and is president of City Union, Tenn. City. Decision Feb. 1.


KCMC Fairbanks, Alaska.—Granted application in facilities from 1450 kc, 250 watt, unlimited, to 1390 kc, 1 kw, unlimited, unlimited night power of 2 kw, unlimited directional. Granted Jan. 29, 1955.

**No-Docket Actions**

AM GRANTS

Fargo, N. D.—Radio December Inc. granted CP new AM station 1280 kc, kw, fulltime, directional night; con-

pany (KLMB) et al. on Feb. 6, in Lo-

May, 1955. Granted license to apply to show revision in esti-


KTVK Phoenix, Ariz.—Granted application for new AM station at 1330 kc, 1 kw unlimited, to 1350 kc, 1 kw unlimited, unlimited directional. Granted Jan. 19, 1955.

K㎏S Newspapers, etc.—Granted application for new AM station at 1440 kc, 1 kw unlimited, to 1450 kc, 1 kw unlimited, unlimited directional. Granted Jan. 19, 1955.

**January 31 Applications**

**FCC Actions**

(Continued from page 88)

February 1 Applications

**ACCEPTED FOR FILING**

**Modification of CP**

Following stations requesting mod. CP for extension of completion date: WCVS, WCVS, WTOL-FM, and KCMC-FM.

February 1 Decisions

By the Commission en banc

WOL Washington, D. C.—Granted application to extend license to June 1, 1955.

WEXL Littlefield, N. M.—Granted temporary extension of license to June 1, 1955.

By the Commission en banc

**January 30 Applications**

**ACCEPTED FOR FILING**

License for CP

KIVM Tucson, Ariz.—License for CP new AM station.

Modification of CP

Request granted to extend license for completion date: KIKJ Honolulu, Hawaii; KCFP Festus, Mo.; WPAB Ponce, P. R.

February 1 Applications

**ACCEPTED FOR FILING**

License for CP

KOJN Marysville, Mont.—License for CP to change power, frequency, etc.

AM—560 kw

WELS Kinston, N. C.—Change to from 1610 kc to 1600 kc, D to 500 kw D to 5 kw.

Modification of CP

WRHI-FM Columbus, Ga.—Modification of CP for extension of completion date.

APPLICATIONS RETURNED

WRBO Knoxville, Tenn.—RETURNED application for new AM station.

WNAV Amapalos, Md.—RETURNED application for CP to increase power.

APPLICATION DISMISSED

KCAC Colorado Springs, Colo.—DISMISSED application for transfer of license to Deap W. Clark.

KTHK Ely, N. M.—DISMISSED application for CP for extension.

KLTV ¹(Texarkana, Tex.—DISMISSED application for CP for extension.

KTEC Oteheta, Wash.—License for CP new commercial educational FM station.

February 1 Applications

**ACCEPTED FOR FILING**

License for CP

KBIJ Albuquerque, N. M.—License for CP to change power, frequency, etc.

AM—690 kw

WELS Kinston, N. C.—Change to from 1610 kc to 1600 kc, D to 500 kw D to 5 kw.

Modification of CP

WRHI-FM Columbus, Ga.—Modification of CP for extension of completion date.

APPLICATIONS RETURNED

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WELS Kinston, N. C.—Change to from 1610 kc to 1600 kc, D to 500 kw D to 5 kw.

Modification of CP

WRHI-FM Columbus, Ga.—Modification of CP for extension of completion date.
Elroy and Dorse'y E. Newman 0/8 at Voice of Birmingham, 1:20 a.m., 1 kw. on day. (Resubmitted. See BROADCASTING & TELECASTING, Jan. 25.) Filed Jan. 31.

UKy Co., Ala.—Useky Co. Inc., $39.12 w. 320 kw. on air, 27 kw. off air. Visitor, R. E. Manley, secretary-treasurer, filed Jan. 18.

Montgomery, Ala.—Southern Best Co., Inc., 27 kw. on air, 27 kw. off air. Visitor, R. E. Manley, secretary-treasurer, filed Jan. 18.

Auburub, Ohio—WICJ Inc. (Resubmitted. See BROADCASTING & TELECASTING, Jan. 15.)

Transmitter Requests

WHDF Detroit, Mich.—Transfer of control of WCRE Detroit, Michigan, from the owner-corporation, with S. C. Leisler as president, to Douglas R. Leisler, with S. C. Leisler as president and treasurer.

The all-station meeting scheduled for Monday morning at the grand Inlet of the Lakes, will be held at 10 a.m. Secretary-treasurer, through sale of 4 kw., for $4,000, to Junior M. Smith as minority stockholder. (Resubmitted) Filed Jan. 25.


WDMC Detroit, Mich.—Transfer of control from Downey Musgrove and Alice Musgrove, for $1,750, to William H. Musgrove, as minority stockholder. Filed Jan. 25.

KFXA Chicago, Ill.—Acquisition of control of WINS Chicago, from the owners, for $1,750,000. filed Jan. 25.

KFiH Chicago, Ill.—Transfer of control from the owners of the Wood-McGovern Co., for $4,000, to the owners of the Wood-McGovern Co., as minority stockholder. Filed Jan. 25.

FOR DEPENDABLE SERVICE look to ALLIED

Illinois Meeting

Broadcasters Set Agenda

APPOINTMENT of a committee to “watch progress of state legislation, and to bring to the notice of the various state legislators” has been announced by Mr. W. C. F. Amsden, owner of WLS Chicago, as he completes a one-year term as president of the Illinois Broadcasters Asso. with the annual ABA meeting Feb. 23 in Springfield. Mr. Amsden will also bring up the subject of civil defense and call for discussion on “how stations can cooperate in an all-out war effort, both locally and nationally,” he told BROADCASTING & TELECASTING.

AMONG the NEMMG representatives present were, seated (1 to r): Noni Kirby, WLAW Lawrence; Mr. Murley; Carolyn and Ken; standing, Mr. Haas, Mr. Raymer, Orvynget Getchell, WGAN Portland; Robert Booth, WTAG Worcester; William E. McGrath, WHDH Boston, and Arnold F. Schoen Jr., WFPO Providence.

Covering this project for WTAG at a New England group fetes representatives of the New England Major Markets Group met Jan. 23 at a dinner and reception in Boston to pay tribute to James M. Murley, president and treasurer of Broadcast Advertising Inc., Boston, and owner and operator of the NEMMG network.

Among those who paid high praise to Murley was Paul H. Raymer, president, Paul H. Raymer Co. Mr. Raymer cited Mr. Murley’s ability of the Yankee Kitchen show heard over the NEMMG network.

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Randau Named

Accepts Civil Post

CLEM J. RANDAU, stockholder in WNEW New York and special assistant to Civil Defense Administrator Millard F. Caldwell Jr., has been named to the network’s newly-created, top-level Policy Committee.

Mr. Randau, who holds 3.57% interest in WNEW, served as vice president of United Press from 1938 to 1942, when he joined the Chicago Sun as business manager. He also served president of the Field Enterprises Inc. from 1942 to 1947, negotiating for operation of such Field stations as WJJD Chicago, WSAI Cinanait, KOIN Portland, and KJR Seattle.

Mr. Randau, who accepted the civil defense post early this January, has been retired since 1947, though active in oil and newspaper interests. He report by accepted the position at the invitation of W. Stuart Symington, chairman, National Security Resources Board.

Mr. Randau...
McFarland Bill (Continued from page 88)

filings of a formal application, but no such authority shall be granted for a period beyond the period of the emergency requiring it nor remain effective beyond such period. This provision (Sec. 7 of the bill) also would apply "in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment."

Under Sec. 306 of the Communications Act, the FCC may grant licenses, renewals and modifications "only upon written application" provided that "in cases of emergency found by the Commission," licenses, renewals and modifications, "for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without formal application. Such licenses, however, shall in no case be for a longer term than three months."

In an interview, Sen. Case pointed to the 90-day provision in the Act and the absence of the time limit in the McFarland proposal.

The Senator also told Broadcasting • Telecasting that the bill "never came up on the floor of the Senate for debate, nor did it come up in the House." Sen. Case is a former member of the House and served on the House Appropriations Committee where he had occasion to study the setup of FCC when funds were requested.

In Sec. 11 of the McFarland Bill.

WHY ROOST IN BARNYARD (Ky.)?

Honestly, there is a town named Barnyard right here in Kentucky — but you won't find WAVE roosting there.

We feel a bit naked in the fabulous Louisville Trading Area, the home of the major broadcasting stations. The only Kentucky market that really sets aces is the Louisville area, and it's not a stretch for radio. We get big golden eggs from an area that is an average for these parts.

WAVE's BM counties have 238,490 families as opposed to 738,900 in all of Kentucky. A 31.4% — but those numbers aren't bad — have 66.4% of Kentucky's total Effective Buying Income. How's that for something to crow about?

COFFEE tos is drunk by network, agency and advertising executives to signify purchase by Bob McFarland and the News on ABC Pacific Coast Network on behalf of its coffee. Principals in negotiations are (I to e) Norton Mogey, president, Mogey-Priest Inc., Los Angeles, sponsor's agency; Mr. Garred (seated), Pacific Coast newscaster; Robert A. Street, ABC Hollywood account executive, and Walter Emm beers, president of Bob Hur Products Inc. News program is aired on 30 ABC West Coast stations, Monday, Wednesday and Friday, 7:30-7:40 a.m. PST.

LORAIN JOURNAL

In Ad Quandary

THE LORAIN (Ohio) Journal, found guilty of antitrust practices against WEOL Elyria-Lorain, went to court last week to learn whether it must accept a local merchant's advertisement which tells readers to listen to a WEOL program. The advertisement was submitted by a Lorain men's wear store. It would advise readers to "Listen to Collectors' Corner, WEOL, Friday, 11:30 p.m."

Journal, which is appealing the anti-trust decree issued against it by Federal Judge Emerich B. Freed [Broadcasting • Telecasting, Jan. 15, 18], took the preferred advertisement to Judge Freed last Monday. To publish it, the newspaper argued, would be to advertise a competitor. The Justice Dept., it was understood, is preparing to contend that Judge Freed's decree against the Journal requires it to carry the advertisement, because of the anti-trust circumstances involved.

Judge Freed's decree, issued Jan. 5, held among other things that the Journal must not discriminate against any advertiser simply because he also buys time on WEOL or any other competitive media.

Tax Victory (Continued from page 86)

from the facts of the contract, it appears that the charge is made for the right to use the recordings of certain artists, and that the records furnished must be used in a program, as distinguished from records used on sustaining commercials or programs, and hence is similar to the program service set forth above.

In view of the fact that the charge made far exceeds the actual value of the tangible personal property transferred, and also the fact that the charge seems to be based on obtaining the right to use the music of certain artists in a program, which program is controlled by the contract, it appears that the charge is one for a program service in reality, and is not a contract for the rental of tangible personal property.

Therefore, in my opinion, on the facts above set forth, records furnished under such an agreement are incidental to the contract, and that the contract is one for service, and hence not subject to the application of the Ohio sales or use tax; except that where it is ascertained from the contract that a certain portion of the consideration represents rental or purchase of tangible personal property the tax shall be applied to such portion.

Rental TV Film Exempt

Insofar as the rental of film for television is concerned, the Commissioner declared that the exemptions as listed under the General Code of Ohio shall also apply. This covers films for exhibition purposes, except such films as are used solely for advertising purposes. It was explained that the code did not limit the transfer of copyrighted motion picture films to any particular class for exhibition.

Films solely for advertising purposes are taxable, but those which in combination with broadcast or television programs are not taxable, provided they are not so used for advertising and since they are copyrighted motion picture films for exhibition purposes.

THE OHIO BROADCASTERS group has circulated a letter to member stations, advising them of the ruling and enclosing forms for application for refunds of taxes paid since Jan. 1, 1941. Request has been made that completed forms be sent to the OAB so that all applications simultaneously can be made to the state.

Study Equipment Tax

Another OAB project underway is a study on the question of use taxes being paid on broadcast equipment. According to Carl George, WGAR Cleveland, president of the Ohio broadcasters group, newspapers in the state are specifically exempt and the feeling of the OAB is that since radio is also a medium of disseminating news, the radio industry in Ohio should have certain information as well.

TRANSCRIPTION SERIES

PRISM-LITE DIAMONDS, New York, has purchased Tom Terris' "Stories of Fabulous Jewels" programs for broadcast. The 12-30 minute open-end transcription series, for use in 25 markets throughout the country by local dealers. Series is produced by Charles Michelson Inc., New York.

Transcription Series

FOUR & PETERS, INC.
National Representatives

Page 90 • February 1, 1951
REPORTING the addition of 59 new subscribers to its radio and television index services during 1950, A. C. Nielsen Co. last week pointed out that during last year, when the National Television Index was inaugurated, the company also made available to its clients a personal interview research service based on the National Radio Index sample, which provides a representative cross section of all radio homes.

Growing interest in television is shown by about half of agencies subscribing to the radio reports being TV subscribers as well and some are negotiating to subscribe to the NRI service also getting the NTI reports. Nielsen clients buy 74% of all sponsored network programs, the company reported.

Several new types of information were developed last year, the review stated, including a breakdown of the radio audience information by five geographic territories and by TV and non-TV areas. Distribution of the various Nielsen reports more than doubled during 1950, with 3,441 copies a month in 1949 rising to 7,088 copies monthly in 1950. There were also about 1,600 requests for special analyses, topping 1949 by more than 50%, with half solicited and services since November dealing with TV.

Commenting on the company’s progress, A. C. Nielsen, president, said:

We have made great progress in 1950. The need for sound and adequate radio and television research will be even greater in 1951 as products and markets change with the growing needs for war production and mobilization. If advertising dollars are to do the nation as well as the individual advertiser the most good, they must be invested in a manner that will be most productive of sales. That is the purpose of our research.

**LeBlanc Plans**

CONTROLLING interest in the manufacture of “Scribbles” doll toys has been obtained by Sen. Dudley LeBlanc, president of the LeBlanc Corp., Lafayette, La. (Hadalco), which claimed a $20 million sales volume in 1950. Sen. LeBlanc, who bought Scribbles Inc. and transported the firm from New York City to Lafayette, has indicated plans to launch a new radio series on over 750 stations, according to Sam CHILD, sales promotional director. Programs will promote the dolls and get under way before the annual toy show in New York City, according to the Hadaco president, Mrs. Elvy Kaleb, who manufactured the dolls, will continue as president and general manager of Scribbles Inc.

**NIELSEN EXPANDS Reports on ’50 Progress**
AFM Demands
(Continued from page 19)
hibition of film auditions “of any nature,” banning production of film not expressly subject to or in agreement with AFM, or the use of film not authorized in AFM-producer agreements.

It was proposed that kineoscopes be used “only on telecasts by stations affiliated with the network at the time of the original telecast,” and used only once. If used more than once, “first time” would be paid to musicians whose performances are reproduced.” Five percent of the “gross time charges” would be paid to the music performance trust fund—“gross time charges” being those fixed by a network for a particular period on a station subject to deductions for agency commissions (not exceeding 15%) and rate card discounts.

Trust Fund Payments
Such trust fund payments would be made subject to terms and conditions “substantially similar” to those in the then-existing agreement of Oct. 16, 1950, currently in use.

A further proposal, reportedly intended to block any attempt to get around AFM by telecasting foreign motion pictures, reads: “Except as provided . . . no musical part of a sound track or pictures of performances of musical performances shall be used and/or extracted for any other purpose.”

Federation proposals for radio were described as “conditions affecting network radio.” The first proposal set forth the freedom of networks to assign musicians employed under local agreements to simultaneous AM and FM broad-casting, and to shift them interchangeably to AM or FM. It also was proposed that single-sponsor rates should apply to “cooperative” and “participating” types of programs.

Permissible use of transcriptions (to accommodate daylight time ad- justments, station unavailabilities, and the like) also were set forth. Preceding Mr. Pettrillo’s entry into negotiations, representatives of AFM locals and the networks had met in New York, Chicago and Los Angeles for three weeks, con-sidering local demands.

Among those of New York Local 602 was a demand that recorded music be banned from the air between 8 a.m. and midnight and a proposal 50% general hike in pay scales. These proposals reportedly dominated early negotiations until an impasse was reached over the question of retroactivity to Feb. 1 of any agreements arrived at in the course of what promised to be drawn-out negotiations.

Local 602 threatened to strike, and Tuesday its representatives emerged from a meeting with the networks (the last before Mr. Pettrillo’s intervention) with grim ex- pressions.

Local 602’s demands, released at the outset of negotiations, include four proposals—for the recording ban; for a “fair allocation of the total budget of each show for live music”; for classifying radio and TV shows so as to determine minimum instrumentation, and for es- tablishing a sliding wage scale de- pendent upon number of musicians, size and nature of a show)—aimed at reducing musician unemployment.

Other 602 demands included the hiring of staff musicians on an an- nual, year-to-year basis; 3% welfare fund contributions by the companies; minimum rehearsal peri- ods; 50% additional pay for mu- sicians on simulcast shows and re- hearsals, and a wage reopening clause effective when the Bureau of Labor cost of living index reaches 180 points. (The index on Dec. 15 stood at 178.)

Local 602 Demands
Digest of Local 602 demands:
1. Take a new recording ban from 8 a.m. to midnight, whether network or local, television or radio.
2. Classify radio and television shows so as to allow determination of mini- mum instrumentation for each show.
3. Establish principle: That station will require “a fair allocation of total budget of each show for live music.”
4. Establish a sliding scale of wage in each show, dependent upon number of musicians, size and nature of show.
5. No reduction of staff musicians at networks having high minimum number under old contract; bring up to their level the low network staff musician minimums.
6. Annual hiring of staff musicians, with dismissal permitted only after eight weeks notice and at the end of the year. In absence of proper notice employment continues another full year, and from year-to-year, until proper notice is given.
7. Musicians hired on annual basis to get two weeks paid vacation.
8. Employer contribution to welfare fund of 50% of payroll, including pay- roll of single-engagement musicians as well as staff members. Applies to class “A” stations and networks, both radio and television.
9. Exempting “just cause” dismissals, dismissed employees to get three weeks severance pay for each year, or fraction of year, of his period of employment, but in no event pay for more than 12 weeks.
10. Work week for staff musicians: 5 days per week, 4 hours in each

8-hour day. Overtime (times a half) to be paid for for time worked be- yond 4 hours out of any 8 on duty, or time on duty over 8 hours.
11. Radio or television, station or network, house musician on commer- cial program to get “prevailing single engagement rate” or 50% above regular staff salary, whichever is greater.
12. Staff or single-engagement mu- sicians playing more than one instru- ment to be paid 20% extra for the first additional instrument, and 10% extra for each additional instrument.
13. Regulations for single engage- ments, stations and networks:
(a) Contract for “full run of the show” to each musician hired.
(b) “Full run” of the show” engagement, by existing musician called upon to play an audition, when the show for which he is auditioned is broadcast or telecast.
(c) Rehearsal minimum of 2 hours for each 15-minute show, or fraction thereof; and 1 hour additional re- hearsal for each additional 15 min- utes, or fraction thereof.
(d) Rehearsals to be in minimum units of 2 hours, except those immedi- ately preceding the broadcast or telecast.
(e) Rehearsals held on any day other than that of the show to be a minimum of 3 hours, with 25% pay- ment in additional time to prevailing scales.
(f) Excepting customary “dives,” and one break immediately preceding going on the air, no rehearsal break to exceed 30 minutes.
(g) Rehearsal scales to be based on half-hour periods.
(h) For simulcast rehearsals and shows, payment to be 50% in addition to scale payment.

Cost of Living Factor
14. When cost of living index of the Bureau reaches 180 points, union may give 30 days written notice and reopen wage pro- gram. At the end of 30 days after notice is given, the “part- ties (are) unable to resolve new wage scales,” then the union may give 10 days notice and terminate the con- tract.
15. Increase of 50% in all wage scales effective Feb. 1.

(Digest of Federation’s “Conditions Affecting Network Radio” ("Following terms will be in addition to the terms and conditions of agreements, now existing between networks and the locals now in negotiation.
1. Broadcasters may use musicians employed under local agreements for simultaneous AM and FM broadcast- ing, and may assign them interchange- ably to independent AM or FM pro- gramming.
2. During the term of local agree- ments, “cooperative” and “participat- ing” types are to be paid for as if sponsored by a single sponsor. (In this connection it is pointed out that the so-called ‘participating’ type of program was never intended and does not apply to network programs.)
3. During term of local agreements, the following existing practices, . . . respecting electrical transcriptions of network programs will continue un- changed:
(A) Transmission of any network program by an affiliate unable to
carry it "because of unavailability of station facilities" may be broadcast within seven days without charge, or if in Alaska or U.S. territories and possessions within 60 days without charge.

(B) Transcriptions of network programs originating within daylight saving time zones may, without charge (except charges payable if daylight time wasn't a factor), be fed to network affiliates not in daylight time zones for broadcast once.

(C) Upon payment to musicians of the "applicable live repeat fee," any commercial network program may be transcribed and fed to affiliates for broadcast once.

(D) "For the convenience of participating artists and the interest of the networks," an entire network show may be transcribed and fed to the network in place of the live show, by payment of the "applicable transcription rate" to its musicians.

Radio items to be discussed:

1. "Number of men.
2. "No settlement can be made unilaterally, we must negotiate for all stations which are owned and controlled by the networks, as we have done in the past."

To be discussed later:

Arrangers' Terms

Terms and conditions relating to arrangers, orchestrators, composers and copyists, etc.

Digest of Federation's "proposed rates and conditions for telecasts for trans-continental and regional networks."

Local telecasts remain within jurisdiction of locals as heretofore.

2. Basic minimum scale for network single and weekly engagement telecasts shall be 55% above appicable network radio scale of the local in whose jurisdiction the telecast originates.

If musicians engaged on a weekly basis by TV network are used on radio, they shall receive pro-rata the AM rate.

3. Full television scale shall be paid radio staff musicians when they are used on television programs only.

4. Rates for live auditions not telecast are to be established with the local of that jurisdiction.

5. "Film auditions of any nature are prohibited.

6. Musicians called in for costume or make-up, either for dress rehearsal or telecast, to be paid $12 for each such service. Make-up or costume call-ins are not to be set for more than one hour before telecast or rehearsal, so that the musician doesn't lose an undue amount of time.

It is understood that musicians may be required to wear ties or business suits for no additional fee.

KFWB OWNER

HARRY MAIZLISH, owner-general manager of KFWB Hollywood, was selected "Good Neighbor of the Year" by ABC Western Division, Hollywood, radio show.

Mr. Maizlish was presented with an inscribed gold statuette last Wednesday during the show. Frank Sarnas, vice president and general manager in charge of the ABC Western Division, paid tribute to Mr. Maizlish's humanitarianism.

ABC said that Mr. Maizlish was singled out because of his outstanding record of "generous and thoughtful contribution of time, money and effort on worthy causes to help all people of all races and creeds, not only in America, but other nations as well." Mr. Maizlish was credited with having raised millions of dollars for charity and welfare organizations.

RADIO CLINIC


FIRST ANNUAL Clinic for Radio Broadcasters, to be held at the U. of Florida, Gainesville, Feb. 26-28, was announced last week.

This is to be the opening of a series of clinics for radio personnel conducted by the General Extension Div. of Florida and the Florida Assn. of Broadcasters.

Designed to further professional advancement of radio personnel in the southeast, the clinic is jointly sponsored by the Broadcasters associations of Alabama, Kentucky, South Carolina, Tennessee, Mississippi, North Carolina and Georgia. Additions may be made.

Specialists in many fields are scheduled to speak. Membership fee of $12 includes all clinic privileges and two dinner meetings.

THE LITTLE STATION WITH THE BIG WALLOP! WMAM

MARINETTE, WISCONSIN

RE: BY MEEKER

BROADCASTING • Telecasting

CONTRIBU

SECURITY - MINDED lawmakers last week marked time on Capitol Hill, under the brunt of another legislative fight, the Defense Dept.'s far-reaching plan requesting Presidential authority to silence radio- TV emissions and other "electronic instructions to the people."

But indications remained that the two Congressional committees, to which such legislation has been referred, would adhere to their original plans to hold full-dress hearings at the earliest possible moment [BROADCASTING • TELECASTING, Jan. 29, 22, 16, 8].

General M. B. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, who sponsored the upper chamber bill (S 337), said he had set no date for hearings as yet pending study of replies from government agencies which were asked for comments.

At week's end only a few of the Federation statements had acknowledged the committee's request, without offering specific recommendations pending study.

Rep. Guy M. vaginal (D-A.), chairman of the House Armed Services Committee and author of the House measure (HR 1643), said no consideration had been given the legislation, but promised full-scale hearings before the full committee when it is taken up. In view of current manpower hearings, he expressed hope that the committee "may get around to the proposal sometime before June."

Both Sen. Johnson and Rep. Vinson have emphasized that their opposition does not necessarily reflect their concern for individual citizens, but would be reflected in their posture of mutual cooperation in seeking solutions to the problem.

Both groups have expressed fear that the plan is too drastic in its present form, while the military has taken the position that it needs formal authority to carry out its plans, including radio-TV, through the Chief Executive, even though FCC has that authority at present.
NEW PUBLIC SERVICE DRIVES GET AD COUNCIL BACKING

PUBLIC SERVICE campaigns, urging blood donor pledges and public compliance with economic controls, launched this week by American Red Cross and Economic Stabilization Agency, respectively. Drive to acquaint public with blood needs for military and civil defense stockpile gets underway through Advertising Council Friday, with appeals on CBS Hear It Now, 9-10 p.m. EST. Other commitments in planning stage.

Elsa Waas, independent producer, named director radio Frederick, Martha leading network commentators casting.

OKLAHOMA U. AGENDA SET

BROADCASTing's growth in competitive economy and "challenge" of personnel and materials shortages to afford theme of U. of Oklahoma's annual Station Problems Conference at Norman, Okla., March 9-11. Sherman P. Lawton, conference director, said series of workshop meetings will draw representatives from over 20 stations. Topics to include station policy, public relations practices, news problems, new revenue sources and coordination of advertising media, and school broadcasting.

CHEST-WELFARE PACKAGE

COMMUNITY CHESTS and Councils of America Inc., producing new radio transcription series. The Headline Makers, for February distribution to local Chests and Welfare Committees. The 18 five-minute programs feature leading network commentators in an analysis of headline news events, including Kenneth Banghart, Red Barber, Edward R. Murrow, John Cameron Swayze, Galen Drake, Pauline Frederick, Martha Deane, Barbara Walters, Ben Grauer, George Hicks, Edwin C. Hill, Walter Kierman and Larry Leseur.

WAAS JOINS COX ADV.


DTN SIGNS CUBAN AFFILIATE

UNION Radio Television, video station in Havana, Cuba, becoming affiliate of DuMont TV Network under what is said to be first international TV affiliation contract, executed last week between Commander Mortimer W. Loewi, director of network, and Gaspar Pumarejo, Union Radio Television executive. First DuMont program to go to Havana will be boxing and wrestling telecasts transmitted via Telerecursions (kinescopic films).

SOARING CORPORATE TAXES SEEN IN TRUMAN MESSAGE

BOOST in corporate taxes from 47% to probable 55% and higher capital gains levies indicated Friday in President Truman's tax message to Congress calling for overall $10 billion increase now and estimated $5.5 billion later to meet $71.6 billion budget.

Mr. Truman urged hikes of $5 billion each in corporate income taxes and "selective" excises, and $4 billion in individual income levies, plus closing of tax "loopholes" including correction of "undue preferential treatment" extended to capital gains category. National sales tax and detail on how taxes would be raised were not mentioned by the Chief Executive.

Referring to corporate tax, the President described it as "the major supplement to the personal income tax," and declared: "In the light of high and rising corporate profits, the ($3 billion) increase in corporate taxes . . . will leave (them) generally able to maintain the dividend and reinvestment policies of recent years."

Treasurer Secretary John Snyder to explain details of tax proposal in hearings before House Ways & Means Committee today (Monday) (see early story page 87).

ASTIN NAMED BY NBS

DR. A. V. ASTIN named as associate director of National Bureau of Standards, with full responsibility for electronics, missile and other activities in coordination of NBS operations. Dr. Astin formerly was chief of NBS' Electronics and Ordnance Div. and before World War II was active in research and development in electronic instrumentation.

LEYEJOINS KMOX

STANLEY LEVEY, Chicago manager of Federic W. Ziv Co, for past year, begins work today (Monday) as manager of nighttime operation of KMOX, CBS station in St. Louis. Mr. Levey, who will headquartered in Chicago, worked on sales staff of WBBM (CBS) Chicago 11 years and as salesman at WIND Chicago two and one-half years.

GEN. SARNOFF HONORED

BRIG. Gen. David Sarnoff, chairman of board of RCA, named honorary citizen of New Orleans at special dinner in his honor. He received citation and golden key from Mayor DeLeatseps Morrison.

OLIVER MORTON

OLIVER MORTON, 59, manager, National Radio Spot Sales, NBC Chicago, died Friday in Swedish Covenant Hospital where he had been undergoing treatment for cardiac condition. Entering radio in 1928 as a salesman for KDKA, Pittsburgh, Mr. Morton first joined NBC in 1933. He became special representative for Westinghouse in Chicago in 1940, returning to NBC in 1942. His widow and son survive.

Closed Circuit

(CONTINUED FROM PAGE 4)

of South American operations. First trip, from Nov. 25 to Dec. 31, was of European area and final phase will be Pacific. He will be accompanied again by Merrill Phillips, of State Dept's Voice evaluation unit, and an engineer to be named. Report will be released after mission completed.

PERSONAL PRODUCTS (Yes tissues) placing spot announcement radio campaign in limited number of markets through Compton Adv., New York.

RUMFORD BAKING POWDER, through James Thomas Chirungo, Boston, buying additional four radio markets starting in early February for 13 weeks.

CRABBE SUES ON FILM USE

DAMAGE suit for $500,000 filed Friday in New York Federal Court by Bunter Crabbe, actor, through Attorney Lee V. Eastman, against Ford Dealers Assn. (sponsor) and Pathe Industries (present owner) for alleged unauthorized telecasting of Mr. Crabbe's 1943 Western films, "Billy the Kid" and "Billy Carson." Denial of motion to dismiss similar Jack Sharkey suit last November by same judge opened way for this action, which alleges telecasting of the films violated right of privacy, as well as constituted breach of contract. Mr. Eastman also attorney in Mr. Sharkey's suit [BROADCASTING & TELECASTING, Nov. 20, 1960].

EQUIPMENT EXEMPTION

SALES to defense agencies of radar equipment and electronic-communications devices designed specifically for military use exempted from price ceiling by Office of Price Stabilization in ruling amplified Friday. Action was taken to "remove hindrance to military procurement in the defense effort."

YOUNG ST. LOUIS BRANCH

ADAM J. YOUNG Jr., Inc., station representative, announces opening of new branch office, 603 North 7th St., St. Louis, to service south central area. Manager will be Bert Somson, former Frederic W. Ziv representative in area.

TWO'S ENOUGH

THIS resolution adopted at NAB board meeting in honor of retiring directors, whose terms wound up because of two-term consecutive limit originally proposed by William B. Smullin, KIEM Eureka, Calif.:

"Whereas, there comes now the time for seven among our number to retire to the relative security of station operation.

"Or otherwise pursue such matters as may occupy the attention of pastured board members.

"And whereas, a finer group of initiates in the Smullin Society of 'two's enough' could not be conceived.

"Be it resolved that we pay affectionate tribute to these who leave us now, their 'whereases' and 'be it resolved' indelibly imprinted upon the scroll of NAB—and even be it said upon the record of NABRT.

"Retiring directors as result of two-term limit are Messrs. Coleman, Woodall, Nunn, Caley, Meagher, Rembert and Spence.
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 WLW-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 CHANNEl 4 CINCINNATI WLW-D CHANNEL 5 DAYTON WLW-C CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest
Audience: Videodex, December, 1950
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RADIO AND TELEVISION STATION REPRESENTATIVES
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BOSTON
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SAN FRANCISCO
ATLANTA
HOLLYWOOD