something worth hearing!

Here is a strange story about a thing that sells goods and services and ... Oh, anything you might think of — even sells fowl and pianos and zither strings.

Now, hold on, WOR just sold hearing devices; hundreds of them!

Imagine selling hearing aids to people maybe not able to hear! But that's precisely what WOR did.

That would seem like exactly the sort of job a magazine was made for, or an outdoor poster, or a subway card, or something you look at, read, or scan over.

But, WOR told people to buy hearing devices.

In the brief space of 11 months, a man who makes a very ethical and high-priced hearing device (costs anywhere from $70 to $200) got 21,393 people to ask him about the hearing device. He did this by using WOR.

He did it at the lowest cost-per-lead in his company's advertising history! That's 47 years.

He did it at a cost 50% below that of any station used in 31 test cities, and 76% below the national average.

Why this paradox?

It's WOR, of course; which, in itself, is a paradox.

To repeat a phrase we have used repeatedly, WOR can sell anything — has, too.

Why? We are sorry, but we don't know. But we would be very glad to have anyone work on the matter and we will tell thousands of people the reason if we think the reasoning's good. We are pretty bright people when it comes to nickels and dimes, but rather dumb on the introspective side.

However, as a matter of consolation, we'll repeat — WOR sells everything fast (even hearing devices) to more people, more often, for less cost than any station in the United States.

The address is

WOR

that power-full station at 1440 Broadway, in New York

P.S. What we've told you is merely part of the story. Please call or write us for a detailed case history. No charge.
Robert E. Lee was a great campaigner

Noble, brilliant, generous General Lee, who entered the war between the states as commander of Virginia troops, had many sterling qualities. Not the least of these was his imaginative planning. It took courage to execute daring campaigns, to do things a new way. This favorite son of Virginia would have enjoyed the pioneering that envisioned WTVR, first TV station of the south, many years ago; publicly predicted it in 1944; put it on the air in 1948. Today WTVR is still Richmond's only TV station, occupies a big spot in the hearts and lives of all Richmond.

WMBG AM  WCOD FM
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company
WCCO DELIVERS SIX TIMES MORE LISTENERS THAN ANY OTHER NORTHWEST STATION

...at a cost of only 43 cents per thousand!

Throughout 112 Northwest counties where 916,720 radio families live, WCCO delivers an over-all average quarter-hour rating of 14.1! (During Class A nighttime periods alone, WCCO's rating is 20.5...18.5% bigger than it was just two years ago.) Seven days a week, WCCO gets an average 47.2% share-of-audience—more than 6 times more listeners than any of the 189 stations heard in the WCCO area. What's more, WCCO is first in every one of the total week's 552 quarter-hours. The average cost-per-thousand of a WCCO station break is only 43 cents—delivering 2,325 radio families per dollar. That's ¾ the average cost of a break on the next station.
Closed Circuit

While it's too early to gauge reaction to NAB reorganization proposal, whereby President Justin Miller will become board chairman, with new president-general manager to be named, and with separate TV division operation, early reports indicate some broadcasters, notably in non-TV markets, feel organization would be too heavy. There's also indicated objection to proposed new name—National Assn. of Radio & Television Broadcasters (NARTB). Some seem to think NAB itself is of sufficient scope to carry all broadcast media.

Don't look for setting of firm date on general conference involving "discussion of television broadcast problems" (meaning steps toward TV in Blue Book) until FCC Chairman Wayne Coy returns to Washington from vacation trip about mid-March. Date for conference probably will be set for May.

Emerging as key figure in NAB reorganization is Allen Woodall, owner of WDKA Columbus, Ga., and interested in other southern stations. Although he winds up his term on NAB board with next convention in April, his will be potent voice in selection of new president-general manager of reorganized trade association [Broadcasting • Telecasting, Feb. 8], probably as spokesman for small-station group.

Members of Senate Select Small Business Committee staff, who prepared recent review of color television situation in report on small business, still smirking from RCA complaint. RCA protested because it thought Senate report upheld FCC's decision. If issue is finally shelved, it will be because hornets nest was stirred when committee insisted it simply wanted to "clear up" muddle for small TV set manufacturers.

While Federal Trade Commission confines scrutiny of TV advertising to written continuities, authorities of commission's Radio & Periodicals Div. say there's always possibility of consulting with FCC on questionable films. At present, division has had "no occasion" to take such action or monitor actual telecasts.

Acusticon Inc., Los Angeles, sponsoring Fulton Lewis Jr. at Home, new MBS program, 1-1:15 p.m., Sunday, for four weeks starting Feb. 15, through Atherton Adv., Los Angeles. Program emanating from Hollywood, Md., features Mr. Lewis at organ, directing children's choir which he helped organize in his home town.

HCL has hit FCC to point where it is now over-spent on its appropriations. But it hopes to make up for it prior to end of fiscal year, June 30, by leaving vacant openings which may develop by virtue of calls of reservists to active duty or other detachments from service.

Despite slackening of applications for new (Continued on page 36)

Upcoming

February 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.
February 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.
February 20: NAB TV Board of Directors, Ad Club, New York.
(Complete list of Upcomings on page 70)

Bulletins

O'Cedar Corp., Chicago, is starting to introduce its new furniture polish, Dri-Glo, via AM and TV spots, through Young & Rubicam, Chicago. Commercials will run in about 100 markets for 13 weeks, while current campaign for O'Cedar's sponge mop in some 70 areas is being switched to new product for a concentrated two-week campaign.

Radio spot announcement campaign starting on varied February dates, using daytime, being prepared for Borden's evaporated milk for 14 weeks by Young & Rubicam, New York. Contracts for 26 weeks.

NPA Order Exempts Radio, TV from Ban

Formal exemption of "buildings or structures" for radio-TV broadcasting from present government construction ban has announced Friday by National Production Authority in amending order [Broadcasting • Telecasting, Jan. 22].

New regulation, which amends previous prohibition against construction of amusement, recreation and entertainment buildings, is designed "to assure the greatest possible freedom of operation to the nation's facilities for the communication of news and educated material," NPA stated. Newspaper publishing firms and certain type printing establishments also may build without government authorization.

Mail Embargo Ends

Natonwide embargo on certain types of mail caused by rail strike lifted Friday by Post Office Dept. Renewal of train service in Chicago and St. Louis was basis for action, Postmaster General Jesse M. Donaldson Jr. said. Restrictions had applied to first class mail over two ounces; all second class except newspapers; and third and fourth class mail and small parcel packages weighing over two pounds.

Ackerman to U. S. Post

William C. Ackerman, director of CBS reference department and secretary of CBS program board, named secretary of President's Materials Policy Commission, headed by William S. Foley, chairman of CBS board. Mr. Ackerman will be on leave from network.

Business Briefly

Norwich Buying • Norwich Pharma Co. (Pepto-Bismol) to start in women's participation shows March 5, in 45 radio markets for Agency, Benton & Bowles, New York.
Grapette to Start • Grapette Co. Camden, Ark. (beverage), to start half-hour western movie in four markets and puppet show in fifth during March, 26 weeks. Movie series to run in Fort Worth, Memphis, St. Louis, San Antonio, St. Louis; puppet feature is Glenn Goodwin, local Oklahoma City show. Agency, Henri, Hurst & McDonald, Chicago.
Representative Named • National Time Sales, New York, announced appointment as national representative for WDEP Providence, R. I.

A FM Strike Threat in Chicago TV Pact

Television Authority and three of four Chicago TV stations—WNBQ, WEND-TV and WBKB—were completing local negotiations late Friday after arriving at payment of union members as well as work rates. Working conditions and benefits were agreed upon earlier, with settlement of a few wage details remaining.

Contracts are expected to be drawn up this week after presentation of final agreement to advertising agency representatives. Agreement was being reached despite last-minute telegrams to managers of all four Chicago stations—including WGN-TV, which withdrew from TVA negotiations on Wednesday—Thursday night by James C. Petrillo, AFM president, to reject TVA offers.

Mr. Petrillo reportedly warned station managers he would call strike if TVA contract were signed locally, apparently in belief that local negotiations differed basically from TV network contracts. Mr. Petrillo reportedly believed there was an overlap in authority of AFM and TVA on unionists who are also instrumentalists and musicians who sing. He referred to the AFM and "AFRA" negotiations rather than TVA, which tended to overlap, to say, Mr. Petrillo had been "misinformed" as to discussion contents and participants. Union spokesman said there had never been problem of overlap between AFM and AFRA, because "maximum scale traditionally has been paid to any performer in either union doubling its duties over which other union has jurisdiction.

Peoples News Extended

KCMO...the ONE and ONLY

50,000 Watt Station for Mid-America in Greater Kansas City

Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO

ONE Does it in Mid-America
- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
D A Y T I M E
810 kc. 10,000 WATTS NIGHT

KCMO-FM...94.9 Megacycles

Operating Transit Radio in Greater Kansas City... reach them...sell them... on their way to buy...

Transit Radio Representative: H. R. Representatives, Inc.

KANSAS CITY 6, MISSOURI
Basic ABC For Mid-America
National Representative: The Katz Agency
MORE

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

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

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

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

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Hooper surveys the 17th State*

And Hooper discovers that:

WGY delivers a regular listening audience in all 22 cities of the 17th State.

WGY's average evening audience is larger than the audiences of the next two stations combined.

WGY's average daytime audience is 44% larger than the next best station's daytime audience.

WGY's evening share-of-audience is above 20% in 15 of the 22 cities (Station B's share-of-audience is 20% or over in only 4 cities).

Hooper's new 22-market survey of Eastern New York and Western New England has just been released. It becomes an essential tool in buying radio time in this vast marketing area. If you have not received a copy, call your NBC Spot Salesman or write: NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

* A compact market composed of a homogeneous group of 64 counties in Eastern New York and Western New England...so-called because its population exceeds that of 32 states in the U.S.

WGY
50,000 watts 810 kc.

The only station covering all 22 Markets of the 17th State
the difference is MUTUAL!

The MUTUAL
Roses are red
Violets are blue
Listening is up ~
And how are you?

More people love Mutual these days than ever before—with a love that is measurable even unto decimal points. Compared with one year ago (when TV was just beginning its most alluring gains in public favor) precisely 9.48% more radio families are now attuned to the average of all regularly sponsored programs on Mutual. No other network can make any such happy statement—because none but Mutual has scored a plus. Source: the latest Nielsen average audience data (first December reports, '49-'50).

Round more hearts would you entwine?
Say you'll be our Valentine!

Broadcasting System
RECEIVER SALES Division ALLEN B. DuMONT LABS., Clifton N. J., sends sample radio-TV spot announcements to dealers and distributors for local cooperative sponsorship. Two month campaign will promote electronic tuning device and big screen television. Agency: Campbell-Ewald, N. Y.

THE RICHMARK Co., N. Y. (Richmark Tapioca), names Walter Wiley Adv., N. Y., to handle advertising. Radio and TV will be used.


KELLOGG Co. of Canada Ltd., London, Ont. (All-bran), starts spot announcement campaign on 46 Canadian stations. Agency: Kenyon & Eckhardt, Toronto.


BROMO-SELTZER Ltd., Toronto (Bromo-Seltzer), starts transcribed interviews, sportscasts and newscasts on large number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

Network Accounts

GENERAL MILLS, Inc. (cereals, flours and mixes), alternately sponsoring 6:30-7 p.m. segment of Ted Mack's Family Hour, ABC-TV, Sun. 6-7 p.m., effective March 25. Alternate sponsor is W. Swanson & Sons, Omaha. Agency for both accounts: Tatham-Laird Inc., Chicago.

MANHATTAN SOAP Co., N. Y., March 6 renews Tues., Thurs., Sat. sponsorship of Frank Goss News on Columbia Pacific Network 7:30-7:48 a.m. (PST) for 13 weeks. Agency: Duane Jones Inc., N. Y.

RALSTON PURINA Co., St. Louis, for its cereals, will sponsor program tentatively called Animal Fair on ABC-TV, starting March 4 Sun., 3:30-4 p.m. (CST). Agency: Gardner Adv., same city.


CANADIAN GENERAL ELECTRIC Ltd., Toronto (appliances and receivers), extends Your Host program, Sun. 8:30-9 p.m. for four weeks to April 22 on 47 Dominion network stations. Agency: MacLaren Adv. Co., Toronto.

Adpeople

LAWRENCE W. BRUFF, Liggett & Myers Tobacco Co., N. Y., named advertising manager. Was with Newell-Emmett Co. (Cunningham & Walsh Inc.), advertising agency for Liggett & Myers.

ROBERT E. PEARSELL elected executive vice president Armour & Co., Chicago, and is working directly with office of president. ALFRED H. SMITH succeeds Mr. Pearsell in the latter position.


LOU E. PHENNER, president Canadian Cellucotton Products, Toronto, and president of Bureau of Broadcast Measurement, Toronto, appointed vice president International Cellucotton Products, Chicago.

W. T. BANNISTER, manager Minneapolis sales field Standard Oil Co. of Indiana, retires after 28 years with company.
"...a new nation, conceived in liberty..."

The hand of time has wrought great change since the day Abraham Lincoln spoke on the battlefield at Gettysburg. Yet, in America his words remain as alive today as the instant they passed his lips. It remains our task to keep them alive, for they are the message of a free America. And standing ready to speed this message on its way to all of the corners of a troubled world is radio—the powerful, articulate voice of the nation. WJR takes pride in pledging the strength of its men, women, and broadcasting equipment to lend an ever increasing volume to this great American voice of freedom!

Radio—America's Greatest Public Service Medium

FREE SPEECH MIKE

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

CBS
50,000 WATTS

Call or write your nearest Petry Office
FRANKLIN C. WHEELER, executive vice president Brisacher, Wheeler & Staff, S. F., elected president of firm succeeding late EMIL BRISACHER [Broadcasting + Telecasting, Feb. 5].

WALTON PURDOM, vice president, elected executive vice president.

ROBERT BRISACHER, secretary-treasurer, named vice president, and Mrs. EMIL BRISACHER appointed secretary-treasurer. Other officers are; RICHARD IDE, vice president and manager N. Y. office; ALEX EVANS, vice president and manager L. A. office; A. McKie DONNAN, vice president, and ETTORE FIRENZE, vice president and art director.

RUDYARD C. McKee, account executive McCann-Erickson, N. Y., appointed assistant to President MARION HARPERS. He will also be member of agency's advisory committee on advertising plans, eastern region.

DAVID LOOMIS, account executive Dancer-Fitzgerald-Sample, N. Y., named vice president.


EARL KENNEDY, Young & Rubicam, N. Y., to Maxon Inc., same city, in charge of radio-TV productions.

On all accounts

If America's listening fancy during 1951 should be caught by trimly-quaint hillbilly music and humor aired from an isolated little valley in Kentucky, Miles Oakley Bidwell, vice president and account supervisor of Benton & Bowles Inc., New York, will have scored again.

Juvenile Jury was just an unknown sustaining show over WOR New York in 1946, when Mr. Bidwell became associated with Benton & Bowles and sold the show to the agency and General Foods. When the show went onto television in 1947, he became the first account executive at that agency to get a General Foods product on the new media.

Now General Foods sponsors Renfro Valley, which began Jan. 1 over CBS in the South and Midwest. The five-day-a-week strip; Saturday night barn dance, and Sunday morning program is broadcast from the valley itself, where sitters and dulcimers are still played and the humor is homespun. John Lair, originator of the WLS Barn Dance, lives in the valley and acts as emcee. Although aimed at that section of the listening public which is unanoused by Hollywood jokes and Tin Pan Alley music, and which Mr. Bidwell with respect calls "the backbone of the nation," Renfro Valley may prove appealing to city dwellers because of its authenticity. Even the commercials will be un-written and free from a New York or Hollywood touch.

That "Oak" Bidwell, as his friends know him, should come up with something of this sort is somewhat of a surprise when considered in light of his background.

Born Feb. 4, 1909 in New York City, and educated at the Buckley School Hotchkiss School in Lakeville, Conn., and at Yale U, Mr. Bidwell left college after one year to enter the Wall Street firm of Babcock, Ruskton & Co., where he worked in the preceding three summers while in school.

As head of over-the-counter bond trading, he was making a salary the likes of which he was not to see again for years. The 1929 crash arrived, and he wound up his salary unwound, cut by cut, like the altimeter of a diving plane. Finally in 1930, he took a reporting job with the New York evening Journal, and a year later moved in the same capacity to the New York (Continued on page 52).

*Two Top CBS Stations
Two Big Southwest Markets
One Low Combination Rate

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

National Representatives
JOHN BLAIR & CO.
DISTRIBUTORS’ REPORT:

Radio-Set Sales Soar in Buffalo

We wanted the latest reports on sales of radio receivers in the Buffalo area so we went to the men who know—the distributors. Television sales are booming in Buffalo but radio sets are Outselling TV Receivers Two or Three to One. Here’s the report as of December 28, 1950 . . . .

- DISTRIBUTOR A: Radio receiver sales are twice as large as TV sales in units. Distributor selling table model combinations in large volume.
- DISTRIBUTOR B: Does not sell radio receivers separately, but in combination with phonographs and television receivers.
- DISTRIBUTOR C: Radio receiver sales are approximately twice as large as TV sales in units. Table model sales very good.
- DISTRIBUTOR D: Radio receiver sales exceed TV sales by approximately 2½ to 1.
- DISTRIBUTOR E: Radio receiver sales exceed TV sales by approximately 3 to 1.
- DISTRIBUTOR F: Distributor reports radio receiver sales exceed TV sales in ratio of 2 to 1. About 20% of all television receivers sold are radio combinations.
- DISTRIBUTOR G: Recently appointed distributor stated TV and home radio receiver sales were about 50-50 in units. Total sales volume, including auto and portable models, brings unit volume of radio receiver sales above TV.
- DISTRIBUTOR H: Factory is allocating few radio receivers to TV markets, however about 23% of all television receivers sold are radio combinations.
- DISTRIBUTOR I: Distributor reports that TV sales compared with radio is about 55-45 in favor of TV. One-half TV receivers sold were radio and phonograph combinations.
- DISTRIBUTOR J: Radio receiver sales exceed TV sales by approximately 3 to 1.
- DISTRIBUTOR K: Distributor did not have radio receivers until summer. Sales since then have been slightly higher in radio receivers than television.
- DISTRIBUTOR L: Distributor reported radio receiver sales exceed TV sales by approximately 2½ to 1.
- DISTRIBUTOR M: Very excellent movement of table models and portable receivers. Volume was so heavy during December, stock of distributor was exhausted.

BASIC

WBEN

BUFFALO

WBEN Programming Keeps Pace With Set Sales; Ask Your Petry Man for the WBEN Story

February 12, 1951 • Page 13
TOP RADIO, TV STARS WILL ENTERTAIN NFBA COURTESY OF CBS-HPL

For the second straight year, headline personalities from CBS radio and television will stage a huge variety show for members of the National Food Brokers' Association and their friends at the annual banquet which climaxes their national convention. This year's banquet will be held at the Palmer House, Chicago, February 19.

"The Housewives' Protective League," participating program broadcast locally by CBS stations in ten leading national markets, will again pick up the tab for this big-name production, in association with CBS and Radio Sales, a CBS division.

The CBS-HPL show is being repeated by popular demand. Spectators and press alike termed last year's show a high spot of the NFBA convention.

Local HPL Directors, and the markets covered by each, include the following:
- Galen Drake, WCBS, New York City
- John Trent, WCAU, Philadelphia
- Mark Evans, WTOP, Washington, and WRVA, Richmond
- Allen Gray, WCCO, Minneapolis
- Paul Gibson (The Paul Gibson Show), WBBM, Chicago
- Lee Adams, KMOX, St. Louis
- Paul West, KIRO, Seattle
- Lewis Martin, KCBS, San Francisco
- and Philip Norman, KNX, Los Angeles
Customers, like generals, originate orders. And in selling just as in a soldier's chain of command, orders come through channels. A successful sales effort embraces not only your customers, but your retailers, all your middlemen and your own salesmen—your whole chain of demand. If you are one of the hundreds of advertisers who have been selling on "The Housewives' Protective League," your chain of demand will pass anyone's inspection. Because the HPL is radio's most sales-effective participating program...right through each link to you. If you aren't already on the HPL, let the HPL Director in your area show you how he backs up his on-the-air action with hard-hitting merchandising services...how he pounds the local dealer-retailer beat selling your product...helps kindle sales enthusiasm with in-person appearances at manufacturer, wholesaler and dealer meetings...puts out a steady barrage of bulletins, postcards and brochures to retailers...makes available a wide variety of point-of-sale ammunition (such as counter cards, posters, streamers and stickers). To put these merchandising weapons—and the HPL's own tremendous sales power—to work, just call the HPL Director nearest you.

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The Program that Sponsors the Product"

485 MADISON AVE., NEW YORK CITY • COLUMBIA SQ., HOLLYWOOD
There is a “strip” available on my show... A spot every day, Monday through Friday on WRC, from 12:30-1:30 PM.

It’s a sweet time location with a string of success stories from here to there. I’ve never tried to kid a listener or a client... this availability will not be open very long. I’m proud to say that spots just don’t stay open on my show.

Pick up your ‘phone, Mr. Time Buyer, and call National Spot Sales, or you might want to ring Mal Glasscock, WRC Sales Manager, here in Washington... It’s the Gene Archer Show!

YOUR BEST BUY IS IN THE NATION’S CAPITAL

IN THE not-so-dusty annals of CBS Hollywood there glows a proud symbol of achievement for a lowly salesman once on the staff. It represents the first transcontinental sale made from the network’s newly-established Western Division in Hollywood in 1937. The salesman was Chester George Matson, now manager of the Los Angeles office, Edward Petry & Co., Inc., national radio and television representative. The sale was made to A. J. Krank, Co., Los Angeles. The price was withheld.

Making sales was nothing new to Chet before he went to CBS and haven’t been since he left to establish the Petry Los Angeles office in 1938. He has been associated with that field most of his working years. Not too long ago Chet proved his fine salesmanship as well as confidence in the medium he continues to represent when he convinced Gallo Wine executives and their agency to choose spot radio over other competing media.

Required to make an oral solicitation before other media representatives as well as before the agency and client in a one minute announcement, Chet stood proudly up to his full six feet and proclaimed in his usual precise manner of speech, “If advertising is the science or art of obtaining the greatest number of favorable impressions at the least possible cost, spot broadcasting will deliver the message before more people, cheaper, longer and louder than anything you are considering.”

He apparently was impressive, for not long after that Gallo was telling its message throughout the country cheaper, longer and louder via the airwaves.

Chet, who as Los Angeles manager of the national radio representative firm, represents, with the

(Continued on page 58)

Strictly Business

Mr. Matson

WHAQ in Memphis had pitched this show and we took our cue from that. On Monday, Dec. 11, we inserted an announcement in the Fulton Lewis Jr. program itself to the effect that KGRH had been carrying Mr. Lewis for some time unsponsored and since this resulted in a loss of revenue to the station, we were contemplating taking him off the air unless the response was such as to justify carrying him on a sustaining basis as a service to the listening audience.

In five days we had received 841 pieces of mail (this mail is on file at our station for examination and verification) of which 786 requested that we continue the program and 48 indicated that they wanted him taken off.

Before this poll was completed we received two unsolicited requests from potential sponsors for prices, etc. We closed with the Arkansas Western Gas Co., first potential sponsor and I am confident that with the material we had compiled we could have sold Fulton Lewis (Continued on page 72)
America's 1st post-war television station...

KSD-TV

...now in its 5th year of commercial operation
...delivers 100% of the television audience in an area with more than 250,000 TV homes.

KSD-TV

The ST. LOUIS POST-DISPATCH Television Station
National Advertising Representative: FREE & PETERS, INC.
North Carolina Rates More Firsts
In Sales Management Survey Than
Any Other Southern State.

More North Carolinians Listen to
WPTF Than to Any Other Station.

and NORTH CAROLINA’S
NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC

AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
**ASCAP SHOWDOWN**

By BRUCE ROBERTSON

EFFORT to avoid costly court proceedings that would tear the whole ASCAP radio-TV situation wide open will be made next Monday (Feb. 19) at a meeting of the new NAB-TV board of directors, to be held at the New York Ad Club (see NAB reorganization story page 23).

In weighing the relative merits of seeking a new approach on which to reopen negotiations with ASCAP, which broke off relations with the Television Industry Music Committee in December after more than a year of fruitless discussions, or of waiting for ASCAP to announce its terms and going to court if they are not satisfactory, the board will be constantly aware that it is not dealing alone with television. For if the TV formula should be more advantageous to ASCAP than the one now in effect for radio, its terms are certain to be demanded for radio as well when the present contracts expire.

Eugene S. Thomas, WOR-TV New York, chairman of the newly organized NAB-TV board, who called the meeting, said that he had invited Dwight W. Doherty, WLWT-TV (TV) Cincinnati, chairman of the TV music committee, to give the board a full report on his committee's activities.

Another Plea Made

A plea for another attempt to get together with ASCAP before letting the matter wind up in the courts was made by Clair R. McCollough, WGAL-TV Lancaster, a member of the new NAB-TV board, in a letter to Mr. Thomas, chairman.

To conform to the terms of the consent decree signed by ASCAP with the Dept. of Justice in 1941, ASCAP must offer its music to broadcasters under two plans—a blanket plan whereby the broadcaster pays a flat annual fee for the right to use as much ASCAP music as he desires (with some limitations) and a per program plan under which the broadcaster pays ASCAP fees only for those programs actually using ASCAP music.

The blanket license for radio stations is figured on the basis of 2.25% of the annual net revenue from time sales; networks pay 2.75% but are allowed certain wireline deductions. Television blanket license follow the same general formula with an additional 10% added after the fee has been calculated in the radio manner.

Completion of the video blanket license formula, which was immediately accepted by three TV networks—ABC, CBS, NBC—and some stations, came in October 1949 after months of negotiations, largely by network attorneys, and a new committee was called to deal with the presumably much simpler task of working out with ASCAP a mutually agreeable per program plan.

**Per Program Problem**

It soon became plain that this was not going to be as easy as it had originally looked. ASCAP was not overly enthusiastic about some of the details of the radio per program licenses and was determined not to include them in the TV formula, which the society felt would be accepted by a larger proportion of video broadcasters than the 10% of radio licensees who had chosen the per program plan of payment. ASCAP also felt that the TV broadcasters should pay a higher rate than the 8% which is the base rate for the radio commercial per program licenses.

Some of the problems were worked out fairly easily and others were settled by serious effort but one problem defied the most strenuous attack. That was—and is—ASCAP's insistence on payment for commercial announcements broadcast in time adjacent to sustaining programs which include ASCAP music. ASCAP claimed that these commercial programs are for their audience on people who had tuned in to hear the music and that they should carry ASCAP fees.

A new TV committee was equally adamant on its view that to permit the per program fee to be extended beyond the time limit of the program itself, even for a few seconds, would be to open the door for further expansions and eventually to defeat the entire purpose of the per program license, not only for television but in all probability for radio as well.

Months of discussion and of attempts to find some alternate plan which would satisfy ASCAP without involving the committee in what it felt to be a default of its responsibilities to the industry resulted in practically no progress.

Stuart Sprague, New York copyright attorney who represents the TV committee as special counsel, and Herman Finklestein, ASCAP's resident attorney, put in long hours on the problem between committee meetings.

"Finally, ASCAP laid down an ultimatum that unless our committee agreed to consider some form of special payment for commercial announcements adjacent to programs containing ASCAP music they were unwilling to continue the negotiations any longer," Mr. Sprague said last week in reviewing the activities of the TV committee.

(Continued on page 68)

**HIGHER INCOME**

Despite higher operating costs, increased revenues as their gross goes up in 1951, Richard P. Doherty, NAB employee-relations director, told the Georgia Assn. of Broadcasters in Augusta, Feb. 9:

Mr. Doherty and John M. Butler Jr., WSB Atlanta, were among speakers at the meeting (see story page 28).

Reduction in the number of stations losing money was forecast during 1951 by Mr. Doherty. At the same time he forecast a growing shortage in the labor market. Labor problems will become increasingly serious, Mr. Doherty declared, and will take definite shape in the next few months. He predicted manpower shortages as a result of difficulty of securing competent new employees; loss of certain employees to non-radio industries; increased labor turnover as employees shift among stations.

Wage freeze problems will harass broadcasters, he said, intensifying labor market difficulties. Continued variation in wage scales for jobs will appear, with some low-scale employees moving to stations where more pay is available, or to non-radio jobs. The wage stabilization program will generate the

**Television Pact Will Affect Radio**

Nine suggestions to station management were made by Mr. Doherty:

1—Expect occupational deferment for men under 26 except in extreme cases.

2—Keep fully informed on draft and reserve status of employees.

3—Reconcile yourself to the call of male employees under 26 before the end of 1951 except in the case of World War II veterans, physically rejected and dependency deferments.

4—Plan to retain men in the 26-35 age group for the foreseeable future, but develop plans to release such employees in the event of all-out war.

5—Resist men over 35 as definitely deferred.

6—Know employees competent to take over other jobs.

7—Analyze wage structure in the local market and in other industries.

8—Build up contacts in profitable sources of labor; radio is an attractive industry for many persons.

9—Keep track of FCC regulations covering ASCAP contracts. Efforts are being made to bring about relaxation of the first-class operator requirement, as was done in World War II. FCC will listen to hardship cases if no first-class operator can be obtained.

February 12, 1951 • Page 19
A "WAR-BORN" renaissance in radio advertising was "predicted Thursday By C. E. Hooper, president, C. E. Hooper Inc., in an address before the Radio Executives Club of New York. This will not come at the expense of television, he observed, although presumably the national emergency would slow down the growth of TV in areas now served by television and will prevent its expansion into new markets.

"Recalling," Mr. Hooper said, "the paper, printing, and transportation shortages we experienced in World War II. They will occur again. Radio, without a continued供应 of new supplies and transportation, will get the business automatically." Radio's continuing ability to deliver news for its users is proved, Mr. Hooper stated, by a radio home study made in a city where 68% of the homes were still without television, which contained "one of the most attractive programs ever offered on a medium." During the summer of 1950 one advertiser took his usual summer hiatus and lost 35% of his business in radio-only homes, Mr. Hooper said, while his leading competitor, who kept his radio advertising on the air through the summer, picked up 20% during the same period.

Mr. Hooper noted that the post-war entry of a number of new broadcast audience measurement firms has created confusion in the minds of the buyers of time, who he declared, could straighten out all of the confusion in very short order if they would only insist that things be called by their right names. "The rating is a size measurement produced by two known methods, coincidental and automatic," he said. "The index is a relative figure comparable only with other relatives of the same sort, but not pertinent to size. All other known methods than automatic and coincidental produce only indexes. . . . When you want to substitute for the coincidental or automatic method."

The place of the aided recall, diary and other techniques, he said, is "to produce much needed relative audience indexes for use in analyzing audiences," noting that "the industry can expect, and accept, ratings" is the industry term for an audience size measurement.

WAR GAINS TO RADIO

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'52 CAMPAIGN

GO TO: BANK HEAVIER ON RADIO, TV

GOP members of the Senate and House have evinced a "greater interest in radio and television" than at any time prior to the 1950 elections, Ed Ingle, radio-TV director of the Republican National Committee, asserted last week.

Prominent in their planning for 1951, with all eyes on the 1962 Presidential campaign, are films for television to be released to stations in constituent areas on a public service basis.

In addition, members will maintain the usual heavy schedule of radio broadcasts on their area stations, with a probability that the figure will reach or exceed last year's output on some 450 outlets.

With respect to broadcasts, Mr. Ingle explained that the time lag will be shortened this year through utilization of tape recordings in preference to the usual transcriptions. Tape recording, he noted, can be airmailed instead of air expressed and thus reach stations more quickly for airing to constituents.

Already one House member has begun a regular weekly series of film telecasts on WHAM (TV) in Rochester, N.Y., has been charting the course for GOP members on the use of television, filming a series of weekly talks for use on WHAM. Other members—those in key districts where representatives are not too abundant in the 82d Congress—are also entertaining thoughts of filmed telecasts.

Deewey Stint Noted

Mr. Ingle said that television's role in the '50 campaign—particularly Gov. Thomas Dewey's TV marathon in New York state—had created an appreciable stir among GOP lawmakers, and also noted

Thank You Again

DIGESTS of the Feb. 5 issue of Broadcasting & Telecasting were carried over radio wires of AP, UP and Transradio. Available air freight facilities were utilized to transport copies of the issue to central points. Delays of several days resulted, however, in delivery of copies as a result of temporary mail embargoes caused by the rail strike.

CBS INCOME

Nets $4,105,300 in '50

CBS last week reported its net income in 1950 was $4,105,300, a slight decline from its 1949 net of $4,184,100.

The decline in net was attributable to an increase in provisions for federal taxes. Income before taxes in 1950 was nearly $2 million more than it was in 1949. 

For the first six months of 1950 was $9,665,300 and in 1949 $7,654,100. Provisions for income taxes of $4,850,000 and excess profits taxes of $600,000 were made during the first semester of 1950, while no excess profit tax was in existence, were $3,450,000.

The CBS board of directors last week also declared a cash dividend of 20c per share on Class A and B stock, payable March 9, 1951, to stockholders of record at the close of business Feb. 23. The full financial report of the network for 1950 will be available about April 1.

mushrooming set sales in all video areas.

Gro's use of TV probably will encompass use of newscast clips, slides and other devices, as well as face-to-face talks to viewers, Mr. Ingle said.

Will Use Tape

Tape recordings will be used heavily by the network, he said, by Republican personalities as Sen. Howard Martin (Pa.), Sen. Robert Taft (Ohio), Sen. Harry Cain (Wash.), Sen. Joseph McCarthy (Wis.), Sen. William Knowland (Calif.) and others. Last year these GOP senators each aired transcriptions on from 28 to 78 radio stations on a weekly basis, Mr. Ingle pointed out. Many of these have appeared on numerous radio-TV forum programs in recent weeks.

A paid media budget for radio-TV has not crystallized yet, but probably will be "substantial" for 1951 and "larger" for 1952. The GOP National Finance Committee has agreed on a $1.6 million media budget for 1951, with the Senate Republican Campaign Committee, consisting of Everett M. Dirksen (R-Ill.) chairman, Sen. William Proxmire (Wisc.) and Sen. Karl Mundt (R-S. D.) vice chairman and Victor A. Johnston as campaign director.

Biow Co. Names Winsor

ROY WINSOR, who has been with the Biow Co., New York, since September, has been named manager of the agency's radio and television department, succeeding the late Tom Revere, who died a fortnight ago [Broadcasting & Telecasting, Jan. 29].

"WOF regrets to announce that because of the government order on copper hooks and eyes, the Kromashak Co., will be unable to bring you today's chapter of Portia Face John . . ."
GROUNDCASTING for the Justin man operating broadcasters with ing four WOR New Augusta, Robert Some March temporarily aiding ex-NAB new cast Advertising Bureau was about the comple autonomy. which into CASTING, will be FATE While a 26 this board. Changes Underway

J. A. A'ssn. Strouse, $75,000 categories: FCC two boards, including the Defense Communications Board, is temporarily in its Flor-
dboard, as he knew, he said, such recent action. The White House had no information that the FCC chairman "intends to resign or anything like that," and that "there was no reason for him to do so.

The speaker pointed out that no defense communications post—such as a manager's—was frequently in speculation as the job for which Mr. Coy was slated—has been created. If one is set up, he continued, Mr. Coy could handle it along with FCC duties, just as James Lawrence Fly headed both FCC and the Board of War Communications during World War II.

Reached Thursday night at Tuc- son, where he is visiting his mother during a belated vacation trip, Mr. Coy told Broadcasting & Telecasting that he had no information to support the rapidly cir-
culating stories that a new job is in store for him.

So far as he knew, he said, such reports were made "of whole others, that is, to give him a new position, he added, "they have not taken me into their confidence."

The reports—which could be heard on an unconfirmed basis on Capitol Hill, in FCC corridors, and in broadcasting circles gener-
ally—for the most part fell into two categories:

1. Mr. Coy would resign to take a new defense position, probably involving communications.
2. Mr. Coy would get a new defense communications position in addition to the FCC chairman-

The latter, it was felt, referred to recurrent speculation that a Defense Communications Board, or its present-day equivalent, may soon be set up. In the 1940's the DCB and its wartime successor, Board of War Communications, was headed automatically by the chairman of the FCC.

Reports that he would resign to take a new position appeared to be linked to the proposal, cur-
rently under study, that a permanent high-level communications policy board be established within the government.

Board Considered

The advisability of creating an overall board of this nature has been under consideration for sev-

eral months by the President's Temporary Communications Policy Board, which plans to submit its report and recommendations to the White House this week after final sessions slated for last night Sunday, today and Tuesday. The temporary board is headed by Dr. Irvin Stewart, former FCC Commissioner who now is president of the U. of West Virginia.

The fast-spreading reports of a new post for Chairman Coy also encompassed speculation about his possible successor.

Of the present Democratic members of the Commission, Orrin Hendrickson, made.

John Smith, Jr., is another of the Dobbs and right, assistant general manager of WOW-AM-TV Omaha, went to Cedar Rapids, lowa, to emcee a Barber Shop Quartette parade he met Lyle DeMoss, left, a local grocer.

At the Florida board meeting the TV directors were divided about 50-50 on rate card and in-

come form for the local structure. Some attention was given to rates based on size of market. In any case, the TV board must fig-
ure out how to raise $150,000, as the result of a fatigue.

Of the remaining Commission-
ers, E. M. Webster is a political Independent and the others—Rosal H. Hyde, Robert F. Jones, and George E. Sterling—are Republi-
cans. If President Truman should decide to go outside the Democratic ranks to fill a vacancy in the chairman's office, observers generally placed Comr. Hyde high on the list of prospects.

Names from outside FCC which figured in the speculation included those of several Senators defeated in re-election bids last fall, includ-
ing Francis J. Myers of Pennsylvania, Claude Pepper of Florida, and Frank Gruver of North Car-
olina, all Democrats.

Chairman Coy commenced his vacation Jan. 24 and plans to return to Washington in early March. His term expires June 30. He has said he will not seek re-
appointment, and in confirmation hearings following his nomination in December 1947 he committed himself to serve out the term—a commitment which, it is felt, would not be held against him if he should be offered another govern-
ment post before the term is com-
pleted.
A number of taxes collected by the seller are a tax law here imposed at a manufacturing level. For example, on a television set, the manufacturer quotes $h. The surplus tax to which the wholesaler adds this markup pays his tax, and so on, until all the taxes imposed at each stage are actually paid by the purchaser of the set. Does the order affect this procedure?

A) If the price charged by a seller during the base period included the taxes imposed at prior stages of manufacture or distribution, that price is the ceiling price permitted by section 29 of the order. It may be collected by him from the purchaser (if not prohibited by the terms of his contract). The ceiling price must be stated separately.

Another question asked whether raw film purchased by motion picture processors to produce finish film is covered by the regulations. The OPS answered it was, since this commodity is not specifically exempt from the freeze.

A stage proposal for presentation at the next meeting, scheduled today (Mon.) is believed the company will point to an increase each year over the past three years in total music cost, presumably by way of recording by recording prices to ease musician unemployment. Discussion of profits presumably will be directed toward effects of the cost of AFM proposals upon existing network profit structures.

Burnet viction before Bernment and defense mobilizer, said additional time to study its Robert CASTING, the Iowa Republican inquiry this necessary Farland prior which Foreign sent the it operators been held up ure, proposing the Senate that ing in give-away pro- grams and broadcasting horse-race in- formation, but it has failed to make rulings as to whether such pro- grams are in the public interest, and, at the same time, it renews the stations license.

Hence a body of law seems to have been pieced together for reference to specific programs, rather than the over-all program content of a given station. If this practice should continue over a period of years, the Commission will have specifically approved or disapproved various specific types of programs, notwithstanding the provision of the Act, that "No regulation or condition shall be pro- mulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio com- munication."

As a matter of fact, of course, the Commission does not make rules and regulations with reference to the spe- cific program or to which they object, but they make decisions containing such criticisms as obiter dicta in an opinion renewing the license of a station.

The courts, in interpreting other sections of the Act, have followed the line that opinions have the same effect as statutes. By reasoning, then, the decisions with reference to specific programs might be argued to have the same force and effect, by indication, as if they had been enacted by statute. That would make such decisions a contravention of Sec. 304.

From my reading of the bill and the

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RAW MATERIALS

By JOHN OSBON

ORIGINAL plan to prohibit use of aluminum in the manufacture of indoor and outdoor TV antennas and aerials, blueprinted last De- cember, has been temporarily scrapped by the National Production Authority.

These products were conspicuous by their absence in the newly amended aluminum conservation orders issued by NPA Feb. 3, thus signifying their status as "minor items."

Originally the government had placed television aerials and an- tennas on a tentative limitation list while earmarking flat prohibitions in use of copper, aluminum and steel [BROADCASTING • TELECASTING, Dec. 25, 1949]. Subsequently NPA developed limitation use orders for steel, cobalt, nickel and tungsten, used in permanent mag- net loudspeakers, cathode ray tubes, focus coils and other items. The new aluminum order forbids, however, all use of the metal in home- type radio cases.

The government served notice however, that it plans to divert steel and scarce cobalt-alloys into defense and highly essential ci- vilian production. A ban on steel, used in broadcast towers, prob- ably would have little tangible ef- fect on the industry in view of de- fence orders, it was felt.

Use of nickel in civilian radio antennas (in connection with stainless steel), as well as using decorative ingredients already has been has been banned by NPA.

Removal of aluminum-consum- ing aerials and antennas from the conservation category—and not nickel—has generally attributed by NPA authorities partly to the fact that the government has more realistic hope of building up alu- minum resources than of increasing the supply of the latter mate- rial.

Another factor lies in the gov- ernment's desire to aid electron- ics, communications and other indus- tries by reverting possibly to allo- cating raw materials for main- tenance and channeling other metals to military-supporting proj- ects.

Complete Control

Notwithstanding these hopeful signs, the civilian radio-TV manu- facturing economy is still head- ing in the general direction of complete government allocations control, with the possibility that by July the industry will be told just how much it can produce for civil- ian use [BROADCASTING • TELECASTING, Feb. 5].

NPA is now soliciting prelimi- nary requirements from defense agencies and other claimants to be used as a basis for developing a Controlled Materials Plan similar to the one in operation during World War II. This is the final step in the allocations—the adminis- tration must pursue when all oth- er measures are inadequate to meet mobilization needs, officials ex- plained.

With respect to aluminum, the House Judiciary Monopoly sub- committee has been holding hear- ings to investigate the present and proposed expansion of facilities in the Aluminum industry, which already has expanded about 60% in terms of establishing new plants. But this, too, involves prob- lems, Dr. James Boyd, Defense Minerals Administration, told the subcommittee headed by Rep. Emanuel Celler (D-N.Y.).

The expansion program is heavily burdened, he told, with provi- dencing steel, copper and equipment to build these aluminum plants. The shortage will continue through this year and during 1952, he said.

Charge that small business firms face extinction because of lack of raw materials also was voiced on Capitol Hill last Mon- day. The Senate Small Business Committee, in a report sharply critical of NPA, claimed that the government has failed to assure them an adequate supply of ma- terials and curtained them so stringently that only large companies with defense contracts can get them.

No specific mention was made of orders involving electronics and communications equipment contr- acts, but the committee report was sweeping in its conclusions. On the other hand, electronics manufacturers in conferences with Munitions Board and other officials have, through the Joint Electronics Equipment Industry Advisory Com- mittee, obtained assurances that the government has leaned over backward to aid smaller firms in obtaining de- fense contracts.

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FCC STREAMLINING

By DAVE BERLYN

THE SENATE provided a new spark to the McFarland Bill (S 658) last Monday by accepting minor amendments and unanimously passing the measure on call of the consent calendar.

This marked upper chamber ap- proval for the third time in the bill's legislative history. The meas- ure, proposing a major overhauling of FCC's procedural functions, had been held up for a week by Sen- ators who wished another look at it [BROADCASTING • TELECASTING, Feb. 5].

Following passage, the Senate sent the bill to the House where it was referred to the Interstate & Foreign Commerce Committee which is using a novel approach to all legislation, including radio-communications bills.

The House committee, which in prior consideration of the bill last year held up the 81st Congress twice placed the Mc- Farland measure on the shelf, plans to call the FCC head—Chair- man Wayne Coy, if he is available, or Acting Chairman Paul A. Wal- ker—to testify on legislation affect- ing the Commission that is deemed necessary for prompt consideration.

It was indicated last week that this closed hearing, if not un schedules, may embarce controversial broadcast issues, other than the McFarland Bill, such as Rep. James L. Dolliver's request for committee inquiry into FCC's use of NPA funds.

The Iowa Republican has asked Chair- man Robert Crozier (D-Ohio) to call a full-dress investigation of the issue [BROADCASTING • TELECASTING, Jan. 8].

Four Amendments

In its consideration of the Mc- Farland Bill, the Senate accepted four minor amendments to the measure offered by Sen. Francis Case (R-S.D.), who with Sen. Robert A. Taft (R-Ohio), had asked additional review to study its "far- reaching" effect.

Sen. Case had called to the at-

PRIORITY SYSTEM

See For Raw Materials

SYSTEM of priorities for allocation of vital raw materials to de- fense proved as indirect as earlier by the National Production Author- ity (see adjoining story), will be necessary "by the middle of the year," Charles Wilson, former defense mobilizer, said last week.

Mr. Wilson expressed that con- viction before the Senate Banking Committee and its chairman, Sen. Burnet Maybank (D-S.C.), holding closed sessions. The former defense mobilizer also promised that the gov- ernment would (1) work out a pro- gram to assure skilled workers for strategic industries (presumably electronics, communications, etc.) and (2) set up an information clear- ing house for defense information.

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Senate Passes Bill

PRESENTING a reporter with the 200th $500 Poll Mail Award, for outstanding service in the field of journalism, is Allen Garrett, advertis- ing manager of Poll Mail. Recipient is Min. Election Pape, whose exploits were dramatized on The Big Story. Dramatization was used on both radio and television version of NBC show sponsored by Poll Mail.
A REGIONAL product can hold its own with national brands—even in the highly competitive soap field—if its advertising structure is built around a central pillar of radio newscasts. American Family Flakes has found.

H. W. Kастor & Sons, Chicago, for 23 years American Family's agency, reports that John Harrington's American Family Reporter on WBBM Chicago has kept American Family Flakes ahead of the field in the Greater Chicago soap derby during most of the period when no rinse detergents have been on the market.

Since 1943, Mr. Harrington has been regarded by both Kastor and Procter & Gamble, owner of the 111-year-old soap brand, as American Family's "major medium." Marvin Harms, vice president and general manager of the agency, describes Mr. Harrington as a potent force behind American Family Flakes' popularity in its five-state distribution area surrounding Chicago, at a time when detergents have outsold soaps in every other region of the United States.

Indeed, one no-rinse product which had left all soap competition far behind, in other areas, only recently nosed ahead of American Family Flakes by a narrow margin in Chicagoland. Agency officials and advertisers ask why American Family was not "snowed under" like so many other soap products.

The answer is: It had "Big John" Harrington.

Kastor decided eight years ago that news would hold up better than any other kind of programming.

"But we wanted to build the news report in such a way that it would appeal to women," explains Jim West, radio director of the agency. "Women are the buyers of soap."

"Above all, we wanted to develop our own American Family radio personality. Mr. Harrington was our answer, and our product has shown substantial gains each year since the American Family Reporter took the air. We have taken pains to present news specially written with a human interest approach."

To make sure that American Family's news reports are home-spun, two-thirds of them involve local affairs—like protests against low pay for firemen and policemen, poor street lighting, paving, housing—items about dogs, cats, children, and such, which make good over-the-back fence conversation. Not all of this material comes from Chicago news bureaus. A large part originates in towns outside Chicago where it is collected by reporters for Community News Service, of which WBBM is a client.

George Faber
Writes Daily Copy

A "small-town" rewrite man turns out Mr. Harrington's daily reports, which are aired from 8 to 8:15 a.m. He is George Faber of Sheboygan, Wis., who went to WBBM and an exclusive assignment on American Family Reporter direct from his hometown paper. Mr. Faber goes to work at 2 a.m. each morning, remaining on the job until after the program leaves the air. When he first reported for work on the Harrington show, Frank Barton, WBBM assistant news director who supervises the program, told him: "Forget about Chicago and its millions. Just imagine you are back in Wisconsin writing for Sheboygan's housewives."

Announcer on the program is Ed (Snap) Roberts, who got his nickname from the unique commercial he uses each morning in presenting Mr. Harrington. Snapping his fingers after each mention of "snap," Mr. Roberts says, with rhythm:

"It's a snap—snap—snap—
Washing dishes, washing clothes
With American Family, goodness knows
It's a snap—snap—snap—
Yes ma'm, a snap—"

Recently when Ed Roberts gave a speech at a Chicago high school, the student body greeted him as

* * *

American Family's Team at Kastor & Sons . . .

Mr. GILLIS  Mr. HARMS  Mr. WEST

Mr. HARRINGTON

he walked into the auditorium by snapping their fingers.

Central character in the American Family Flakes story is a 6-foot-3, 245-pound former deputy constable of St. Louis County. John Harrington, now 42, was only 19, with a year of football and basketball at the U. of Arkansas behind him, when he was deputized as a county highway patrolman. Later the same year, "Big John" joined KWK St. Louis, and began his long and successful radio career.

John Harrington isn't choosy about where he delivers an American Family commercial. Often, during the football season, he is absent from his American Family Reporter spot for two days at a time. But neither Procter & Gamble nor its agency mind, because they know "Big John" is forever talking up the brand that has been "a

(Continued on page 68)
NARBA RATIFICATION TFE

In Offing on Capitol Hill

A BITTER ratification battle was shaping up last week after Presi-
dent Truman sent the new NARBA treaty to the Senate with a request urging "favorable consideration."
The treaty, strenuously opposed by the Clear Channel Broadcasting
Service, was drawn up and signed by representatives of five North
American nations last November
after a series of protracted nego-
tiations dating to September 1949.
Submitted to the Senate Monday,
the agreement was referred to the
Foreign Relations Committee,
headed by Sen. Tom Connally
(D-Tex.). Hearings were deemed
a certainty, but no date has been set,
and, in view of the committee's
workload, it was considered likely
they may not be held for several
weeks.

Need Two-Thirds Vote

Ratification requires approval by
two-thirds of the Senate, and both
sides are marshalling forces for a
showdown fight.
The National Grange and other
farm organizations have aligned with
CBBS in opposing the treaty
on grounds that it makes "exces-
sive and unnecessary concessions
to other North American countries,
primarily Cuba," that it damages
rural reception of U. S. 1-A clear
channel stations.
On the other side, supporting
FCC and major broadcasters' approval
of the agreement, is a movement
being led by E. B. Cra-
ney of the Pacific Northwest "XL" stations, a long-time leader in the
fight to keep open clear channels.
Key Senate figures — notably
Chairman Ed C. Johnson (D-Col.)
of the Senate Interstate and For-
egn Commerce Committee, and
Majority Whip Whittaker W. McGill
(D-Ariz.), who also heads the
merger group's radio subcommittee
— may also enter the battle.

Sen. Johnson, who a few years
ago sponsored legislation to close
down clear channels and forbid the use
of power above 50 kw, said he
wanted to reserve the right to com-
ment on the treaty at a later date,
though he had no comment at this
time.
The FCC-State Dept. viewpoint
was presented in a memorandum
from Secretary of the Navy
Acheson to President Truman.
The memorandum and analysis of
the treaty also were sent to the
Senate.
Secretary Acheson conceded that
the new NARBA "admittedly does
not represent an ideal arrangement
from the viewpoint of any one of
the countries alone.
"Americanäh national needs" of other
countries, he said, in some cases
meant inclusion of terms that
from the U. S. standpoint are less
favorable than those contained in the
NARBA of 1932 (S. 1-A) signed Sep-
tember 29, 1949. The other signatory
countries, he said, "fare at least as
well as they did under the previous
agreement, and in many important
respects their situation is substan-
tially improved."

Secretary Acheson said "the lat-
ter is particularly true in the case
of Cuba and also, to some extent,
in the cases of Canada, Jamaica,
and the Dominican Republic." But,
said:
The agreement as finally signed
represents the best arrangement that
could be negotiated, taking into ac-
count the divergent interests of the
diverse interests which had to be
accommodated.
Mr. Acheson clearly would provide
a significant improvement for the U.S.
over the increasingly chaotic situation
which has existed for more than a
year and a half since the expiration
of the interim agreement of 1946 and
which can reasonably be expected to
continue, probably becoming worse,
in the absence of a new agreement.

Relatively few stations in the U.S.
are likely to receive improvement
by the terms of the new NARBA.
On the other hand, the agreement
would make it possible to maintain, in prac-
tice, the clear channels classification
of broadcasting service enjoyed by
the people of the U. S. Also, it would
be hoped that the Foreign Relations
Committee would support the new
agreement to effect needed improvement
in such service. It is believed that the committee would facilitate rather
than hinder efforts to accomplish such
improvements.

The memorandum asserted that,
since expiration of the last
NARBA, Cuba has put stations on
approximately 14 U. S. 1-A clear
cannels that cut out the new
NARBA stations to give up use
of eight of these channels and also
to provide "a high degree of pro-
tection" to U. S. 1-A's.

As a result, the memorandum con
continued, "there would, as a prac-
tical matter, be a significant
improvement in service to [U. S.]
rural areas from Class I-A sta-
tions," whereas the absence of an
agreement would mean that "In-
terference to such rural service
from other countries would in all
probability become even worse than
at present.

The improvement in rural serv-
ices, in the event that results from
NARBA is of utmost importance
because of the great dependence
in rural areas upon I-A channels for
broadcasting service," the memo-
randum asserted.

CBBS Cites Damage

CBBS officials, however, contend
that the agreement would result in
damage rather than improvement
of rural service.

They called it a "sell-out treaty," and
expressed confidence that if the
Senate, given the facts it will
refuse ratification.

They pointed out that neither
Mexico nor Haiti signed the agree-
ment and contended that Mexico in
particular may be expected to de-
mand far-reaching concessions
from the U. S. in addition to those
contained in the NARBA.

A treaty that gives theoretical
protection means nothing," CBBS
representatives said, asserting be-
that a "practical treaty" can be
evolved.

In support of ratification, Mr.
Craney circulated letters to non-
clear channel broadcasters urging

that they contact their Senators
in behalf of the agreement.

"Actually," he wrote, "it is a
good treaty for the people of the U.
and for the great majority of U.
broadcast stations.

Mr. Craney also noted that the agree-
ment "paves the way for a decision in
the clear channel proceeding," and
that "FCC will be able to use such
amount of action to make any of the
channel clearings as may be deter-
mined as a result of that proceeding.

(Secretary Acheson's memoran-
dum also pointed out that the treaty
allows FCC "flexibility" in
settling the long-pending clear-
channel case.

Mr. Craney's letter said it "can be
expected every effort will be
made to pigeon-hole the treaty" in
the Foreign Relations Committee,
and committee hearings.

All the way through negotiations,
the Clear Channel boys were satisfied
as long as the Cubans stayed on re-
gional and other channels. The
interference to be caused by U.S. sta-
tions in the South Central and Eastern
States is a lot less critical.

When the Cubans saw what was
actually happening on U.S. 1-A chan-
nels — transmissions, even with
protected coverage areas, had lis-
teners only in counties close-in to
their transmitters and not beyond the
Transborder fringe, the Inter-
transmitters (MBM figures) — they
immediately decided to negotiate for
channels that would not cause inter-
ference to any established U.S. lis-
tening audience.

The delegation to the NARBA
conference was headed by
(Continued on page 67)

EMERGENCY PLAN

FCC Completes First Phase

BROADCASTING • Telecasting

February 12, 1951 • Page 25
FORMULA for acquisition of critical raw materials by electronics makers was worked out last week by the Assn. of Electronic Parts and Equipment Mfrs., and the Sales Managers Club eastern group in Washington. Kenneth G. Prince, acting for both the APEM and Chicago headquarters Thursday that the formula was in the shape of a resolution submitted to the Electronics Products Div. of the National Production Authority, and concerned makers of maintenance, repair and operating parts which keep electronic equipment "in good operating order."

The resolution was passed at a meeting of committees of the two associations after informal discussions with John G. Daley, director of the Electronic Products Div. of NPA: Donald E. Harris, deputy director, and Lester Doig of the Civilian Requirements.

Nine-Point Resolution

The nine-point resolution, based on the six-month period ended June 30, 1950, recommends that distributors who buy maintenance, repair and operating supplies from manufacturers be restricted to a 180-day inventory; that distributors sell these supplies only to customers who certify in writing that material will be used for repair and replacement; that the parts will not increase the inventories above the restrictions, and that a manufacturers' priority rating be established for the purchase orders.

In Washington Mr. Daley said he felt there is a definite need for "MRO" priorities and that NPA is now developing orders for issu-

ance soon. Additionally, the Electronics Products Div. is encouraging other NPA divisions to expedite plans which would guarantee accredited civilian users with adequate materials.

Mr. Daley said he had suggested that the formula be submitted to the proper authorities vested with the responsibility of preparing such orders.

In approving the resolution, the manufacturers (estimated at over 200) cited the need for maintaining present equipment in good working order as part of the national defense program and the public interest.

The manufacturers and sales units noted that some governmental regulations already have recognized the importance of maintaining by permitting a "greater use of critical raw materials." But, they added, no such regulations have been issued by which manu-

FACTORY PLANT

facturers of MRO supplies can acquire these materials. Such orders could maintain millions of dollars worth of equipment, it was explained.

Prior to program, the resolution continued, is essential because it involves the armed forces, government monitoring agencies, state and local governments, laboratories, schools, fire-police-health, welfare agencies, common carriers, public utilities, radio and TV stations, radio amateurs, civilian defense agencies and manufacturers.

The formula covers equipment which requires the use of electron tubes and is limited to "main- tenance, repair and operating supplies related to the base period ended last June 30. Distributors, limited to a 180-day inventory basis for that period, would supply supplies only to customers who have written certifications, and in turn could purchase supplies with similar authority.

The rating of MRO supplies would assign a priority rating on all purchase orders for the acquisition of raw materials, parts or components of that, provided they did not acquire over a four-month period more than 150% of amount used during the base.


A similar probe is underway by the House Armed Services Committee under Chairman Carl Vinson (D-Ga.). The Congressmen reported that the number of complaints has been increasing. John J. Courtney, former special assistant to the Attorney General, was added to the committee staff to help with the investigation.

Meanwhile, the Dept. of Defense said it was considering the drafting of experienced U. S. Chamber of Commerce officials throughout the country to help opera- tive of hiring by smaller businesses of "contact" and "influence" men.

The defense officials pointed out that retention of government agents are unnecessary. A New Jersey chamber of commerce official suggested the use of the committee's service, assisting that staffs in from 500 to 750 cities in the country could represent business- ness owners in their area, without charging fees.

BRIG. GEN. DAVID SARBONFF (standing, r), chairman of the RCA board of directors and 1951 national campaign chairman for the Red Cross, and Lloyd E. Yoder (standing, l), general manager, KNBC San Francisco, look on as Roy V. Johnson, KNBC staff newsmaker, makes a blood donation in KNBC's Studio "A" Blood Bank. The bank was set up in cooperation with the Red Cross to spur blood donations for the armed forces in Korea.
WORD spread like wildfire, an increase in excises, totalling 25% at the manufacturing level. Last week, distributor, dealer, manufacturer and broadcaster asked the $44 question:

How will the President's request for a boost in radio-televison set excises affect us?

First indications were that con-
templated by the President would be to approve such a fat increase as proposed by the President would kick up a flurry of sales activity.

But, they reasoned, the buying spree would probably be short-lived, with a slump in purchasing once retail markups made their appearance. There was speculation that trading in second-hand radio and television sets would be prevalent, particularly in view of the prospect of a general cutback in set production as government restrictions of essential materials go into effect.

It was estimated a TV set now retailing for $500 would spiral some $25 if the new hike was applied to the manufacturer's level. Congress last fall increased the excises on television receivers 10%. Thus, the President's proposal, submitted before the House Ways & Means Committee last week by Treasury Secretary John W. Sny-
der, means an increase of 15% for a total 25%.

Federal excises on radio sets for the first time in the post-war period would be hiked on the man-
facturer's level.

Records Also Included

The broadcaster, who would be indirectly affected by the proposed increases in set excises, also would be sensitive to the administration suggestion that Congress lift the excise tax on records from 10% to 25%. Phonographs come under a similar proposal.

The $10 billion tax program pre-

tented to Congress is the first in-
estment of the President's over-

tall request for additional revenue to meet a proposed budget that is estimated at $71.5 billion.

Excise tax increases were but part of the picture. Also asked was a 37 1/2% maximum rate on long-
term capital gains as compared to the present limit of 25%. Capital would have to be held for a full year instead of six months, how-
ever, to qualify as long-term.

Secretary Snyder outlined the increases in corporation and indi-

dividual income taxes that the Presi-
dent seeks. On corporations the current 25% rate on the first $25,-

100 of earnings would be raised to 33%; the 77% excess profits rate to 85%; the 47% rate on "normal" earnings above $25,000 to a 65% rate.

Present tax ceiling of 42% on a corporation's combined regular earnings and excess profits would increase to 70%.

The individual income tax would rise four percentage points.

Second phase of the tax pro-

gram, Secretary Snyder said, would probably take in closing of "loopholes" in the tax laws; new rate schedules in excises; possible further rises in individual income taxes, and revision of the excess profits tax law.

While the House committee lis-
tened worriedly to government offi-
cials outlining the whopping po-
tential tax increases, the Congress wrangled over the problem of what to do about the big 1956 budget request. Not one of the legislators on the Hill seemed to be in a hurry to settle the amount of tax the citizenry would have to pay in the future. They all were in favor of one thing: The slower the Con-
gressional pace, the later the tax bite.

REMOTE CONTROL

FCC Authorizes KLON (FM)

KLON (FM) Long Beach, Calif., last Wednesday became the first non-commercial educational FM station of 10 w or less power to receive FCC authorization for remote control operation on a regular basis.

New provisions of Sec. 3.565 and 3.566 of the Rules Governing Radio Broadcast Services became effective Jan. 25, permitting remote control operation of low-power educational FM stations. Provisions of the rules provide that these stations had to keep a li-
censed operator on duty at all times while the transmitter is being operated.

FCC last week also authorized KLON to change station location lo-
cally, change transmitter location and antenna system.

SMITH APPOINTED

Leaves General Mills for ABC

EDWARD G. SMITH, director of radio and television production for Gen.

eral Mills, Minneapolis, has been appointed to the newly cre-

ated position of manager of the program sales department of ABC's Television Division.

Mr. Smith was associated with General Mills for 13 years and during his tenure was responsible for the general administrative supervision of all radio and tele-

tVision programming for the com-

pany. He was closely associated with the commercial development of such well known General Mills-sponsored shows as Betty Crocker, The Stu Erwin Show and the Lone Ranger.

Prior to joining General Mills, Mr. Smith was in the production department of WGN Chicago and previously spent three years with King-Trendle Inc., Detroit radio-

tV producers.
SELF CHECK, QUICK! Outler Warns Ga. Owners

BROADCASTERS should take a quick inventory of their operations and check audience attitude if they are to avoid cutting their own throats and ruining their own future, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta.

Speaking at the Georgia Assn. of Broadcasters meeting, held Friday at the Bon Air Hotel, Augusta, he sounded these warnings in a plain-spoken address (see editorial page 46).

Richard J. Doherty, NAB employee-employer relations director, told the Georgia group they could anticipate rising income and rising costs, with good chance for a higher profit margin, in the period ahead (see story page 19).

Mr. Outler said AM expenses alone of WSB have increased from under $250,000 in 1940 to well over $600,000 in 1980.

“Radio’s one great fear today is—radio,” Mr. Outler declared. “Not television, not the printed page, but an indifference toward our own end-product—our programs; plus an apparent willingness on the part of many broadcasters to let somebody else carry the program load, and let economics dictate the policy of our program service.

Program Situation

“Radio’s big obstacle in the years to come can be a low-grade of program tripe pumped out from too many transmitters by too many broadcasters who are either (1) deliberately slacking on their obligations or (2) blissfully ignorant of what they are supposed to be doing in the business or (3) so greedy for a quick buck that money spent on programs is a stupid waste or something to be done by the other fellow.”

“It’s all very well to be smug and supine in the presumption that television will eat into radio audiences, will change listening habits and will generally play hell with this gravy train we’ve been riding. But I repeat—and don’t forget that I am in radio—broadcasters had better quit worrying about the encroachment of television and begin concerning themselves with their own program services, with particular emphasis on those non-profit services which come within the public interest.”

“It seems to me that the very nature of television’s audiences makes it almost impossible for any of the answer. Please remember that there are mighty few homes with a television set which don’t also have immediate access to radio, too. One alarming thing to me, then, is the fact that radio audiences are dwindling in some areas where television is not a factor as yet.”

“So, bother not too much about the advent of video. Television is here and it’s here to stay and it will earn its rightful place in the American home in direct radio to the service it provides. And there’s nothing the broadcaster can do to combat the inalienable right of the American public to pick and choose where and when it pleases. And unless there is more inducement for your audiences to tune in on radio than there is to watch a television program or engage in any other activity—radio has some rough sledding ahead.”

Mr. Outler advised operators to open their original licenses and renewal applications to see what they promised in the way of program service.

Rate Drive Revival

He warned the recent drive for lower rates will be revived. The broadcaster who is indifferent about programming, has cut rates or is unmindful of his local obligations is providing “a keen weapon with which radio’s throat can be cut,” he said. He predicted “the power stations of the country will survive the blow or at least last longer than many of the smaller operations content to let the power stations and the networks carry the load of service.”

He concluded with the warning that when radio suffers from outside attack because of its shortcomings, “all are hurt.”

COLEY NAMED

President of WPTF

S. B. COLEY, president of the Durham Life Insurance Co., has been named president of WPTF Radio, N. C., according to an announcement made last week. Mr. Coley succeeds the late J. R. Westerhouspoon.

Other officers elected at the annual meeting of board of directors held on Feb. 3, are Richard H. Mason, as vice president and general manager; E. T. Burr, as vice president, and D. L. Cozart, as secretary-treasurer.

At the same meeting Graham B. Foyner, assistant general manager and program manager, was elected to membership on the board of directors.

McFarland on ABC

NATION-WIDE network broadcast by Senate Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the Senate Interstate & Foreign Commerce radio subcommittee, was scheduled for last Saturday 9:30-10:30 p.m. EST over ABC. Sen. McFarland’s broadcast, first since he was elected to his key post in the upper chamber, was to deal chiefly with foreign policy.
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
Richard J. Compton, 59, founder and former president of Compton Adv., New York, died Feb. 7 at his home in Rancho, Santa Fe, Calif., where he had lived since his retirement three years ago.

Mr. Compton was born in St. Louis and attended public schools in Kirkwood, Mo., where he had worked in his father's printing business before moving to New York in 1915. He entered advertising as a copywriter in the Blackman-Ross Co., an advertising agency which became the Blackman Co. in 1920; Blackman Adv. in 1935, and Compton Adv. in 1940.

Mr. Compton rose to be junior partner in 1932. Soon afterward he and several associates acquired controlling interest in the firm. He became president in 1933 and continued in that capacity when the firm's name was changed to Compton Adv.

In 1946 Mr. Compton became chairman of the board of directors. A year later he retired from that post, remaining as a director and adviser to the company until last Dec. 31.

Mr. Compton served also as a director of Lambe & Robinson Ltd. of London.

Mr. Compton served as vice chairman in 1944 and chairman of the board in 1945 and 1946. He was a member of the American Assn. of Advertising Agencies. He was chairman of the board of the Advertising Research Foundation in 1939.

During World War II, Mr. Compton was a field artillery lieutenant. He was a member of the Advertising Council during World War II.

Surviving are his widow, Margaret; his mother, Mrs. Richard Compton; two sisters, and two brothers.

PA, LIBLE SUIT

Rehearing Petition Denied

PETITION for the rehearing of its judgment in the case of Westinghouse Electric & Mfg. Co. vs. Mr. W. G. Zietz (KYW), WCAU and WFLI Philadephia, covering radio libel liability, has been denied by the U. S. Court of Appeals, Third Circuit [BROADCASTING • TELECASTING, Jan. 22, Dec. 25].

The court had ruled previously that the Communications Act does not prohibit radio stations from sponsoring political broadcasts by persons who are not candidates. This decision had reversed an earlier district court ruling which had dismissed the three $35,000 libel suits filed against the Philadelphia stations.

Attorneys familiar with libel law had indicated that the appeals court would remand the cases to a precarious position in connection with political broadcasts.

Following the petition denial by the appeals court, counsel for the stations indicated that they would enter this case to the U. S. Supreme Court.

WJW STRIKE

Settlement Reported

TWENTY-WAY strike at WJW Cleveland and WJW New York has been settled Feb. 4 when AFRA announcers returned to work along with technicians. Negotiations narrowed to economic issues, with the station pointing to uncertainties in the radio business.

AFRA had asked for a $65 raise, according to the station. Instead the parties agreed to a formula by which a kitten would be built up for announcers, based on net time sales over a certain figure. Against the kitten the station guarantees a $95 salary in the first year.

The station entered into a plan which would give employees greater interest in company business. Approval of the Wage Stabilization Board is required.

Mr. Rosenfeld also announced that the show is planned for the Canadian network, where it will be heard by over 15 million listeners.

Mr. Rosenfeld had been in the broadcasting business since 1936, producing some of the biggest Canadian network shows, and has been one of the major Canadian artists who have started on commercial programs. He is survived by his widow, a daughter and a son.
the greatest drama of all time

the players are diplomats at Lake Success, G.I.'s in Korea, generals in the Kremlin and civilian defense workers in New York.

the authors are Senators on Capitol Hill, correspondents in Hong Kong and reporters filing copy with Pravda, the London Times, the Emporia (Kan.) Gazette.

the producers have addresses in Washington, in Peiping, in Moscow, in Paris.

If you are looking for the most valuable franchise in advertising, start planning now for a schedule of SPOT NEWSCASTS in your major marketing areas. A good place to begin is on one or more of the nation's leading stations represented by

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD
OLD MAN WINTER, in an angry mood, lashed out across the nation during the last fortnight crippling whole areas, disrupting power and communications facilities, and calling radio and television into emergency services.

Jim Hairgrove, manager, KFRD Rosenberg, Tex., reported one of the coldest spells of weather, and most disastrous in that area since 1924.

All communications and power was disrupted because of ice conditions and last Monday two cities, Rosenberg and Richmond, were still isolated except for amateur and police radio communications.

Mr. Hairgrove gave enthusiastic praise to the service rendered by the South Texas Emergency Network of Amateur Radio Operators.

WPAY Portsmouth, Ohio performed emergency public service when the city of 50,000 was ravaged by Ohio River floods.

RAIL STRIKE

Special WCOP Shows

PUBLIC service coup on the railroad strike was scored last week by WCOP Boston newsman, who aired recorded telephone interviews with dominant strike figures.

Ron Cochran, news director, and Ken Mayer, special events man, prepared a 15-minute news program on the strike situation, including interviews with executives of the Boston and Maine Line, the Brotherhood of Railroad Trainmen, the Boston and Albany and the Massachusetts Retail Grocers Assn.

Herrated calls to officials brought assurance that most commuter service would continue on both lines, and that perishable foods would get through with the help of executive personnel. Labor's side in the strike picture also was given by the agent for the trainmen's union. WCOP aired the program Feb. 4, 6:30 to 6:45 p.m.

Lurie Joins

LT. ALFRED LURIE, former television director at WBAP-TV Fort Worth, Tex., has joined the Radio TV Branch of the Dept. of Defense, Charles Dillon, division chief, revealed last week. Lt. Lurie was associated with WBAP-TV from December 1948 to October 1950, when he returned to active service (Army) with the 8th Armored Div. He joined the Radio-TV Branch Feb. 3, the fourth specialist to be added since the first of the year as part of the division's radio-TV expansion. [BROADCASTING]
“Planned” is the word which best typifies Longview, Washington, the youngest community in KGW’s widespread coverage area, and one of the most progressive. Laid out in 1922 as a “model” town, Longview’s industrial growth has followed a planned pattern. The two largest lumber mills in the world are located here; lumber products, pulp and paper products add to expanding payrolls. Longview, with its neighbor, Kelso, is an important Columbia River port. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by “Miss KGW” and Longview executives, proved KGW’s COMPREHENSIVE COVERAGE of this healthy market. Include this “planned” city in your plans for getting the most out of KGW’s Comprehensive Coverage.

BROADCAST MEASUREMENT
BUREAU SURVEYS PROVE
KGW’s LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
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</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
</tr>
<tr>
<td>Station B</td>
<td>337,330</td>
<td>350,820</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,830</td>
<td>205,440</td>
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</table>

This chart, compiled from official half-milivolt 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.
RAIL DISASTER

Radio-TV Coverage Quick

A PRACTICED skill characterized radio-television coverage of New York's third major train disaster within a year, at Woodbridge, N. J., last week, when an 11-car Pennsylvania Railroad train plunged from a 26-foot trestle embankment, killing 83 and injuring 330 rush-hour commuters. Among reports received by Broadcasting • Telecasting were these:

WJLK Asbury Park, broadcasting to the area in which most of those killed in the wreck resided, went on the air with a bulletin at 6 p.m., approximately 15 minutes after the event had occurred. Between then and 2 o'clock the following morning, the station made 16 special broadcasts. Frank Winkler, station news director, and Tom Birckhead of the news staff, broadcast from the scene which was 200 feet from the wreck.

WATT Newark flashed the news at 6:06, after a former staff member, Ted Webb, who was in Woodbridge when the accident happened, telephoned the station. Throughout the evening program schedules were disregarded in order to carry the latest news of the disaster.

First TV Claim

Apparenty first to telescast films of the wreck was WPIX (TV) New York, which went on the air with motion pictures at 9:32 p.m., less than four hours after the occurrence. WITX Cameron Frank Hurley reached the scene at 6:30 p.m., began taking films immediately, and by 7:30 p.m. sent the first 100 feet of newsreel footage by messenger to the station. Prints also were rushed to WGN-TV Chicago and KTTV (TV) Los Angeles by agreement.

NBC's radio mobile unit was sent to the scene shortly after the network broadcast the news at 6:30 p.m. Leon Pearson interviewed eyewitnesses from the mobile unit at the scene of the disaster until 1 a.m., when he was replaced by W. W. Chaplin who worked through the night recording material and arranging for live pickups the following morning. Throughout the evening the network broadcast bulletins at station breaks. NBC Television carried bulletins at 6:30 p.m. and at regular intervals during the evening. Its first films of the wreck were telecast at midnight.

CBS flashed its initial news of the wreck at 6:14 p.m. and continued throughout the evening with bulletins and on-the-spot reports by Jack Walters. A special program devoted to the accident replaced the regular 11-11:15 p.m. newscast, with other special programs later. CBS-TV telebunted the news on the Douglas Edwards program, 7:30-9:45 p.m., and continued films of the wreck until 11:30 p.m.

ABC, over WJZ New York, bull-

ished the news first at 6:15 p.m. and followed with further bulletins. At 7:30 an appeal for nurses from the General Hospital, Perth Amboy, N. J., was broadcast. The 11 p.m. News of Tomorrow featured a recorded interview of a survivor by Julian Anthony of the ABC staff, and at midnight a complete round-up of the disaster news was aired. All TV carried bulletins throughout the evening.

WOR New York carried the news at 6:30, after one of its account executives, Jack Mohler, was on the train following the line which was wrecked, telephoned the station. Subsequently Mr. Mohler telephoned descriptions of the scene which was broadcast at 9 p.m. by Arthur Van Horne.

Listener Assist

A listener and follower of Martin Block of WNEW New York telephoned Mr. Block the news at 7:33 p.m. Later in the evening he arranged a telephone interview between Ernie Hartman, station producer, and August Greiner, mayor of Woodbridge. Bulletins were also featured a recorded interview with WTTW Trenton, N. J., claiming it was the only station in that area to carry the story of the wreck at that time. Coverage began with a bulletin at 6:10 p.m., and at 10 p.m. its mobile unit was enroute to Woodbridge. News Editor Arnold Snyder remained at the scene and a later bulletin morning.

WATTS POST

Formally Announced By DPA

APPOINTMENT of W. Walter Watts as assistant to the administrator of the Defense Production Administration and as chairman of DPA's Production Executive Committee was formally announced last Thursday by Administrator William H. Harrison [BROADCASTING • TELECASTING, Feb 12, p. 81].

In his new position Mr. Watts will head the committee through which overall coordination and direction of all defense production efforts will be coordinated by Gen. Harrison. The committee also comprises representatives from government agencies which are responsible for the operating phases of the defense production program.

Mr. Watts, on leave of absence from his post as vice president in charge of Figures officers Products, Dept. of RCA Victor, has been with RCA since 1945 and is a director of the Radiomarine Corp. and RCA Service Co. During World War II he served under Gen. Harrison, then in charge of Signal Corps procurement. Later, as director of the procurement division, he held the rank of colonel.

SET OUTPUT

Radio, TV Figures Well Over '49

RADIO manufacturers made 14,589,900 broadcast and 7,463,800 TV receivers in 1950, according to a 12-month calculation by Radio-Television Manufacturers Association. Figures were compiled by member and non-member companies and were prepared by Frank W. Markfield, Sylvania Electric Products, chairman of the RTMA Industry Statistics Committee.

Output of radio sets represents a substantial increase over the 11,400,000 sets turned out in 1949. TV production totaled 3 million sets that year, an increase of 150% for 1940.

RTMA is revising its industry statistics and has not yet calculated 1950 production of auroral and TV receivers containing circuits that tune the FM broadcast band. An unofficial estimate places the number of sets with FM at 2,100,000. Of these something over 800-

Home Radio TV

Jan. 436,700 546,000
Feb. 435,900 545,400
Mar. 446,800 545,900
Apr. 466,500 545,900
May 486,400 545,900
June (five weeks) 506,000 545,900
July 527,500 545,900
Aug. 535,700 545,900
Sept. (four weeks) 570,800 545,900
Oct. 635,600 545,900
Nov. 703,000 545,900
Dec. (five weeks) 838,200 545,900
TOTAL 7,463,800 545,900

BROADCASTING • Telecasting
To the PRESS and RADIO:

Subject: HOW RAILROADS SERVE IN TIME OF EMERGENCY

Stories dealing with the possibility of enemy action here in the United States are appearing in the press and being heard over the air with increasing frequency. In towns and cities throughout the nation, people are busy setting up civil defense organizations. These things show that we are willing to face and do something about a problem none of us likes to think about.

The railroads which provide our basic transportation have been busy expanding their capacity and, of course, railroads need little or no conversion from peacetime to emergency service. To these features of ready expensibility and adaptability, railroads add two others which become doubly important in time of emergency -- their flexibility and availability.

In the event of enemy action, other channels of transportation might become choked with individually operated and largely uncontrollable traffic. Yet, trains would continue to move under the disciplined control of railroad operating organizations. Railroad tracks may be knocked out for a time but, as was amply demonstrated in Europe during World War II, it is difficult to block rail movement completely for any considerable period of time.

After all, there is no essential difference between bomb damage and damage from floods, washouts or landslides. Railroads are experienced in finding ways to keep traffic moving, either by prompt repair of the damaged line or over the flexible network of main and secondary lines and the alternate routes available between most centers. The agreements and arrangements necessary for such diversions and detours have been worked out in advance and are in effect.

In order to meet the nation's essential transportation needs, regardless of conditions, the railroads will continue enlarging and improving their facilities to the end that the nation shall suffer no lack, no failure, of the basic transportation so essential to its economy in time of peace and its safety in time of war.

Sincerely yours,

William T. Faricy
P. I. DOLLARS

ACCEPTANCE of per inquiry deals by stations is weakening their sales position, TV said last week to P. I. viewers attending a seminar in Chicago.

Mr. Stolzoff was quoted as saying, "I think it will be unfortunate if Better Business Bureaus, local or government agencies decided that they would have to enter the picture." He continued: "The radio industry has devoted 25 years and countless dollars in selling radio as a prime medium for most classifications of local and national advertisers. The radio industry has repeatedly said that 'dollars for dollar, radio is your best buy.'"

Mr. Stolzoff cited "four important reasons" P. I. deals are hurting broadcasters. They follow:

1. Listeners are dissatisfied. Many P.I. pitches run as long as 5-5 minutes. That annoys the listener. In addition, while many P.I. offers reflect worthwhile values, the relatively high percentage of questionable merchandise results in further dissatisfaction. This tends to cause a reduction in the overall effectiveness of the station's regular commercials and often spreads ill-will in the community.

2. When any large quantity of P.I. offers are carried by a station, retailers in the market are bound to resent the competition. Particularly when they cannot buy time on the same basis as some little-known outside competitor, i.e., "pay only for the sales you make."

3. The minute a radio station receives an order from out-of-state, it is undeniable in interstate commerce. A station making P.I. available to some accounts and not to others is subject to charges of unfair practices, unless it has set up

PARKER NAMED

Saginaw Co. V.P.-Gen. Mgr.

Milton L. Greenebaum, president, Saginaw Broadcasting Co., operator of WSAM Saginaw and WLEW Bad Axe, Mich., has announced that Jack Parker, vice president and general manager of the station, has acquired a stock interest in the corporation and has been elected to the position of vice president and general manager.

Although he is moving to his new position, Mr. Parker served as director of station operations for the Saginaw Broadcasting Co. radio properties. In addition he will manage the Great Lakes Network, newly formed Michigan regional network keying out of WSAM-FM Saginaw.

Weaken Sales Pitch, Stolzoff Warns

BFMB SALE

Kennedy Seeks FCC Consent

PAPERS were filed with FCC last week for consent to the sale of KBMB-AM-TV San Diego, Calif., by Jack Gross to the John A. Kennedy interests for $925,800—plus (Broadcasting Telecasting, Nov. 29, 1950).

KFMB, an ABC affiliate, is assigned 1 kw fulltime on 550 kc, directional. KFMB-TV, affiliated with ABC, CBS and NBC, operates on Channel 8 (180-186 mc).

The transfer application indicates that Mr. Gross, president and general manager of the stations, who wishes to retire from day-to-day operating responsibilities in radio, will transfer all of his sole interest in the stations' license, Jack Gross Broadcasting Co., to The Kennedy Broadcasting Co. The latter is successor to Charleston Broadcasting Co., the Kennedy interest which previously operated WCHR Charleston, W. Va., and was identified with ownership of WPFR Parkersburg and WBLK Clarksburg, W. Va. All these interests have been sold.

The transferee presently owns 48% of WSAZ-AM-TV Huntington, W. Va. The application also indicated that from October 1947 to May 1950 Kennedy Broadcasting Co. owned 35% of the San Diego Journal and during that same period Mr. Kennedy was editor and publisher of the paper. The stock was disposed of in December 1950, it said.

The Kennedy's are now residents of San Diego.

Ownership of Kennedy Broadcasting Co. was given as follows: Bruce Lee Kennedy, wife of John A. Kennedy, president and 44.5% owner; John A. Kennedy, chairman of the board, 35.5%; Stoddard P. Johnston and Lee Johnston, both of Mr. Kennedy, vice president and director respectively; Margaret K. Byrne, Charleston, secretaiy-treasurer; Lydia Busek, San Diego, assistant secretary-treasurer; Estate of J. A. Bloch, Wheeling, 4.5%; Melva G. Chernuff, Jolla, Calif., 1.5%. Latter is the wife of Howard Chernuff, former managing director of WCHR. Melvin Sperry, Clarksburg, also was listed but he holds no office or interest, application said.

TFMB SALE

Kennedy Seeks FCC Consent

PAPERS were filed with FCC last week for consent to the sale of KBMB-AM-TV San Diego, Calif., by Jack Gross to the John A. Kennedy interests for $925,800—plus (Broadcasting Telecasting, Nov. 29, 1950).

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THE FIRST CHOICE OF RADIO ENGINEERS

FLEXIBILITY

In rack or console, or in a readily portable case, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3 1/2", 7 1/4", 15") if preferred.

FIDELITY

Life-like tone quality, low distortion meet N.A.B. standards — and at a moderate price. PT63 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.

FEATUERS

PT7 accommodates 10 5/8" reels and offers 3 heads, positive timing and push button control. PT7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecorder line — PT6, PT63 and PT7.
"We need a radio tower in a hurry!"

"Where'll we get it?"

Truscon Tower Engineering is the answer!

Meeting tower construction emergencies of all kinds...solving tower problems big and small...being on the job with knowledge and skill that gets the job done...

that's the type of service which has made Truscon a world leader in radio tower engineering!

Truscon experience embraces all types of topographical and meteorological conditions...and supplying many different tower types: guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV, or microwave applications.

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

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

See the Truscon Exhibit, Booth 230,
Institute of Radio Engineers Show

TRUSCON, SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
TRUSCON COPPER MESH GROUND SCREEN
One Yearbook, Please
EDITOR:
Because of our work with the radio and television stations which have been doing an outstanding job of cooperation in effecting the Hoover Report, we would like to have a copy of your Yearbook to bring our California lists up to date.

William H. Courtney
Secretary
Southern Calif. Committee
 Hoover Report, Los Angeles

* * *

Immensely Pleased'
EDITOR:
All of us here at South St. Paul were immensely pleased with the (Livestock Market Inst.) story. Both Ed Pendergast and I expect to be in radio for many years to come, and you can rest assured that we will always have a high regard and an appreciative word for

BROADCASTING • TELECASTING.
Bob Carlson
Director
Livestock Market Inst.
South St. Paul, Minn.

* * *

Helpful to Educators
EDITOR:
I frequently use material you publish as background for lectures in several subject matter areas, including programming, promotion, advertising and continuity. I will also use some of your material in a course in Radio Policy, as well as television courses. As a matter of fact, I have been clipping items of particular interest and have files from issues of the last three years... and believe it would be helpful to educators who use your magazine if shows were reviewed more frequently... in each issue.

I would like to see more frequent reports of the results of radio research, somewhat along the line of the weekly TELECAST reports.

Don C. Smith
Assistant Professor of Radio
U. of Alabama

* * *

Hurrahs for BAB!
EDITOR:
Long, loud cheers for BAB's courageous exposure of the ANPA's distortion and misrepresentation of the truth in connection with the Pittsburgh story!... [BROADCASTING • TELECASTING, Jan. 26].

As usual, you may get some squawks from newspaper-owned radio stations...

It seems to me that practically everyone of these newspaper-radio clashes has resulted from an unjustified ANPA offensive (and I do mean "offensive") which has forced NAB or BAB to lash back in self-defense. They've been keeping us busy on the offensive. Now that the BAB has given 14-karat evidence of having a mind, stomach and budget of its own, many of us hope you will soon be able to fight your way out of these defensive trenches and launch a major offensive of your own, selling radio as the greatest means of communication and the greatest medium of advertising the world has ever known.

Frank E. Pellegrin
H-B Representatives Inc.
New York

FM Not 'Forgotten'
EDITOR:
Two items in particular in your issue of Jan. 29 seem to call for comment by those of us interested in FM broadcasting. In CLOSED CIRCUIT is the statement... "FM is practically forgotten medium." Then comes an article on page 56 on "Emergency Networks.

The main point of the emergency net as suggested by my friend Bob Beer of WATG Ashland, Ohio and others, seems to be that these nets will use no wires and will thus be "air pick-ups." Nowhere in the article is FM mentioned but I am sure you are aware that FM signals will provide the means that will make this setup possible.

"Practically forgotten" just doesn’t jibe with the fact that FM is the only means of networking with land lines destroyed or not in operation. Your casual dismissal of 676 radio broadcasting stations, approximately one-third of them FM only, can only be interpreted as discriminatory in my opinion.

Despite our feeling that you are less than favorably disposed to FM, I must confess that BROADCASTING • TELECASTING each Monday is a welcome and a source of information available nowhere else. Maybe someday we radio "common people" will be viewed in the same light as our richer, older brothers in the AM field.

Mark T. McKee Jr.
Assistant Manager
WMLN (FM) Mount Clemens, Mich.

* * *

EDITOR:
In CLOSED CIRCUIT, Jan. 29, para-graph, starting "FCC's WPA," someone is responsible for the statement being made that "FM is practically forgotten medium." If this is quoting the FCC or just quoting a reporter, why, pray tell.

(Continued on page 71)

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

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(Continued on page 71)

Page 38 • February 12, 1951

WIBW
BROADCASTING • Telecasting
RCA's All-New Tone Arm— with magnetic lateral plug-in heads— fits all standard turntables. Only two heads are needed for all speeds.

This versatile pick-up and tone arm combination... installed on your turntable... can play every record and transcription in your library. Just plug in the head for the right record groove—and spin the platter. It's as easy as that.

Designed for studio-quality at all standard speeds, this unique system has outstanding features over previous types. For instance, plug-in magnetic heads need no adjustments for stylus pressure. Visibility of the stylus (from the top of the head) permits accurate groove-spotting.

Anti-friction pivots and low inertia provide easy tracking on eccentric and warped records. Lower weight assures better record service— longer stylus life. Tracking error of the arm is less than 4 degrees.

Arm assembly MI-11885 is complete with tone arm, mounting plate, hardware, and the filter modification kit MI-11874 (for 70-series turntables).

You use plug-in head MI-11874-4 with the 1-mil stylus for fine-groove records. You use plug-in head MI-11874-5 with the 2-½-mil stylus for standard transcriptions and 78 rpm records.

Order from your RCA Broadcast Sales Engineer, or direct from Dept. NB-19, RCA Engineering Products, Camden, New Jersey.
COMBAT NEWS

NETWORKS and wire services have been asked to prepare minimum requirements for communications facilities which would be necessary in potentially "eruptable" military combat zones, it was revealed last week.

The disclosure came on the heels of exploratory discussions looking for "a carefully compiled list of hypothetical danger zones in case press and broadcasting services might be required for one or more of these zones on short notice."

The zones were not disclosed, but it was believed that they would include such international tender spots as Japan, Formosa, Germany and others where Soviet Russia conceivably would be expected to strike.

Networks probably will survey locations in which they now maintain circuits, where those circuits might logically be endangered, and in which they have no circuit facilities at all, it was explained. The same would apply to press facilities.

According to present plans, the Signal Corps, the Army's long-line communications arm, would utilize this information at least as a "tentative estimate" of services. It would be called upon to furnish all media until commercial communication companies could assume actual operation.

Gen. Parks stated that the Signal Corps, cooperating with the Navy and Air Force, would plan to furnish facilities "during the first shock of hostile action" until commercial firms could send equipment and personnel to the zone. Representatives of RCA communications indicated, in turn, they would provide mobile and semi-mobile equipment to be ready on a standby basis.

The facilities problem was accepted with the example of the Korean conflict. Signal Corps spokesmen pointed out that 50% of telegraph printer traffic had been devoted to servicing the press and that, during the Incheon invasion, the total rose to nearly 70%.

U. S. Navy and Air Force representatives also participated in the preliminary discussions—reportedly the first of their kind in history—were asked to explore the possibility of providing additional floating and flying communications equipment to assist in maintaining the flow of public information "during the early days of an emergency period."

Better Understanding

Summing up the results of Monday's meeting, Gen. Parks stated that "at least we understand each other's problems better, and have a better idea of what our mutual responsibilities are."

Plans for assuring clearance of commercial communications personnel in any potential war zone also will be expedited under direction of the Army information office, Gen. Parks added.

Attending the Pentagon session were:


CURRENT monthly bulletin of Greater Cleveland's Radio Council rated WTAM as leader of local and network programs heard. Out of 122 recommended radio shows, WTAM led with 35 local and network shows for 31% of total.

A Show that's truly a musical treat. Unique symphonic treatments of standard favorites by outstanding composer-conductor, FRANK DE VOL.

Frank DeVol with his orchestra presents in the regular vocal spotlight, popular (Peg O' My Heart) CLARK DENNIS and the lovely KING SISTERS. Occasional vocal spice is added by inimitable PEGGY LEE and baritone HAL DERWIN.

Another Capitol Library Feature, one half hour per week.
A feature worth $50 per month alone—yet you can have Frank DeVol plus numerous other sparkling library shows on your station for $75 per month the first year and just $50 per month thereafter.

For Custom Library details write or wire...

CAPITOL RECORDS, INC.
Sunset and Vine

BROADCAST DIVISION
Hollywood 28, Calif.
Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV (1170-AT), which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has everything you need in broadcast equipment ... plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.
Get Your Share of Drug Sales in the Norfolk Metropolitan Sales Area with WTAR and WTAR-TV

Folks in the Norfolk Metropolitan Sales Area—Norfolk, Portsmouth and Newport News, Virginia—are big spenders in drug stores—$14,995,000* to be exact. These same Nor-folks listen most of the time to WTAR, the station that delivers you more listeners per dollar than any other station, or combination of local stations. Mr. Hooper reports this. And, when Nor-folks look at television, they must look at WTAR-TV, the only TV service in Virginia's First Market.

So, it's just smart for you to let the WTAR and WTAR-TV Combination sell your drug products in the Norfolk Metropolitan Market...to get your share and more of sales, at a profit, too. Call us, today, or your Petry man.

*Sales Management—Survey of Buying Power, May 10, 1950

$64 QUESTIONS

"ONLY a very few radio stations have put up a defense against television in their listening area," Ray H. Kremer, radio director of Lambert & Peasley, New York, maintains.

As a result, Mr. Kremer has compiled a set of questions which he gives to radio station men calling on him. The answers can be used as a sales argument for radio against the inroads of TV.

"Any station that can answer the questions to the satisfaction of clients' agencies should not only keep present sponsors happy but attract a lot of new ones," Mr. Kremer told Broadcasting & Telecasting.

The questions follow:
1. How many radio homes does your station reach?
2. How does this circulation compare to the leading newspaper in your area?
3. On a cost per thousand basis (½ hour time charge vs. full page black-and-white) how does your station compare to the leading newspaper?
4. Does your station reach as many homes as the combined circulation of the 15, 25 or 30 leading newspapers in your area?
5. What is your cost per thousand (½ hr. time charge vs. full page black-and-white) in comparison to the combined circulation of these leading newspapers in your area?
6. Does your circulation compare to the leading farm publications in your area?
7. What is the circulation of Life magazine in your area?
8. What is the combined circulation of Life, Look, Colliers and the Post in your coverage area?
9. What is the combined circulation of McCall's, Good Housekeeping, Journal and Companion in your coverage area?
10. How many radio stations compete for audience in your area?
11. What is your day-night share of audience in comparison to all radio competition in your area?

AAAA MEET

Mobilized Economy Is Theme

"ADVERTISING in a Mobilized Economy" will be the theme of the 33rd annual meeting of the American Assn. of Advertising Agencies to be held April 19-21 at the Greensbrier, White Sulphur Springs, W. Va.

Attendance at the meeting is limited to 376 member agency people, media and advertiser guests, and ladies. Thursday, April 19, is set aside for member agency people only. Invited media and advertiser guests will join the sessions on April 20 and 21. Annual dinner will be held on the evening of April 20.

Fairfax M. Cone, Foote, Cone & Belding, Chicago, heads the operations committee on the AAAA board of directors which is in charge of plans for the convention.

12. How many TV stations are there in your area?
13. How many TV homes are there in your area?
14. Assuming a client intended to use only TV in your area, how many homes would he be missing inside the 50 mile metropolitan area?
15. How many homes would be missing with TV outside the 50 mile television area?
16. Assuming that eventually all homes inside the 50 mile area will be lost to television, will your station reach more radio families outside than there are TV families inside?
17. Assuming a client wants TV in your area, what other combination of media would you recommend be used to cover your listening area which would give the greatest number of impressions per dollar spent?

MURROW SPEECH

Carolina Newsmen To Hear

CBS Commentator Edward R. Murrow is scheduled to address a luncheon session of the Carolina Radio News Directors Assn., which holds its first annual news clinic in Chapel Hill, N. C., Feb. 17. Invitations have been sent to station managers and other directors by CRNDA President F. O. Carver Jr., WSJS Winston-Salem, N. C.

Mr. Murrow also will address an open meeting on the campus of the U. of North Carolina that evening. Gordon Gray, president of the university and WSJS, will introduce Mr. Murrow whose appearance will highlight a day of news panel discussion at the university's Communications Center.


Afternoon panel discussions will include: "Why We Believe a Well-Organized News Department Is a Valuable Asset to Every Radio Station"—Harold Essex, WSJS; Richard Mason, WPTF Raleigh, N. C.; Fred Fletcher, WRAL Raleigh. "What the University Communication Center and the School of Journalism Can Do to Equip Radio Newsmen"—J. L. Morrison, assistant professor, U. N. C.; Earl Wynn, director, U. N. C. Communication Center; John E. Young, manager, WNCO,epsilon station, "What the CRNDA Is Doing to Promote Better News Coverage in the Two Carolinas"—Elmer Oetinger, WNAO Raleigh, chairman of the CRNDA membership committee.
Its great record is on the logs of scores of 250-watt stations

... a record chalked up by this Collins 300G 250-watt AM transmitter for extraordinary stamina, efficiency, convenience, economy, and above all, reliability.

There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, the best costs very little more than the cheapest.

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

QUALITY FEATURES

- Full size cabinet
- Dual oscillators
- Motorized tuning
- Pressured cooling
- Complete accessibility
- Full metering
- High safety factors
- Proved reliability
- Superior operating characteristics

FOR BROADCAST QUALITY, IT'S...
In 1951, month after month after month, the BIG ideas will come from BIG in Showmanship, Leadership and TIME-BUYERS! ACCOUNT EXECUTIVES!

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identifications for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW! sales for World
JOIN THESE WORLD-AFFILIATE STATIONS IN SETTING NEW SALE RECORDS!

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>WKNB</td>
<td>New Britain, Conn.</td>
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<td>KFEQ</td>
<td>St. Joseph, Mo.</td>
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<td>WTOC</td>
<td>Savannah, Ga.</td>
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<td>WBBR</td>
<td>Wilkes-Barre, Pa.</td>
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<td>KBRO</td>
<td>Bremerton, Wash.</td>
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<td>WCTW</td>
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<td>WGBK</td>
<td>Duluth, Minn.</td>
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<td>KBEI</td>
<td>Tacoma, Wash.</td>
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<td>WJLB</td>
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<td>WKJG</td>
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<td>Houston, Tex.</td>
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<td>CJAD</td>
<td>Montreal, Que., Can.</td>
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<td>KSLM</td>
<td>Salem, Ore.</td>
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<td>WHDL</td>
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<td>Chattanooga, Tenn.</td>
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<td>KCRA</td>
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<td>KWBE</td>
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<td>WGGV</td>
<td>Greenville, Ala.</td>
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"STEAMBOAT JAMBOREE"
Starring Cap'n Lunny Ross
Peter B. Kenney, Mgr.
Dwight Bruce, Prom. Dir.
David M. Baltimore, Gen. Mgr.
Bob Gleason, Prom. Dir.
Howard White, Com'l. Mgr.
Coy Palmer, Gen. Mgr.

"DICK HAYMES SHOW"
Greg Rouleau, Sta. Mgr.
Ed Lovelace, Mgr.
George R. Kendall, Prog. Dir.
Lawrence Reilly, Gen. Mgr.
Charles Stone, Sales Mgr.
J. D. Swan. Mgr.
Calo Mahlock, Prom. Dir.

"FORWARD AMERICA"
Starring Walter Huston
N. W. Cook, Prom. Mgr.
Max G. Falkenstein, Prog. Mgr.
James Murray, Mgr.
N. W. Cook, Prom. Mgr.
Lawrence Reilly, Gen. Mgr.
S. J. Kelley, Gen. Mgr.

"LYN MURRAY SHOW"
Jack Weldon, Gen. Mgr.
Hale Bondurant, Gen. Mgr.
M. Wayland Fullington, Prog. Dir.
Guy E. Yeldell, Sales Mgr.
Frank E. Shaffer, Gen. Mgr.
Glenn McCormick, Gen. Mgr.

"WORLD COMMERCIAL JINGLES"
R. G. Patterson, Gen. Mgr.
Lee Bishop, Mgr.
Walter Howard, Prom. Dir.
John P. Dupell, Com'l. Mgr.
John Thorwald, Gen. Mgr.
W. H. Miller, Jr., Mgr.
IF THE NEWSPAPER Publishers’ Bureau of Advertising had its way, history would record that the City of Pittsburgh died last Oct. 2 and was reborn Nov. 17.

That was the period of a strike that closed Pittsburgh newspapers. The Bureau of Advertising, in full-page ads carried by more than 300 papers, in brochures and strip-films, would have you believe that the strike laid the whole town low.

Happily, there is a Broadcast Advertising Bureau alert enough to see a low blow in this newspaper campaign. BAB’s new brochure, which was reported in this publication a week ago, shows up the newspapers’ Pittsburgh story for what it is—at best an exaggeration of facts.

There will be more of this kind of thing, we must regret to record. Howard S. Barnes, director of the Bureau of Advertising, told the Newspaper Advertising Executives Assn. a fortnight ago that newspapers were heading for the “roughest, toughest competition this business has ever known.” Even newspapers, radio and television were especially to be feared.

We think Mr. Barnes is quite correct in his predictions. Radio has only lately begun to know its own strength. It has been helped to a realization of its potential by the undermanned and underbudgeted BAB. It will be immeasurably helped to use its power by the new and bigger BAB that is being organized.

One cannot expect newspaper publishers to sit by while radio takes into some of the advertising revenue they have been accustomed to receive without exerting more than cursory effort. But we hope that future campaigns undertaken by the publishers will be more reliable kind than the Pittsburgh story.

Pittsburgh was not dead between last Oct. 2 and Nov. 17. Sure, people missed their newspapers. But there is no evidence that anyone missed a meal.

Case History

THE McFARLAND BILL has passed the Senate for a third time. That’s for the record.

But we have a notion that an incident on the Senate floor prior to S. 888’s unanimous approval caught certain FCC policy-makers, once again seeing blue, with red faces. It was easy for them to read between the lines of the raider-thrusts of Sen. Francis Case (R-S.D.).

Sen. Case knows the FCC from many years of service on the House Appropriations Committee on Independent Offices. Many times in the past he has questioned the use of public funds for pursuits which he regarded outside the FCC’s purview.

Sen. Case, as you can read elsewhere in this issue, finds that the FCC has moved from the realm of study of a station’s over-all program content to specific programs “to which it objects.” This, even though the Communications Act unites which the FCC functions, states unequivocally:

No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Thus, Sen. Case finds that while the FCC ostensibly has a right to make rules or regulations dealing with specific programs, it nevertheless, by indirectness, and by a process of elimination, is effectively controlling program content. In frowning upon certain kinds of programming, while renewing station licenses, it is making known to licensees its own predilections.

That is censorship by the back door. That was the thesis of the infamous 1946 Blue Book on the Public Service Responsibilities of Broadcast Licensees. It can become a vehicle for overt assaults upon the freedom of television to program without government restraint.

Passage by Congress of the McFarland Bill at this session now seems inevitable, and will long bring out overdue reforms in procedural processes at the FCC. But the campaign against censorship by the back door—or the lifted eyebrow—can’t be waged on the legislative front. The mandate of the law, as Sen. Case pointed out, can be evaded by adroit phrase-making, and by intimidation. Eternal vigilance, as always, is the only answer for freedom of the media of expression.

The Inside With Outler

DOWN GEORGIA way, Johnny Outler, manager of the WSB stations, from his vantage point of both AM and TV operations, had something to say about radio “yesterday and tomorrow.”

He said it’s inventory time for radio broadcasting—time to check the merchandise and time to invent the broadcaster’s own mindset. “Radio’s one great fear today is—radio,” he averred, “not TV, not the printed page, but an indifference toward our own end-product—our programs.”

Radio’s one great fear, Outler certainly uncorked a couple of mouthfuls. They ought to be heard, in toto, by the whole aggregation of broadcasters and telecasters at the next annual convention of the NAB (or will it be NABT?) in April.

It’s Radio, 2 (or 3) to 1

SEARCH the records of world commerce, art and industry and you won’t find anything that can hold a candle to the development of the broadcast media. Radio was the front-runner in the turbulent twenties. And TV has been the bright star of the World War II.

The amazing thing has been that the broadcast twins, which some thought mutually exclusive, have romped along hand in hand. Radio, which was to dry up and blow away in the minds of some, actually has done just the reverse. It has defied the law of “saturation,” which it seemingly had reached several years ago, with 96% of the nation’s homes possessing at least one receiver. That is more by quite a bit than the number of homes with bathtubs, or inside plumbing; more than the number of tooth brushes in use.

Yet in 1960, TV set sales totalled 7,250,000, while radio sets, in a “medium” medium, exceeded 14 million with more than 90 million sets installed in homes and in automobiles.

Underscoring the radio circulation story at the local level is a survey made in Buffalo by the enterpriseing Evening News stations (WBEN-AM-TV-FM). By the simple expedient of checking local distributors they found that TV sets sales were booming, but radio sets are outselling them two or three to one.

Frank W. Outler, WSB station manager, says that perhaps some of the radio set sales were secondary sets, and that others may have resulted from the emergence of the TV set into the living room. But people don’t spend money for what they don’t use.

The WBEN type of survey is one that can be emulated in any market. It provides prima facie proof of circulation. That’s all the printed media seek to prove.

THOMAS FRANCIS O’NEIL

HE’S a big man, six feet four inches tall, and since he was five years old his friends have called him “Ox.” Thomas Francis O’Neil’s brother Bill was the first to give him that name, mainly because he could never quite catch up to his bigger brother’s height.

Mr. O’Neill’s associates still find it appropriate, not only because of his impressive bulk, but for his prodigious working ability at the present time.

At present, Mr. O’Neil is vice president and director of Yankee Network as well as vice chairman of the MBS board of directors. He is also vice president and director of General Tire and Rubber Co., Akron, Ohio, founded by his father, President William O’Neil. His brother Bill owns WJW Cleveland.

Tom O’Neil went into the family business right after graduating with an AB degree from Holy Cross College, Worcester, Mass., in 1937. At first he was in charge of the General Tire Acceptance Corp’s time payment plan at General’s Los Angeles tire store.

Later, Mr. O’Neil became a general line salesman in the wholesale field, working in the promotion and merchandising end of General’s Pacific Coast retail sales division.

When the government began its stockpiling of rubber in 1940, he was sent to Washington and placed in charge of all government sales for General Tire. Four years service in the U.S. Coast Guard during World War II cemented Mr. O’Neil’s relations with the government. He served in the Pacific area as skipper of an LST, rising from second class petty officer to lieutenant.

After leaving the Service in September 1946, he was named vice president and general manager of General’s Boston tire store. Without previous radio experience, he joined the Yankee Network in December 1947 as vice president and director.

He liked his new work and he liked radio. Yankee Network has 29 radio affiliates in the New England area and one TV station (WNAV-TV Boston). In February 1948 he became a member of the board of directors of MBS, about 19% of whose stock is held by Yankee (General Tire), and in April 1949 was elected vice chairman.

In the recent $12,000,000 purchase by General Tire of the Don Lee Broadcasting System, including Don Lee’s 19% interest in MBS, Thomas and his brother represented General Tire. The sale was one of the largest in radio history, and it is planned that he will assume overall direction of the newly acquired Pacific Coast stations.

(Continued on page 19)
In Washington...

More people are listening to WTOP in the daytime and evening than ever before!

3,161 more homes in daytime
1,906 more homes in evening*

...and WTOP's total week audience is 55% larger than the next station's

*Average quarter-hour increase in Washington area homes for WTOP, Jan. 1951 vs. Jan. 1950, The Pulse Inc. and BMB.
ROY HOLMES, sales and traffic departments NBC, appointed sales manager WINS New York.

DAN HYDRICK Jr., manager WEAB Greer, S. C., to WDYK Cumberland, Md., in same capacity.

JAMES C. COLE, manager WWGP Sanford, N. C., to WJRE Dover, Ohio, as manager.

MacGREGOR EADIE, assistant manager continuity acceptance department NBC Western Div., to network's Hollywood TV outlet KNBH as account executive. He replaces JOHN MARKEY, resigned to join Consolidated Television Productions Inc., Hollywood (TV syndicate).

STEVE DeCOSTA, new to radio, to KCMI Palm Springs, Calif., as account executive.

JAMES H. McKnight appointed to sales staff WTAG Worcester, Mass. He was with WMAW Milwaukee and WIBC Indianapolis.

ROBERT E. POLLOCK, manager KPUG Bellingham, Wash., appointed general manager KPUG, KBOI Burley, Idaho, and KSEM Moses Lake, Wash., all owned by the same interests. JAMES L. HAMSTREET, manager KAVM Havre, Mont., to replace Mr. Pollock as manager of KPUG.

WJR Detroit stockholders re-elected the following officers at annual meeting: G. A. (Dick) RICHARDS, chairman of the board; JOHN F. PATT, president; WORTH KRAMER, vice president and general manager; GEORGE W. CUSHING, vice president; G. F. LEYDORF, vice president, and WILLIAM G. SIEBERT, secretary-treasurer.

ROSS R. CALLAWAY named account executive in sales service department WJR Detroit. He has been active in public relations and sales promotion work in Detroit.

ROBERT LAMBE, commercial manager WFMY-TV Greensboro, N. C., appointed general sales manager WTAR-AM-FM-TV Norfolk, Va.

JOSEPH A. PACE, sales department WAKP Allentown, Pa., appointed manager WBNR Norristown, Pa.

JULIAN KAUFMAN, assistant commercial manager KPHO-TV Phoenix, appointed commercial manager.

HOWARD HAMAN and PHIL KILMER to KKOI Sacramento, Calif., as account executives.


WILLIAM S. BASKERVILLE Jr., commercial manager WSPB Sarasota, Fla., to sales staff WFMY Greensboro, N. C.

KEN KILMER appointed general manager KBEO Oskaloosa, Iowa. He has been with several stations in Iowa and Virginia.

JOHN F. THORWALD, president and majority stockholder Blue Valley Broadcasting Co. (KWBE Beatrice, Neb.), announced the sale of his interest in company to five stockholders. Buyers are: JOE D. GOLDBERG, T. E. ADAMS Jr., MERLE G. JONES, M. R. DOLE and MARION MORTON. Transaction is pending FCC approval. See FCC ROUNDUP this issue.

HOMER GRIFFITH, director of national sales Western Division Progressive Broadcasting System, Hollywood, resigned.

JAMES M. COX Jr., vice president James M. Cox stations (WHOIO-AM-FM-TV Dayton, WSB-AM-FM-TV Atlanta), and Jan Streit, married.

EDWARD R. MURROW, vice president and director of public affairs CBS, will receive honorary degree of Doctor of Journalism from Temple U., Philadelphia, Feb. 20. . . . RICHARD WALSH, account executive KGER Long Beach, Calif., elected first vice president and program director Long Beach Advertising & Sales Club. . . . Col. ROBERT R. McCORMICK, editor and publisher Chicago Tribune (WGN Chicago), will be adopted into Chippewa Indian tribe March 26.

ROBERT O. REYNOLDS, vice president and general manager KMPC Hollywood, elected president board of directors Boys' Club of Hollywood. . . . C. LESLIE GOLLIDAY, part-owner and general manager WEPF Martinsburg, W. Va., presented Distinguished Service Award by the Martinsburg and Berkeley County Junior Board of Trade. . . . GENE W. LEE, vice president and general manager KFXM San Bernardino, Calif., named communications coordinator for civil defense for both city and county of San Bernardino. He currently holds same post for Red Cross.

Mr. Wray

Mr. Pollock

Mr. Hamstreet

Mr. Kilmer

Mr. Lambe

Mr. Mauren

Mr. Brown
HILL BILLS

Touch Slander, Obscenity

SUNDAY bills affecting the questions of obscene matter in communications, political broadcasts and rights of individuals in cases of libel or slander by Congressmen are being considered in Congress.

A political candidate for national public office would have to designate the person or association paying the tab for his broadcast or telecast under a bill introduced in the House by Rep. W. R. Poage (D-Tex.)

The measure (HR 1768) would set a fine of $1,000 or one year in prison, or both, for violators. Another section of the bill would require a like identification on cards, pamphlets, circulars, advertisements, and similar methods of circulating political propaganda.

According to the Congressman, the legislation was introduced as a deterrent on criticism that has been leveled at political candidates in the past for not revealing who was paying for their campaigns. Mr. Poage would suggest some type of tagline on the air as: "This time was paid for by --"

The Senate has passed a bill (S 27) which would prohibit obscene matter in interstate commerce. The legislation, which would amend the United States Code, was authored by Sen. Pat McCarran (D-Nev.).

Its provision affecting radio, reads in part: "Whoever knowingly transports, for purpose of sale or distribution, any obscene, lewd, lascivious, or filthy...image, cast, phonograph recording, electrical transcription or other article capable of producing sound...shall be fined not more than $5,000 or imprisoned not more than five years, or both." Sec. 1464 of the U. S. Criminal Code already bars "obscene, indecent, or profane language by means of radio communication," with fine up to $10,000 or two-year imprisonment, or both.

Proposal to give an individual the right of action against the government if he has been injured by a privileged libellous or slanderous statement by a member of Congress has been dropped in House and Senate hoppers.

The legislators would not change the status of Congressmen, however, whose remarks and statements are privileged under the Constitution, but the government would bear the loss of any injury to an individual and would pay the proven damages.

The House bill (HR 2130) was introduced by Rep. Winfield K. Denton (D-Ind.), the Senate version by Sen. Lester C. Hunt (D-Wyo.).

PROBE AUTHORITY

Committee Wants Extension

SENATE Interstate & Foreign Commerce Committee asked the Senate last week to renew its investigatory authority in the field of radio communications. That power automatically ceased at the close of the 81st Congress.

The request was in the form of a resolution (S. Res. 55), which would extend the time for investigation of problems affecting airlines, merchant marine, transportation, radio, telegraph and telephone communications. This is the authority under which the Senate committee has set itself up as a "watchdog" on FCC activities. Close associates of the committee, however, do not expect any new investigation into radio-communications policy, such as that proposed by Sen. Ernest W. McFarland (D-Ariz.), chairman of the radio subcommittee, in the 81st Congress.

Respects

(Continued from page 48)

regional network, which serves 45 affiliates, in addition to his present duties with Yankee and Mutual.

Radio is adapting itself to the challenge of television, Mr. O'Neil said in a recent interview with the Associated Press. Though TV has had a substantial effect on listening habits in many homes, he believes that radio is far from dead and that it will maintain its place as an essential element in commanding the attention of consumers.

Always a traveling man, young Tom O'Neil moved to Ohio soon after his birth April 18, 1915, in Kansas City, Mo. His mother was the former Grace Agnes Savage. He attended public schools in Akron before going on to Worcester, Mass., and Holy Cross.

He married a June bride, Claire McReahey of Chicago, in 1946. They have two children, Shane and Eileen, two and four years old, respectively. They live in Riverside, Conn.

Mr. O'Neil makes his headquarters at Yankee's New York office, 260 Park Ave. He is a member of the Algonquin Club in Boston, and his hobbies are the outdoor kind—golf and tennis. 

DENVER'S NO. 1

HOOPER STATION

• More Sets - in - Use

Hooper surveys (Nov.-Dec. 1950 compared to Nov.-Dec. 1949) show over 15% more sets in use in Denver now!

• Higher Hoopers

KLZ shows greatest audience gains of any Denver station! See Nov.-Dec. 1950 Hooper. KLZ is Denver's top Hooper Station.

• Greater BMB Gains

KLZ shows the largest increase of any Denver station . . . over 10% . . . in both daytime and nighttime BMB (survey No. 2).

Your Best Buy Is
SOIL CONVENTION
Radio Committee Sets Plans

ABOUT 2,000 soil conservation leaders are expected to be on hand to hear Secretary of Agriculture Charles F. Brannan open the annual convention of the National Assn. of Soil Conservation Districts, to be held in Oklahoma City Feb. 20-22.

Sandy Saunders, WKY Oklahoma City farm director and chairman of the radio committee for the convention, invites all radio farm directors to contact him, or the Oklahoma City Chamber of Commerce, for any service needed. In addition, the station will furnish five-minute transcribed interviews with delegates from any radio station's area at the request of those farm directors unable to attend the convention.

The National Farm and Home Hour, NBC network program, will originate a portion of its broadcast Feb. 24, from WKY.

KBA CLINIC
At Lexington, Feb. 23-24

FIRST ANNUAL Clinic for Radio Broadcasters at the U. of Kentucky, Lexington, has been announced for Friday and Saturday, Feb. 23-24.

The clinic has been arranged by the Dept. of Radio Arts, U. of Kentucky, in cooperation with the Kentucky Broadcasters Assn. Among featured topics will be sports announcing, audience measurement, radio law as it pertains to taxation of radio and the place of Kentucky's radio stations in the civil defense program.

It was noted that registration is flexible and that those attending may deduct for luncheons or other events that they may not wish to attend.

MARY MARGARET McBride, ABC star, having radio studio built into her duplex apartment so she can broadcast directly from there on inclement days.

Conferring on the new Minimax-sponsored programs are (l to r): Seated, Mr. Nahas and Mr. McBride; standing, Bill Bryan of Wilhelm-Laughlin-Wilson & Assoc.; H. C. Evans, KXYZ commercial manager; Mr. Pfeifer, and Don Davis of Minimax.

MINIMAX BACKS Ziv Shows Over KXYZ

MINIMAX Better Food Stores has contracted for five hours of time weekly for 22-5 weeks on KXYZ Houston, featuring big-name package shows produced in Hollywood by the Frederic W. Ziv Co., Cincinnati.

The purchase reportedly is one of the largest amounts of local radio time bought in Houston history.

Five different shows comprise the package. They are, Wayne King Show, Phil Vance, Cisco Kid, Meet the Mengers, and Showtime from Hollywood.

Ray McBride, vice president and general manager of Minimax, said "radio is no good without good programming," and "Minimax is bringing top-notch entertainment to Houston listeners."

Lafe R. Pfeifer, of the Ziv Co., completed final negotiations with Minimax and Fred Nahas, KXYZ executive vice president and general manager, for exclusive local rights. Wilhelm-Laughlin-Wilson & Assoc., Houston advertising agency, handles the account.

CINCINNATI IRE
Sets April 14 Meet

SIX PAPERS are scheduled to be presented at the Spring Technical Conference of the Cincinnati Section, Institute of Radio Engineers, Saturday, April 14, at the Engineering Society Headquarters Bldg., Cincinnati, Ohio.

Advance registration and reservation for the luncheon and banquet may be made by mail. Registration may also be made at the door on the morning of the conference. Hotel rooms are available for those who specify their needs with advance registration. The registration fee is $1.50.

WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area—all by itself—is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just part of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by bonus coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 50 • February 12, 1951

BROADCASTING • Telecasting
LOYALTY ISSUE

RTDG To Support Members

RESOLUTION to "support, protect, and sustain" any member refusing to answer the CBS loyalty questionnaire was adopted unanimously by the New York local of Radio and Television Directors Guild last week.

Although appreciating "the responsibility of the broadcaster in this time of national emergency," by approving "the expressed aim of averting possible sabotage and subversion. . ." The guild nevertheless "deposed the method employed . . ." by CBS.

The resolution continued:

"We do not believe that this means will achieve the end. We believe that it will do harm to innocent persons. We do not suggest the employer for a private corporation to assume powers belonging to the federal government and for the polluting of which governmental agencies exist. We resent the admission of the element of political faith into the determination of a man's livelihood to which we are entitled. And while we respect the legal privilege of the employer to ask questions of his employees, we equally respect the individual's right to refrain from answering those questions. The individual's abstention in no way precludes his position or responsibility in any way to be regarded as self-incriminatory."

Therefore be it resolved that the Radio and Television Directors Guild will employ every means at its disposal in the support of its position and to protect and sustain in his job at CBS any one of its members who refuses to answer the form in question.

Re-election of Jack Glenn, senior director of "March of Time," as president of Screen Directors Guild was announced last week in New York at the close of the guild's sixth annual convention.

Other officers elected were:

Dana Neyes, first vice president; Leslie M. Roeth, second vice president; Alexander Ganselli, recording secretary; Hans Mandell, corresponding secretary; Edward Seward, treasurer; a board of governors of guild officers and George L. George, Joseph Henabery, William Reenick, Warren Murray, Herbert Kerkow and an auditing committee composed of Kenwar Rodakiewicz as chairman, Redmond Farrar, and Paul Falenberg.

RURAL KRVN

New Nebraska AM Daytimer

KRVN Lexington, Neb., styled as "The Rural Voice of Nebraska," went on the air for the first time at 7:30 a.m. Feb. 1. The new daytime station operates on 1010 kc with 25 kw. It is owned by some 4,000 individual farmers, each having one vote, and several hundred farm organizations, each having one vote also.

Max Brown is station manager. Duane J. Nelson, formerly assistant extension editor, U. of Nebraska, is service director. Licensee is the Nebraska Rural Radio Assn.

Plans for the station were begun in 1949. The local Chamber of Commerce formed a corporation, which operates the station, some $20,000 and provided about 30 acres of land as inducements to have the station located in Lexington, station officials reported.

Local newspaper, The Lexington Clipper, congratulated the station on its opening. In an editorial, Lloyd Kain, owner-editor, said:

"We have no idea that KRVN is going to change our advertising schedule. However, we do harbor the belief that the station will be a distinct asset to our community as a whole, and that is all that really counts."

TO THE FOUR CORNERS of 21 great northeastern markets go the powerful 50,000 watts of pioneer station WGY. WGY guarantees the coverage, impact, penetration and results needed to sell your product in an area with a population larger than Kansas City, Missouri and Hartford, Connecticut combined, and retail sales greater than Cincinnati, Ohio and Portland, Maine combined.

THE FACTS

COVERAGE

WGY covers 21 major metropolitan markets in 53 counties of five northeastern states. The next best station reaches only 10. In the total 53 county coverage area 2,980,000 people spend over two billion 500 million dollars on goods purchased each year.

WGY has 36% more audience in the daytime and 45% more audience at night than a combination of 10 top-rated stations in its area. (WGY weekly audience 451,230—10 station weekly audience 313,080.)

PENETRATION

WGY penetrates eight counties in its daytime area and nine in its nighttime area which are not reached at all by any other Capital District radio station. In addition WGY has in its primary area day and night 23 counties. Station B has five counties, Station C three counties, and Station D three counties.

RESULTS

WGY produces results. One 1-minute participation brought $700 in mail orders for a $1 pair of gloves. Further participations brought $25,000 worth of business which completely swamped the plant in Gloversville, N. Y. WGY brought an implement dealer $52,000 worth of business from one spot a week. This series cost him $1300.

This power-packed, sales-filled combination of coverage, impact, penetration and results, amazingly enough, can be yours at a lower cost than any combination of stations in the area needed to reach the same markets! Call NBC Spot Sales or WGY's Sales Department today!
All Accounts
(Continued from page 12)

Evening Post.
In 1938, on the eve of FDR’s inauguration, the Post was sold by the Curtis interests to David Stern, an FDR supporter. Many of the staff left. Reporter Bidwell, as one who stayed on, was assigned to cover the inauguration ceremonies in Washington. “I wrote it as I saw it,” he reflects, “and when it was published, I was fired, the city editor was fired, and the editor-in-chief was fired.”

Turning next to publicity, the young Mr. Bidwell organized the firm of M. Oakley Bidwell Assoc. To attract clients, Mr. Bidwell and one of his partners, William L. O’Donovan, now general manager of Celansky Corp.’s Yarn Div., would take elevator rides to the tower and corner distinctly of large accounts so as to be overheard. Some business resulted, but in time the young publicist shifted to a brief association with Dan Byoir & Assoc., New York, and then to the position of advertising manager of Arts & Decorations magazine, which went out of business in 1957.

Having “brushed against” advertising in his publicity days, when he wrote and announced a show over WMCA New York on behalf of a dry shampoo for dogs, Mr. Bidwell decided to make the rounds of advertising agencies.

This proved unrewarding, and he proceeded to take the advice of Bryan Houston, now executive vice president of Sherman & Marquette, to “start at the bottom of merchandising.” He became a salesman for the Birdsaye Div. of General Foods in St. Louis.

After he had some sales experience behind him, Ray Sullivan of Ruthrauff & Ryan Inc., New York, one day asked him if he would like to become advertising manager for a drug firm. He flew to New York and a meeting with Matthew B. Rosenhaus, president of what later became the Serutan Co. As Serutan’s new advertising manager, he was thrust into broadcasting, with his own studio and recording-distribution set-up and responsibility for a daily health show, a musical show and several news programs over MBS.

Jedna Army
World War II came, and he left Serutan Co. for the Army, serving 3½ years in the Pacific and emerging as a colonel in the General Staff Corps.

In January 1946 Mr. Bidwell joined Benton & Bowles as an account executive and subsequently was promoted to a vice presidency and account supervisor.

His “hobbies” are participation in military activities and an interest in dogs. A member of the National Guard from 1928 to 1941, he has been active in the reserve since World War II and currently has a mobilization assignment to G-1, First Field Army.

Married to Frances Dunwoody Jones in 1938, Mr. Bidwell is father of an 11-year-old son.

When asked his advertising viewpoint, Mr. Bidwell paused for consideration and a drag on his pipe. “Well, part of it is to resist the ever-present impulse of both agents and clients to change simply for the sake of changing. Too many outstandingly successful themes and programs have been shelved too soon. The business is full of stories of successful people who have stuck, year in and out, with one basic theme. Unfortunately, changes are often made simply to show that agency executives are ‘on the ball.’”

AN UNINVITED, unenthusiastic guest in the form of Jack Frost kept all but three of a hundred expected guests away from the Mississippi Broadcasters Assoc. annual meeting scheduled for Jackson Feb. 1-2 (Broadcasting • Telecasting, Feb. 5). Present were (1 to r) Bob Evans, manager WELO Tupelo and secretary-treasurer of one of the major FDR broadcasting stations in southern states, and Reeves Whitley, WELO commercial manager. Mr. Evans, whose sense of humor retained its warmth, called the meeting “a bunch of old fashioners,” to Mr. King, MBA hopes to reschedule the meeting for March, which they hope will come in like a lamb and leave the same way.

San Francisco office, the West Coast office of Petry’s radio and TV television stations in national markets, is a good example of the theory that in order to sell you must believe in what you are selling. He maintains, with his organization, that “any advertiser can, and most advertisers should, use spot radio and television.”

The pattern for selling in his particular job is based on the belief that representative selling is “the art of anticipation and follow-through supported by a deep commitment to new markets and station operations with an ability to present them.”

At one point in Chet’s early career it looked seriously as though the sales field might lose out to the literary when during the 30’s he was busy collecting as much as 25 cents per word for various articles in magazines and newspapers. He says the literature’s loss as Chet decided to devote himself exclusively to selling.

Chet is a member of that rare breed, the Los Angeles native. He was born there in March 1908; attended a local grammar school and high school, and was graduated in 1921.

Strictly Business
(Continued from page 16)

For high school he launched into a newspaper and magazine career. Starting in the classified advertising department of the Los Angeles Evening Herald (now Herald-Express), he subsequently did special editorial and advertising work for the Long Beach, Calif., Press-Telegram; was business manager of Los Angeles Athletic Club Mercury magazine; associate editor of Piver Publications, San Francisco, and sportswriter for Los Angeles Examiner, for which he was given the 1932 Olympic aquatic events.

In 1938 he changed media and joined the sales staff of Don Lee station KFI Hollywood. The following year he joined CBS-KNX Los Angeles, remaining there two years before he joined the Petry office.

Loyal to his native city in every detail, Chet married Los Angeles born Rosemary Roche in 1925. Their 25 years of happy married life is a challenge to any out-and-out “Hollywood marriages.” The Matsons make their home high on a Pintridge, Calif., hill that gives them an ideal view of the television transmitters on Mt.蓝图 (overlooking Pasadena).

In the realm of sports Chet is a member of the Los Angeles Athletic Club. He holds two distinctions in this field—being onetime “left-handed handball champ” and being a member of the crew of the Thomas S. Lee afloat Caprice which in 1953 won the coveted Thomas Lipton Challenge trophy.

Hobbies include gardening on his one acre of hillside, and chess.

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WTCN-TV Scores in the Field of Public Service

On January 23, a strike by 425 janitors closed Minneapolis' 93 public schools. Thus 63,000 pupils and 2,300 teachers received an unwanted vacation. Unwanted by the children because they would have to make up the lost time during regular, scheduled holiday periods. Unwanted by the teachers because their salaries were suspended for the duration. Unwanted also by the parents, faced each day with idle, restless boys and girls.

The pupils couldn't go to school.

So school came home to the pupils... via WTCN-TV!

All within 48 hours after the walk-out, WTCN-TV officials had met with school executives... had offered their complete television facilities... and had presented the first of an unlimited series of "Video School" sessions.

School actually was in session from 9:00 to 11:00 each morning. Tens of thousands of children who otherwise would have been denied educational benefits were now able to continue their studies. Another clear-cut example of the bold, imaginative, enterprising public service rendered the Twin Cities community by WTCN and WTCN-TV.
Tested TV Programs at Prices You Can Afford!

Paramount's
TRANSCIBRED SHOWS
are regularly telecast by

WSB-TV Atlanta
WBAL-TV Baltimore
WAFM-TV Birmingham
WTTV Bloomington
WNACT-TV Boston
WBKB Chicago
WCPO-TV Cincinnati
WKRC-TV Cincinnati
WXEL Cleveland
WBNSTV Columbus
WFCA-TV Dallas
WOC-TV Davenport
WHIO-TV Dayton
WXYZ-TV Detroit
KPRC Houston
WFIL-TV Indianapolis
WDAF-TV Kansas City
WAGL-TV Lancaster
KTLA Los Angeles
WAVE-TV Louisville
WMCT Memphis
WTCH-TV Minneapolis
WNHC-TV New Haven
WOR-TV New York
WPIX New York
WTAR-TV Norfolk
WKY-TV Oklahoma City
WOWC-TV Omaha
WFIL-TV Philadelphia
WDTV Pittsburgh
WJAR-TV Providence
WTVR Richmond
WHBF-TV Rock Island
KSD-TV St. Louis
KDFL-TV Salt Lake City
KEYL San Antonio
KFMB-TV San Diego
KPIX San Francisco
KING-TV Seattle
WSYR-TV Syracuse
KOIT Tulsa
WTOP-TV Washington

WHIMSICAL PUPPET ADVENTURE SERIES
(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff'n'puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises—pirates, creatures from the Square Planet, atomic scientists, even Mr. Nobody and his family.


HOOPER—Los Angeles: 20.2 average Telerating, January thru December, with 49.1% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX—Los Angeles: 25.2 average rating, April thru December, 1950.
Detroit: 8.7 average rating, April thru November.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 12.3 December rating; 6.7 average, April thru December.

RESULTS—Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a listener cashoutlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

Paramount Transcribed Programs are available to TV stations or advertisers. Prices on request. Write, wire or phone for audition prints.

National Sales Office • 1501 Broadway, New York 18 • Bryant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • Hollywood 9-6363
A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
FIRST VIDEO CODE SIGNED

By Networks and TVA

FIRST complete television code between Television Authority and the networks was signed Jan. 24 in New York, it was announced last week by George Heller, TVA national executive secretary. Although major provisions of the new code were agreed upon last November [Broadcasting • Telecasting, Nov. 27], negotiations have continued since then on some 40 lesser points.

Completion of the code was achieved before the wage freeze, Mr. Heller said.

Included in the recently-signed conditions was provision for adjustment of rates to any 10% or more rise in the cost of living index of the Bureau of Labor Statistics, approved Dec. 15 (178.4). If adjusted rates proposed by the union, after 30 days notice that an index rise has activated the escalator clause, are not acceptable by the companies, five days of negotiations are provided for. If no agreement results, the issue is to be submitted to arbitration, also provided for in the code.

Those Affected

People covered are described as "all persons engaged as talent—e.g., actors, comedians, master-of-ceremonies, quiz masters, disc jockeys, singers, dancers, announcers (other than staff duties of announcers), sportscasters, specialty acts, walk-ons, extras, puppeteers, reporters and analysts." (excepting governmental employees and persons engaged occasionally on a single program basis as specialists regularly employed in the fields in which they report, such as college professors and scientists)—in the fields of home economics, fashions, farm and rural subjects and market reports; models, performers, panel members, etc., where program format requires them to participate generally in entertainment.

Excluded are members of panels who take part in the discussion of news, education, or public affairs and judges of contests. Amateurs on amateur programs are permitted, unless such programs become a series, providing the amateurs state in writing that they have not appeared as amateurs previously more than once during the calendar year. Excluded also are amateurs on talent opportunity programs for the first two appearances and the 

COLOR TV PROGRESS

FINAL COURT ruling on FCC's approval of the CBS color television decision was brought a little nearer last week, with observers speculating that final action will be forthcoming not later than April.

FCC, CBS and the Justice Dept. jointly asked the U. S. Supreme Court to affirm the Chicago Federal District Court's judgment upholding the FCC decision, but to dissolve the temporary restraining order issued by the lower court against commercial use of color pending the Supreme Court appeal [Broadcasting • Telecasting, Jan. 28].

The motion, filed Monday, followed by 10 days initiation of an appeal to the Supreme Court by RCA and two subsidiaries, NBC and RCA Victor Distributing Corp., [Broadcasting • Telecasting, Jan. 28], whose suit against the color decision was dismissed by the Chicago court.

Appeal in Chicago

The appeal papers were filed in the Chicago court, which will certify the records to the Supreme Court for action. RCA has 20 days to answer the FCC-CBS-Justice Dept. motion. A grant of the motion would terminate the litigation, subject to RCA petitioning the court for reconsideration. Denial of the motion would set the case for argument before the court.

While they emphasized the risky nature of attempting to predict Supreme Court action, observers felt the case will be decided within three or four months at most, whether argument is decreed or not. There has been speculation that the decision may come by early April (Closed Circuits, Jan. 20).

Irrespective of the outcome, the color question is regarded as largely academic for the duration of the national defense program, due to growing shortages of critical materials—a factor which the Chicago court itself noted in its decision.

The FCC-CBS-Justice Dept. motion, reversing the court decision, undertook to answer RCA's contentions and declared:

The action of the Commission attacked, and sustained, in the District Court was ... a carefully reasoned policy decision based upon consideration of all relevant factors. It was an admittedly difficult decision, but one of exactly that nature which is within the informed competence (continued on page 68)
NEWEST development in television is the process studio recently installed at KTSL (TV) Hollywood. It is said to be the first studio of its kind to completely correlate production with technical operations in a system akin to radio's master control room.

Considered the last word in engineering design and customer service, it is located on the main street floor of the Don Lee Broadcasting System building at 1315 Vine St., now shared with CBS.

Conceived under the supervision of the Don Lee engineering staff immediately prior to CBS' acquisition of KTSL, the process studio unit covers an area of 300 square feet. It affords an all-embracing fingertip control here-tofore impossible in the medium, according to technical experts.

Fully utilizing the building's dual-medium studios, it has also made possible transfer of all production facets from the previously used transmitter site auxiliary studio atop Mt. Lee, overlooking Hollywood.

Advertising agency executives who have utilized the process studio setup declare it affords the ultimate in servicing client's needs by integrating and coordinating all programming-operational activities in one central point.

Calculated to meet any new demands of the continually expanding television industry, the process studio helps eliminate all elements of risk and hazards such as dead air, lapses, slips and the like between separated though related technical-production functions, while insuring proper sequence in cross-fading, lap dissolves, cueing, etc., it was explained.

**Gives Wider Use For Mobile Unit**

Station engineers and producers point out that it also allows mobile equipment to go anywhere and work under the most difficult circumstances while affording production supervisors the greatest possible liaison with all ends at a glance and minus "inter-com" exchange.

The innovation required building modifications in space allowed under the original construction plans of the overall facilities, parts of which are now under lease to CBS, with both networks sharing office and studio space in separated areas.

The unit brings a maximum flexibility and mobility between all phases, permitting constant contact between satellite studios in the building and all remote pickup points through application of a specially developed single synchronization system. The latter is aided by a "synchronizing coordinator," a device developed by Harold Jury, KTSL chief engineer, who transferred from Don Lee to CBS along with a majority (Continued on page 62)
PUBLIC'S VIEWS

WIN, loss or draw—there is little doubt that the element of the public in support of reservation of television channels for educational telecasting has made its voice clear via communications to the FCC.

Ample evidence has stacked high in the Commission mail baskets during the past several months. The major portion of these were directed to Comr. Frieda B. Hennock, outspoken champion of the educators’ cause. Her office alone reportedly received between 1,600 and 2,000 letters.

Letters were unsolicited and unassisted, and no apology was needed for their tone. They were straight forward, personal and direct. "EDUCATORS TV"

Dolliver Asks FCC Study

ANOTHER voice has been raised in Congress asking that the FCC be directed to study "the problem of allocating television frequencies for use by educational institutions for the purpose of nonprofit educational programming."

The new request has been made by Rep. James I. Dolliver, (R-Iowa), a member of the House Interstate & Foreign Commerce Committee and advocate of a House inquiry into color television [BROADCASTING • TELECASTING, Jan. 8].

Within the past fortnight, Sen. John W. Bricker (R-Ohio), a member of the Senate Commerce Committee, introduced a resolution identical to that of Rep. Dolliver's resolution in the House (H. J. Res. 148). Sen. Bricker had made a similar request in the 81st Congress.

Cities WOI Service

Speaking on the floor of the House, Rep. Dolliver declared that the "only educational television station now in operation in the United States is the one Iowa State College operates [WOI-TV Ames]." He cited the radio service of WOI-AM-FM in providing news and farm coverage not equaled by any other radio station that I know about."

Rep. Dolliver concluded: "Iowa State College is thus an experimental and proving ground for the use and effect of television as an educational medium. I sincerely hope and expect that WOI-TV will show to the FCC and to the public generally that a portion of the wave band for television should be allocated for educational purposes." Both the House and Senate versions would call upon the Commission "to give consideration to the allocation of at least one frequency within each state or suitable geographical region to educational institutions for the purposes of educational programming.

It also would order the FCC to report the results of its study to Congress with any necessary recommendations for legislation.

Heavy Mail on Channels

1. Over 60 different parent-teacher associations as well as the United Parent Assn., a federation of 315 P-TA's.

2. More than 30 women's organizations—professional, religious, political and even girl scout groups.

3. More than 36 educational associations and organizations in many cities in a number of states, including: the American Education Association, American Association of School Broadcasters, American Federation of Teachers and the American Federation of State, County, and Municipal Employees.

4. College and universities, in addition to the 50 joined as the National Assn. of State Universities and the 54 land grant colleges which appeared as petitioners before the FCC; The Assn. of American Colleges through its president, Guy Shaverly; and such universities as Yale, Harvard, Chicago, Rochester, Temple and American.

5. Scores of parent-teacher associations and teachers from leading universities and teacher federations.

6. Religious organizations and churchmen.

7. Business and commercial organizations.

In this last category many of the correspondents were in fields of manufacturing, advertising, public relations, publishing, the theatre and similar enterprises.

Massachusetts Gov. Paul A. Dever and Sen. Alexander Wilely (Mass.) also were among those writing letters in support of the reservation plan.

One communication, from the Pan American Union, pointed to a UNESCO report at the Paris meeting last November in which a resolution had been proposed to "investigate possibility of utilizing television among the instruments of mass communication in the service of international education, science and culture." Its two-play recommendation was for the reservation of channels for educational use, and for

(SCHOL CONTINUES VIA TV)

WOCTV 'Teaches' During Janitor Strike

GRADE-SCHOOL students in the Twin Cities area probably are no different than those throughout the rest of the country—they would greet a "no school today" announcement with unabashed enthusiasm.

But WOCTV - Minneapolis-St. Paul had a ready answer to such a situation—and an excellent vehicle for public service programming that derived well-deserved plaudits from educators and parents alike—and even Junior and Senior High School students.

This situation arose Jan. 23 when 425 Minneapolis public school janitors went on strike, closing 93 schools and confining some 45,000 youngsters to their homes. Within 48 hours after the strike WOCTV seized the initiative, offering its complete video facilities from 8:30 to 11:15 a.m. so that school could be brought right into televiwer's front rooms.

Sherman Headley, WOCTV's director of video, conferred with Madeline Long, radio consultant for the public school system, who quickly organized volunteer teachers and a cadre of willing pupils for two-hour morning sessions each day in the station's studios.

Typical of the school telecasts is this schedule: 9 a.m. — story reading; 9:16 a.m. — geography (including a newscast); 9:30 a.m. — speech; 10 a.m. — science; 10:18 a.m. — story reading, and 10:30 a.m. — music.

The schedule was made flexible enough to include arithmetic, art and other subjects of interest to all age groups (from kindergarten through high school)—even cooking.

Miss Long reported eager cooperation from teachers (whose pay was suspended during the strike) and youngsters alike—a fact borne out by the "full house" for each classroom session. The program also won the approval of striking janitors, parents (many of whom "returned to school again") and Rufus Putnam, Minneapolis school superintendent, who described it as a "challenge to teachers who want to do something for children.

The series has given parents a new insight into latest classroom procedures—affording a marked contrast to their own school days when television was not known, but a good slap across the face with a ruler was an aching reality.

Another highlight of the school telecasts is the science period during which pupils enthusiastically exhibited mounted animals for video study and the approval of their teachers.

High school students also play an important role in the classroom, displaying their culinary efforts against the backdrop of the studio.

Mr. Headley promised WOCTV-TV support "if the strike lasts only two more days or two months."

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The image contains a mixture of text and images, which seems to be a page from a newspaper or magazine. The text appears to be a combination of news articles, advertisements, and other informational pieces. Due to the nature of the content, it is challenging to extract a coherent narrative without the ability to understand the context of each section. Here is a breakdown of some key sections based on the visible text:

- **TVA PROGRESS**
  - Encouraging progress was made last week in negotiations between Television Authority and four Los Angeles television stations in bargaining for a basic contract for TV advertising. Stati-
  - on committee offered a substantial wage proposal jump constituting an almost 100% increase from its original offer at beginning of negotiations several weeks ago.

- **RISING**
  - Risings meeting with union are

- **New Radio-TV Guide**
  - A New Radio-Television Guide began regular publication in The St. Louis Globe-Democrat Jan. 28. Edward W. Keath, director of radio and TV promotion for the newspaper, said: "This is the first such guide for our city. Although we are not currently in TV, management's reasoning was that—in a market where there are currently more than a quarter of a million TV sets in use, we could not properly serve our 350,000 Sunday readers without giving TV the best possible coverage."

- **ABC of Atomic Survival**
  - WJZ-TV New York, Sunday program series based on the instruction for civilian defense, started from 8:25 to 8:30 p.m. First program concentrated on methods for general protection and defense of New York, while forthcoming telecasts will demonstrate individual precautions.
WDTV (TV) Pittsburgh takes the “witness stand” in its own “courtroom” next Sunday (Feb. 18) to be cross-examined by television viewers of that area.

The program is to be presented as part of a series in cooperation with the Pittsburgh Chamber of Commerce.

Television viewers have been asked to submit questions concerning programming, operation and everything about television which intrigues them. WDVT, forewarned that no punches will be pulled, will have two representatives under fire.

Only TV station in the area, WDVT services 212,000 telesets and an estimated 550,000 viewers. This means that Allegheny County residents become minutely familiar with WDVT programs and while there is much praise, there are a few complaints also.

Questions submitted thus far have been described as from pug-
THE 100th consecutive broadcast last week of the Skidmore Open Forum, weekly over WGY Schenectady since 1947, was devoted to the controversial topic: "Should 26 TV stations a week be reserved for educational purposes?"

Also in honor of the 100th milestone was a special telecast which originated in the auditorium studio of WGY and was carried by the General Electric television affiliate, WGAB (TV) Schenectady.

Dr. Kenneth Baker, director of research for the National Assn. of Broadcasters, said no. Prof. Kenneth Bartlett, dean of the University, told the audience that he could not find the spectrum, but also that the educator is not capable of assuming the role of broadcaster, even in education.

Without attacking commercial radio, Dr. Bartlett listed three reasons why he thought the reservation should be made:

(1) Once a frequency is assigned to commercial use, it would be difficult, if not impossible, for a broadcaster to ask a broadcaster to return it—particularly if he has taken the financial risk in developing a business around it.

(2) It is the only effective way of guaranteeing that educators and other public service groups have access to good time.

(3) Reservations of frequencies will strengthen the American system by creating a dual system of profit and non-profit operation.

Dr. Baker summarized the position of the commercial broadcaster with these five points:

(1) It has been acknowledged by the FCC that there are not enough channels in the VHF band to give a truly complete TV service to the entire country.

(2) The channels would do the public the most good only when used and, under commercial operation, the channels would be given full use.

Educational Value

(3) Commercial television already is offering much of definite educational value.

(4) Experience has shown that educational broadcasters in radio have not used frequencies allocated to them to the best advantage.

(5) The commercial broadcaster believes educators are entitled to frequencies but that they should be allocated on a competitive basis. If in the judgment of the FCC the educational broadcaster should be granted the license, then give it to him. If, however, the commercial broadcaster is able to do a better job of public service for his community and the televiewers therein, he should be given the channel.

WAAM INSTRUCTS
Johns Hopkins TV Students

WAAM (TV) Baltimore last Thursday started assisting McCoy College, of Johns Hopkins U., in teaching a course entitled, "Television Production." Station personnel is providing instructors and complete facilities for the weekly lesson in TV production techniques.

Joel Chaseman, station public service director, will coordinate the station. Among the instructors will be Herbert B. Cahan, program director; Ben Wolfe, director of engineering; Glenn Lehman, chief engineer; Anthony Farrar, production manager, and Barry Mansfield, art director.

**WGY SKIDMORE FORUM**

Debates TV Channel Education Reservation

Completing the international TV affiliation for DuMont are Condr. Loewi (r) and Mr. Pumarejo.

DuMONT SIGNS

Havana Outlet Affiliation

"THERE is no doubt that, properly employed, television can become a goodwill builder between the republics of North and South America," Condr. Mortimer W. Loewi, director of the DuMont Television Network, said last week following his return from Cuba, where he arranged TV's first international affiliation contract. Union Radio Television, Havana, has signed as an outlet of the DuMont network [BROADCASTING • TELECASTING, Feb. 8.]

Boxing and wrestling matches will be the first programs sent to Havana by the network, utilizing Teletranscriptions, DuMont version of kinescopic recordings. Gaspar Pumarejo, head of the Havana station, said that baseball telecasts have been very popular with the sports-minded Cubans and anticipates that the DuMont sports programs also will gain quick popularity, Condr. Loewi reported.

"Senior Pumarejo told me that TV is catching on rapidly in Cuba and I found Havana as TV conscious as Manhattan was three years ago," Condr. Loewi said. "Although it saw its first TV programs as recently as December, the city already has two stations on the air and 9,000 receivers in use. There is an amazing number of live programs as well as a considerable volume of business being telecast regularly."

Havana telecasters are inerious in their programming, Condr. Loewi said, citing a URT afternoon program patterned on a newspaper society column.

Eisenhower's Hooper

GEN. DWIGHT D. EISENHOWER's Feb. 2 telecast scored a 51.8 Hooperating in the 12 television cities measured by C. E. Hooper Inc. His share of audience, according to the Hooper survey, was 93.5. The same telecast, measured in 20 large television cities by Trendex Inc., scored a rating of 83.8 with a 93.7% share of the 50,415 p.m. audience.

WFTO, Pittsburgh, has received the Public Service Award in the television industry for the year 1950 from the Federal Business Assn. of Philadelphia. The presentation, a hand illuminated citation, was made to WFTO by Edwin Dressel, director of the U. S. Munt in Philadelphia, president of the Federal Business Assn. Preston Stover, WFTO manager of program operations, received the award in behalf of the station.
KPRC-TV's afternoon program schedule is the biggest thing in Houston. All 65,000 sets in the greater Houston market are tuned to Houston's only TV station, KPRC-TV, with a daily audience of 318,000 potential customers. A galaxy of top national shows plus star-studded local shows assure afternoon TV advertisers of top-notch TV coverage.

Get the Complete Facts from Your Petry Man

TV KITCHEN, conducted by Jane Christopher, home economist, features new, economical dishes, shows the foods actually being prepared. A "must" for Houston housewives.

STOKELY'S LAUGH WITH THE LADIES is an audience participation program sparked by popular Bill Bryan. A top local radio show transplanted to TV.

FOLEY'S TV SHOPPER did a terrific job in the bus strike emergency, and is now a daily feature. "Shopper" Jane Grey and store personnel cover the store.

Best Foot Forward, conducted by gracious and beautiful Mary Beth McDonald, features fashion news and make-up demonstrations, plus practical ideas on time and worry savers about the house.

KPRC-TV
CHANNEL 2 HOUSTON
FIRST in Radio and Television

TOP NETWORK SHOWS TOO:
* Kate Smith  * Gary Moore
First Hundred Years

Jack Harris, General Manager
Represented Nationally by
Edward Petry & Co.
of the station's personnel when sale was consummated.

Laid out in a clever leaf pattern, the process studio is multi-compartmented. There are separating glass panels between the interconnected client's booth, announce studio, control room proper and film room—plus connecting doors between all four. It was explained that this obviates "blind" work and affords welcome anticipation of events since it permits instantaneous survey and inspection of all facets.

Control equipment is capable of instantly associating all studios and/or outside points with filmed, live, card or film-slide commercial announcements, Mr. Jury pointed out. Necessary instant contact is maintained between program directors and producers, technical directors, video operators and audio engineers, switchers, etc.

Includes Film Department

Separate from the process studio, but included in the overall plan, is a new film department. Located in the basement of the Don Lee building, it includes fire-proofed storage space and projection room, plus an office and film inspection-cataloging room complete with editing and splicing apparatus. A second projection room for the sales and production staff also is maintained in the building.

Mr. Jury and Charles Messad were responsible for the electrical engineering. Robert Moody, chief audio engineer, and Walter Carruthers, who continues as Don Lee vice president in charge of all engineering, supervised installation of the process studio. The entire project was undertaken at the direction of Willet Brown, Don Lee Broadcasting System president, and Charles Glenn, who until the change-over was vice president in charge of television for Don Lee and is now with CBS-KTSL in an executive capacity.

MUSIC SERIES

Showing Set by WTG (TV)

First telecast classical music series in the National Capital area was slated to have its premiere last Friday over WTG (TV) Washington.

The program, Vienna Philharmonic Orchestra, is to be heard 8-8:30 p.m. Sponsors are The Campbell Music Co., Washington, and the American Wholesalers, sponsoring for the DuMont Television Receivers Div.

Each program will be a complete concert featuring the Vienna Philharmonic Orchestra and the batons of prominent European conductors.

The television films were made in Vienna and in Salzburg, and were produced for Ambassador Films by Eugene Sharin.

Settings were especially designed to fit the mood of the music to be played.

TWENTY-FIVE TV sets presented to San Francisco veterans hospitals on Del Courtney Show, over KPIX (TV) San Francisco. Sets were paid for by funds contributed by viewers through station's "TV Sets for Vets."

Color TV Progress

(Continued from page 55) of an administrative agency.

It was a decision made with the sole aim of making available to the people of the U.S. as an expression of the practical time a satisfactory system of color television. It was taken in recognition of the obvious fact that in a field such as television where technical improvements, even in the black-and-white, constantly occur, there must be a stopping point somewhere if standards are ever to be set.

Annexants (RCA) can, therefore, not possibly show that this is so arbitrary "as to be the expression of a rather capricious exercise of judgment," theshown.

The motion reiterated that FCC's color decision "did not require any broadcasters to broadcast color television"; that it found the RCA system to be "short of the minimum criteria," while the CBS system was "found satisfactory," and that "explicitly" left the door open "for future consideration of new and improved systems."

The issues involved in the color case, the motion concluded, were called for "specialized technical, economic and social judgments by the Commission which are necessarily within its particular competence. The judgments were made on the basis not only of a mass of complex and technical testimony, but also on extensive theoretical analysis and first-hand observation."

Called 'Classic Case'

Calling this "the classic case for judicial non-intervention," the motion said:

Without important exception, the contentions of appellants seek to raise questions only of the correctness of the Commission's decision in adopting the standard which best can serve the public interest and includes national broadcasting and refusing to adopt standards for the RCA color system, and of the wisdom of the Commission in resolving the various questions which were within its special area of discretion.

It is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency.

In answer to criticisms of the CBS system's incompatibility, the motion said FCC "found that while compatibility was desirable, it was less important than a satisfactory color system." Further, the court was told, "the issue of compatibility . . . cannot properly be considered in isolation from the question of 'convincing proof' of a test which FCC ruled, was made, in the RCA system.

"In all circumstances, the brief continued, "apellant's emphasis on the cost, alleged to amount to $1,100,000,000, is not only erroneous but without support in the record."

The motion concluded:

In these circumstances, and partic-
SARRA Inc. producing two video commercials for Armour & Co.'s Stars Over Hollywood on NBC-TV. Agency is Foote, Cone & Belding, Chicago. Spots last 105 seconds, showing how to prepare hams for holiday serving. SARRA also has just completed the fourth in a series of quarter-hour shows for the Dom-eyer Corp., Chicago manufacturer of electric mixers. Agency is John W. Shaw, Chicago, and the series is currently aired on WFBM-TV Indianapolis, WLAV-TV Grand Rapids, WICU (TV) Erie, WBAP-TV Fort Worth, WPIX (TV) New York and WEKB (TV) Chicago.

TELEPIX Corp. Hollywood, recently produced a TV film commercial for Louis Milani Foods, L. A., featuring Mary Ellen Ray. As a result she reportedly has been signed to a seven year contract with Republic Pictures.

SNADER TELESCRIPTIONS Inc., Beverly Hills, has completed two series of five televisions, one featuring Connie Haines, vocalist, and the other with the Guardians of the Quartet.

CASTON PRODUCTIONS, L. A., has completed five in a series of one-minute live action TV films for Andrew Jerger Co., Cincinnati (Jerger's Lotion), each one starring a Hollywood film personality, shot in star's home. Agency is Robert W. Orr & Assoc., N. Y.

HAL ROACH Jr. has signed Will-

liam Bendix, radio and film star, for series of 15 half-hour TV films, starting in April. Tentative budget is $10,000 per show. Series will be based on Brooklyn cab driver character created by Mr. Bendix in a number of motion pictures 10 years ago. His current picture—a year contract with RKO is not affected.


PAVELLE LABS Inc., 16 E. 42nd St., N. Y., has appointed Louis Weinstraub commercial and industrial representative, President Lee Pavelle announced. Mr. Weinstraub, former picture editor for Keystone Pictures, will promote the firm's black and white photographic services to radio, film companies, public relations and advertising agencies.

UNITED TELEVISION PRO-

GRAMS Inc., Hollywood, has named Frank DeVol music consultant. He continues as musical director of Procter & Gamble's Oxydol Show, 7:15-7:30 p.m., five times weekly on CBS for Tide, and he will also handle all TV films for United requiring songs, dramatic themes and background music.

JACK CHERTOK has produced a half-hour TV film series, "Steve Donovan, Western Ranger," which will be available for sale in individual markets March 15 through The Katz Agency, Free & Peters and Blair-TV, three national station representatives cooperating in spot sales of TV programs.

STEPHEN SLEISINGER has formed a new production firm to produce series of half-hour TV films based on "Red Ryder," radio and comic strip character. His new position at ROACH STUDIOS Inc. has been named executive producer for the series. Radio rights for "Red Ryder" were recently recovered by Mr. Sleisinger from Langendorf Bakers, sponsor of the radio version for past 10 years.


JERRY FAIRBANKS PRODU-

CIONS, Hollywood, has signed Marilyn Perry, Mary Brow, Bill Cassidy, Buddy Burroughs, John Gary and Wilma Siebert for leading roles in new Pepsi-Cola TV film commercials. Performers for new series of 26 commercials for Dodge will include Joan Ojander, Kenne Dunstan, Sherry Verna, Anne Whitfield, Barry McCormick, Toy Pulaski, John Gary, Noel Remy, and Jane Duff.

VIDEO PLAYS

Kaufman Covers in Book


Nine video plays, complete with stage and camera directions, each preceded by a foreword by its producer, comprise this anthology by the casting director of NBC-TV, who plans this as the first of an annual series. To make his selections, the author says, in the introduction, he canvassed every TV station in the country for material, then concentrated on that "expressly designed for television," avoiding TV shows based on "already great dramas, movies or novels."

His "best" video plays—all dating from 1949, and the omission of that date from the cover, is the book's most notable flaw—include: "The Nantucket Legend" (Kraft Television Theatre, NBC-TV), "No Escape" (KTBV (TV) Dallas, now WFAA-A), "3 Days of Quill" (Orson Studio, ABC-TV), "The Door" and "Operation Coral" (both, Chevrolet Tele-Theatre, NBC-TV), "The Goldberg's Co-Position Script" (CBS-TV, sponsored by General Foods), "Something in the Wind" (Lights Out, NBC-TV, sponsored by Admiral Corp.), "The Julian Houseman Story" (CBS-TV, NBC-TV, sponsored by American Cigarette & Cigar Co.), "Battleship Bismarck" (Studio One, CBS-TV, sponsored by West- inghouse Electric Corp.).

The Katz Agency, Free & Peters and Blair-TV, three national station representatives cooperating in spot sales of TV programs.


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WAVE-TV Louisville has announced new time rates, effective March 1. On and after that date, charges will be:

- For one hour, one time, Class A, $400; Class B, $300, and Class C, $200;
- For one minute or a 20-second live spot, one time, Class A, $97; Class B, $67, and Class C, $47;
- For one minute or a 20-second slide or film spot, one time, Class A, $89; Class B, $59, and Class C, $46.

Class A time runs Monday through Friday, 6 to 11 p.m.; Saturday and Sunday, noon to 11 p.m. Class B time extends, Monday through Friday, from 5 to 6 p.m.; Saturday and Sunday, sign-on to noon, and Monday through Sunday, 11 p.m. to sign-off.

Class C time embraces, Monday through Friday, from sign-on to 5 p.m.

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### Berle, ‘Cactus Jim’ Lead Pulse Report

MULTI MARKET telecast, published by The Pulse Inc., New York, for period Jan. 2-8, gives top rating to the consistently front-running Texaco Star Theatre in the once-a-week category, while Cactus Jim leads the multi-weekly shows. Godfrey’s Talent Scouts claimed second place in the once-a-week Telecasting * BROADCASTING

---

### WAVE-TV Louisville Issues New Rate Card (Report 150)

- **Texaco Star Theatre**...
- **Godfrey’s Talent Scouts**...
- **Your Show of Shows**...
- **The Goldbergs**...
- **Hollywood Cassidy**...

**MULTI WEEKLY SHOWS**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cactus Jim</td>
<td>19.7</td>
</tr>
<tr>
<td>Howdy Doody</td>
<td>17.7</td>
</tr>
<tr>
<td>Cawal News Bulletin</td>
<td>14.9</td>
</tr>
<tr>
<td>Hoke, Fam &amp; Ollie</td>
<td>14.3</td>
</tr>
<tr>
<td>Kenmore Show</td>
<td>11.9</td>
</tr>
<tr>
<td>Kate Smith Show</td>
<td>11.7</td>
</tr>
<tr>
<td>CBS-TV News</td>
<td>10.8</td>
</tr>
<tr>
<td>Mobley Showroom</td>
<td>11.3</td>
</tr>
<tr>
<td>Captain Video</td>
<td>10.6</td>
</tr>
</tbody>
</table>

**‘Star Theatre’ Tops Nielsen 4-Week Ratings**

NIELSON New York area top television program ratings released last week show Milton Berle’s Texaco Star Theatre securely in first place. Ed Sullivan’s Toast of the Town was runner up. The report measured audiences of evening, once-a-week programs, for the four weeks ending Jan. 13. Top 10 listings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texaco Star Theatre</td>
<td>15.8</td>
</tr>
<tr>
<td>2.</td>
<td>Howdy Doody</td>
<td>14.5</td>
</tr>
<tr>
<td>3.</td>
<td>Your Show of Shows</td>
<td>13.7</td>
</tr>
<tr>
<td>4.</td>
<td>Your Show of Shows</td>
<td>13.6</td>
</tr>
<tr>
<td>5.</td>
<td>Freda Theatre</td>
<td>13.1</td>
</tr>
<tr>
<td>6.</td>
<td>Your Show of Shows</td>
<td>12.8</td>
</tr>
<tr>
<td>7.</td>
<td>Godfrey’s Talent Scouts</td>
<td>12.5</td>
</tr>
<tr>
<td>8.</td>
<td>Godfrey &amp; Friends</td>
<td>12.4</td>
</tr>
<tr>
<td>9.</td>
<td>My Favorite Market</td>
<td>12.3</td>
</tr>
<tr>
<td>10.</td>
<td>Your Show on Saturday</td>
<td>12.2</td>
</tr>
</tbody>
</table>

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### Weekly Television Summary – February 12, 1951, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Stations On Air</th>
<th>Sets in Area</th>
<th>Outlets On Area</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>7,000</td>
<td>WAVE-TV, WHAS-TV</td>
<td>7,770</td>
</tr>
<tr>
<td>Ames</td>
<td>WHOI-TV</td>
<td>39,300</td>
<td>WMCT</td>
<td>75,117</td>
</tr>
<tr>
<td>Atlantic</td>
<td>WJAS-TV, WSJ-TV</td>
<td>67,200</td>
<td>WTIC-TV</td>
<td>92,131</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV, WBYB, WMAR-TV</td>
<td>264,866</td>
<td>WTAE-TV</td>
<td>220,196</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WABT-TV, WBIK-TV, WMBV</td>
<td>282,315</td>
<td>WSPR-TV</td>
<td>230,032</td>
</tr>
<tr>
<td>Columbus</td>
<td>WOAM-TV</td>
<td>36,000</td>
<td>WSMV-TV</td>
<td>24,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>172,500</td>
<td>WJTV</td>
<td>193,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>65,450</td>
<td>WATV</td>
<td>149,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCYT-WAGA-TV, WTVN</td>
<td>813,471</td>
<td>WKBW</td>
<td>104,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WCBS-TV, WCRC-TV, WQLV, WJW</td>
<td>250,000</td>
<td>WNYT</td>
<td>54,783</td>
</tr>
<tr>
<td>Columbus</td>
<td>WEWS, WKBW, WWHO</td>
<td>419,524</td>
<td>WDAY</td>
<td>45,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA-WNB</td>
<td>65,000</td>
<td>WSB</td>
<td>116,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KLTV</td>
<td>120,000</td>
<td>KTVF, WTXF</td>
<td>107,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KDOC-TV, KRAMA-TV, WBAY-TV</td>
<td>150,000</td>
<td>KNSM</td>
<td>105,000</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KFMB</td>
<td>45,640</td>
<td>KBAY</td>
<td>278,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KHOU</td>
<td>214,840</td>
<td>KPRC</td>
<td>133,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX-TV, WJW</td>
<td>63,150</td>
<td>WFTV</td>
<td>184,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WHB-TV, WDAF</td>
<td>97,100</td>
<td>KCW</td>
<td>145,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA</td>
<td>477,241</td>
<td>KFMB, WPXI</td>
<td>55,619</td>
</tr>
</tbody>
</table>

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**Markets on Air**

<table>
<thead>
<tr>
<th>Markets on Air</th>
<th>Stations on Air</th>
<th>Estimated Total Sets in Use 10,856,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas</td>
<td>KDFW, KJTV, KTVT, KTVH, KTVX, KTX</td>
<td>842,000</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSMV, WSM, WTVF, WTVX</td>
<td>428,000</td>
</tr>
<tr>
<td>New York</td>
<td>WNYW, WNBC, WNYC, WNYC</td>
<td>498,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU, WPTZ, WPSG</td>
<td>248,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>KDKA, KDK, KDKX</td>
<td>364,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON, KTVU, KRON</td>
<td>420,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KIRO, KIRO, KIRO</td>
<td>287,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK, KSDK</td>
<td>273,000</td>
</tr>
</tbody>
</table>

**Editor’s Note:** Totals for each market represent estimated sets within telecasting area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
1. With the gals, MacEvelly was never inept. But the one that he fell for would never accept.

2. But at last he prevailed. His success was terrific! He wangled one ticket to see South Pacific.

3. Right show—and right audience—won his objective. With your Dayton sales you should be as selective!

4. MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To Make a Hit in Dayton*
THE SHOW MUST GO ON WHIO-TV

*WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich Miami Valley as well. To sell these 648,000 enthusiastic viewers, currently in constant touch with 162,000 TV sets, concentrate on our dominant† coverage. National Representative, G. P. Hollingbery Company, will gladly submit Pulse reports and market data.

† Pulse December report shows that WHIO-TV had 8 out of 10 top televised shows!
Public’s Views

(Continued from page 57)

commercial interests to improve the quality of its present programming.

The U. of Louisville in its letter related how "1,382 music lovers sent letters of protest to heads of major networks as the result of a Time magazine story which referred to a squeeze being put on good music.

On clothing manufacturer’s letter simply asked: “What can I do?”

An advertising agency executive referred to the unlimited possibilities of television and declared: "I should certainly dislike to see this wonderful medium completely dominated by commercial interests."

James G. Patton, president of the National Farm Union, voiced his approval of the reservation proposed by the channels available to natural resources. He wrote: TV channels “should be conserved in behalf of the public interest. I have very little confidence won in previous years that big business will do much for education.”

A substantial portion of the letters to the Feber were from housewives, mothers and even children themselves. More than 50 children in Galveston, Md., sent individual messages in support of educational programming.

A principal of a one-room school with 12 students in an outlying area implored the FCC that it “must not forget they exist too.”

The oft-quoted contention that in order to educate the public you must meet it at its own level was decried by one writer, who declared this was a “kiss of death for radio.” Rather, he told the Commission, “you’re going to have a tough fight to keep TV from joining radio in the outer darkness.”

MILTON BERLE is his usual clowning self here but a few minutes later he became serious as he delivered an appeal for the 1951 Heart Fund drive. Mr. Berle made the appeal on Westinghouse’s Studio One, CBS-TV, Jan. 29.

And before the show is shown (to 0) Thomas P. Losses, McCann-Erickson Inc.; Mr. Berle, J. M. McKibbin, v. p., Westinghouse Electric Corp., and A. Scapone and Chester A. Posey, v. p’s of McCann-Erickson.

ASCAP Showdown

(Continued from page 19)

committee for Broadcasting 

Flat Fee Proposal

"The committee was disinclined to accept this decision, but to keep negotiations open we asked the ASCAP group for its best possible proposal, which was for a flat fee on programs and another fee of 50% of that amount for adjacent commercials. Our group felt it could not recommend the acceptance of such terms to the radio stations, for this plan was rejected and ASCAP therefore broke off negotiations with us.

That was Dec. 13. The following day, ASCAP notified all TV stations that it would shortly issue per program license forms and send them together with the blanket license fee for the general use of the stations for their consideration. The present interim licenses will continue in effect for a period of 30 days following receipt of the forms, ASCAP said, while the telecasters made up their minds which type of license, if either, to accept. The interim fee is a flat monthly payment for the general use of ASCAP music, the amount ranging from $50 to $250 a month, depending on the annual revenue of the station, subject to readjustment in accordance with the terms of the license finally taken out.

"If any TV broadcaster finds either or both of the ASCAP licenses unacceptable," Mr. Sprague explained, "he can on the 30th day, notify ASCAP that he wants to negotiate better terms. He can then negotiate with ASCAP for the next 60 days and during all this time the station can continue to use ASCAP music upon paying the interim fees.

"If no agreement is reached in these negotiations, the broadcaster, on the 90th day, can file a petition in the federal court in New York asking that the terms be fixed by the court and that interim fees also be fixed for the use of ASCAP music until the court renders its decision, subject to readjustment to the terms of the reasonable fee fixed by the court."

When a meeting of TV broadcasters was scheduled for Jan. 19 in Chicago to discuss the establishment of a new industry organization, Chairman Martin invited them to attend a meeting on the ASCAP situation the previous afternoon, expecting that by that time ASCAP would have issued its promised per program licenses. The licenses were not available by that date—and they are still unused—but the meeting was held anyway. The 60 TV broadcasters who attended, adopted a resolution authorizing the committee "to take any and all necessary and appropriate steps to secure a satisfactory television program license from ASCAP, including giving assistance to such television stations as may institute attendant court actions," the stations further pledging financial support of the committee in all such activities [Broadcasting, Jan. 22].

Committee Ready

Following the meeting, which gave full approval to the committee's rejection of the ASCAP move to bring the ASCAP to the court, the National Broadcasters Association, which had been invited to the meeting, gave the matter its full support, as did ASCAP, which said it would "do business in relatively short order, or pass the matter into litigation."

Warning Given

Mr. McCollough warned that unless some such action is taken the ASCAP negotiations may "become an exceedingly ill-timed and unnecessary debacle on the part of the ASCAP. At this moment, only a comparatively few television operators appear to be interested in per program contracts.

Mr. McCollough told Broadcasting  

Telecasting Friday that he had heard from practically all of the television station operators to whom he had written and that the responses indicated a pretty general agreement with his view that every avenue of negotiations with ASCAP be fully explored before the matter of determining fair and reasonable terms of per program licenses be turned over to the courts.

Many letters, he said, contained emphatic expressions of belief that most TV broadcasters are not interested in per program licenses and would not voluntarily contribute to costly litigation over them.

Copies of the letter sent to leading TV broadcasters have produced a favorable response to Mr. McCollough’s position, it is understood.

George Whitney, KFI-TV Los Angeles, however, replied that his station will "very cheerfully" pay its fair share of court costs—"rather than be victimized. We did not go through the experiences of 1940 to

'RADIO MANUAL'

Covers Broadcast Field


The Manual, a favorite with radio engineers since 1928, has been revised to cover the theory and application of the entire radio field, complete with all the latest developments. George Sterling, former chief engineer and now FCC Commissioner, was assisted by Robert Monroe, CBS engineer, in preparation of the new material. Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs, also contributed a chapter on the important fundamentals of a complete television system.

A wealth of materials, including charts on broadcast studio and control equipment, FM transmitters, etc., is presented. New chapters have been added on radio wave propagation, antennas and radio equipment for emergency services. The chapter on marine navigational aids covers radar and loran equipment. Final three chapters are devoted to a complete coverage of the laws which govern operation of all types of radio stations, and to the rules for commercial radio operators.
now permit ourselves to be terror-
ized. If we have to we can do just what we want (very well indeed) without ASCAP
music until such time as they are
disposed to deal fairly with us.”

Mr. Whitney noted that “there are
two major considerations presen-
tly influencing our attitude to-
ward the ASCAP proposals:

(1) We are not informed of the
basis upon which it is claimed that
the rendition of a copyrighted mu-
sical composition by televised
broadcasting is, under the law, any
different than a rendition by AM
radio.

“(2) We desire to be informed upon
this point, and to have cited to us
the authorities supporting the
ASCAP position, if it is their pos-
ition, that ASCAP is entitled to
enforce the ASCAP position,
which are unalterably
in nature or character of the
two types of renditions as jus-
tifies a higher or different fee for
the use.

“(3) We are informed that
ASCAP demands that the rate of
payment agreed upon shall apply to
receipts from any commercial
announcements immediately
preceding or following a program in
which ASCAP music is used.

“We are unalterably opposed to
the making of such payments, and
believe our position to be firmly
supported by the terms of the con-
sent decree presently governing
ASCAP’s operations, which forbid
the collection of fees in respect to
programs in which ASCAP music
is not included.”

He added that E. C. Mills, one-
time general manager of ASCAP,
is serving KFI-TV as consultant in
this and other cases “and we
have had the benefit of his thinking
on this subject.”

School Directory
MORE THAN 400 institutions of
higher learning now have courses
in radio or television, according to
a directory prepared for the Fed-
eral Security Agency by Gertrude G.
Broderick, radio education spe-
cialist. Franklin Dunham, chief,
Educational Uses of Radio, FSA,
expressed a hope that the directory
“will continue to serve legal aid to
those interested in exploring
training possibilities in these two
important fields.”

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTRAL 7-8820

TRACY-LOCKE SCORES
Shows TV Spots Superior to Newspaper Ads

USING the collective sweet tooth of
televiewers as a yardstick, Tracy-
Locke Co., Inc., Dallas, de-
vised a method of measuring the
time value of late-evening telecasting
locally.

The agency’s device also shows
graphically, and in dollars-and-
cents fashion, another instance
of television’s sales types
superior to that of newspaper
advertising.

TV rating services in the Dallas-
Fort Worth area do not, as yet,
reportedly have adequate means
of tallying television watching at
11 p.m. weekdays.

An agency client, the King Candy
Co., agreed to offer in a one-minute
11 p.m. Thursday spot on WBAP-
TV Fort Worth a box of candy to
the first 500 writers-in. Number of
persons watching each set was
recorded.

Within 24 hours, 2,011 replies
were received with an average of
3.5 viewers per set.

Of the returns, 90.7% were from
within the familiar radius. From
towns more than 100 miles distant
came the remaining 3.3%.

Breaking the figures down,
Tracy-Locke pointed out that the
cost of the spot was $12, making
a cost per thousand viewers of
17.1 cents. By comparison, a two-
inch ad in a leading newspaper
covering the same territory at a
deadline rate of $12 cost, and using
an average of 4% and a circulation
of 2,011.

URGES TRUE ADS
Yambert Addresses L. A. Group

“A RECENT survey shows that
41% of those interviewed believe
advertising to be untruthful, wholly
or in part. To improve this con-
dition is a challenge to everyone
charged with the creation of adver-
sions.” Such was the contention of
Ralph F. Yambert, president of
Yambert, Prochnow, McHugh &
Macauly Inc., Beverly Hills agen-
ty, when he spoke at a Los Angeles
Ad Club meeting in the Biltmore
Hotel, that city.

Including radio and TV along
with other media, Mr. Yambert de-
clared “too many advertisements
today, while not entirely untrue,
are certainly filled with half-truths.
If advertising is to carry out its
function of increasing the flow of
good it must be believed.

The advertisements I refer to are
made up by a minority of agencies
that don’t understand or don’t care
about their responsibilities to the
city.

Mr. Yambert, a board member of
the Southern California Advertising
Agencies Assoc., reminded that
“the advertising codes developed
by our groups around the country
are aimed at making all ad-
vertising a clear and stimulating ex-
pression of the nation’s productive
power.”

NARBA Tiff
(Continued from page 25)

FCC Comm. Rosel H. Hyde, with
Capt. John Cross of the State Dept.
as vice chairman. First sessions
were held in Montreal from Sep-
tember to December 1949, when
they broke up to permit separate
U. S.-Cuban negotiations designed
to reconcile differences between
the respective viewpoints of these
two nations.

These bilateral sessions were held
in Havana in early 1950 but failed
to bring agreement. The full con-
ference then reassembled in Wash-
ington in September 1950 and con-
sisted sessions until the treaty was
approved and signed Nov. 15.

Nations whose representatives
signed the new agreement were the
U. S., Canada, Cuba, Bahamas,
Jamaica, and Dominican Republic.

The NARBA becomes effective
when ratified or adhered to by
three of the following four coun-
tries: U. S., Canada, Cuba, and
Mexico.

Its terms provide that it shall
continue in effect for five years or
until a new agreement goes into
force. It may be revised at a pleni-
potentiary conference to be held in
four years, and the broadcasting
regulations which it contains may
be changed at an administrative
conference to be held in advance of
the plenipotentiary session.

ATOMIC BASS
ATOMIC-Ice test blast flash
off in southern Nevada, some 300
miles away, was telecast over
KLTV (TV) and KTTV (TV),
Hollywood, early last Tues-
day morning, chalking up an-
other “first” for television.

Although many in the Los An-
geles area felt the concus-
sion, television viewers saw only
a bright flash on their
screens, its eerie white
radiance lasting only for a
split second. KLTV and
KTTV set up their cameras
atop Mt. Wilson, 5,710-foot
mountain peak, where sta-

tion's transmitters are loca-
ted. KTTV used one
camera. KLTV utilized three.
Both stations started
telecasting at approximately
5 a.m., with the blast flash
occurring 47 minutes later.

Smythe To Speak
DR. DALLAS W. SMYTHE, di-
rector of the New York video
program survey, will discuss
that project Thursday before the Chi-
cago Television Council. Results
of the New York survey became
issue in Washington when they
were introduced into the battle
before the FCC between educators
and commercial broadcasters over
proposed reservation of channels
for educational TV stations. Dr.
Smythe is an associate in the
Institute of Communications Re-
search at the U. of Illinois and was
formerly with the FCC as assist-
ent chief accountant and chief of
the economics and statistics branch
of the Commission.

February 12, 1951 · Page 67
Winning Soap Battle
(Continued from page 21)

household word throughout its 150,-
000 square mile distribution area for more than a century.

In his commercials, Mr. Harrington
loudly claims that most living
women in the Chicago area grew
up with American Family. He as-
serts that the product has served
great-grandmother, grandmother,
mother, and daughter, and plays up
brand loyalty and the washday
tradition of American Family at
every opportunity.

Account Executive John Gillis of the
Kasto agency believes it is a tribute
to regional radio, and
WBBM's 50 low coverage in par-
ticular, that the product has man-
aged to achieve a high sales record
without the support of network
shows, such as those used by some
American Family competitors.

This, does not mean that WBBM
is the only radio station used, how-
ever. Transcribed radio is used in
outlining markets in the five-
state area, and Kasto also is
developing newscaster-personal-
ities of the John Harrington type,
and adapting his format, in other
localities.

Neither the agency nor P. & G.
will reveal American Family's ra-
dio budget, but based on recent
approaches, it is estimated to be
well above $100,000 annually.
Time alone on WBBM cost $39,-
613.60 last year. Add to that
figure Mr. Harrington's talent
fees, cost of maintaining a fulltime
newswriter, and the fee to Com-
munication Service.

"Big John" Harrington's en-
trance into radio was in keeping
with his straightforward manner.
When only 19, he invaded the
studios of KWK, then in St. Louis' 
Chase Hotel, and had the temerity
to tell the first man he met that he
could broadcast baseball better
than the station's well-known
"Thomas Patrick."

The man, an amused Thomas
Patrick Convey, later founder of
KWK who used his first two names
at the mike, promptly set up an
audition for Mr. Harrington. He
was impressed with the timbre
of the young applicant's voice.

Because Mr. Convey had a son
about the same age as John, and
figured the two lads could go through
their identical temperature
of KWK together, he hired Mr. Har-
rington as a newscaster.

Within five years, after he had
scored outstanding news beats for
KWK by being the first to inter-
view the kidnapped Dr. Isaac Kelly;
setting up exclusive courtroom
coverage of the Nellie Muench
murder trial, and getting on the air
first with Jackson and O'Brien
famous endurance flyers, "Big John"
felt he was ready for the midwest's
"big town." He joined the
staff on WGN Chicago.

Goes to St. Louis

When Thomas Patrick Convey
passed away the following year,
Mr. Harrington went to St. Louis
to attend the funeral and remained
as assistant to Bob Convey, who
succeeded his father as president of
KWK. Two years later, Jack Van
Volkenburg, manager of KWOX
St. Louis, lured Mr. Har-
rington to the CBS-owned station,
but John never took the air there.
Fifty-four minutes after he had
reported to KMOX for his first
assignment, H. Leslie Atlatta, vice
president under charge of CBS' Central
Division, and Frank B. Falknor,
manger of WBBM, the CBS-owned
Chicago outlet, walked into
Mr. Van Volkenburg's office on a
routine business call. Both were
impressed with Mr. Harrington
and decided he would have a
future in Chicago.

John has been at WBBM ever
since and has been equally suc-
cessful at sports and newscasting.
Oldest WBBM announcer at the
point of service, he has been sports di-
rector since the station caved up
baseball play-by-play in 1940.

American Family Plaskes was
manufactured and marketed by
James S. Kirk & Co. when P&G
bought its new million-dollar plant
in 1930. The 57-year-old Kasto
agency got the account from Kirk
two years before this transaction.

The Kirk facilities were acquired
by P&G during its big 1928-30
expansion, when it also took
on Oxydol and Lava brands from
the William Waitke Co., purchased
Globe Soap Co., the Duz Co., and
others.

DISCUSSING the Feb. 4 premiere of the Armed Forces Hour [Broadcasting •
Telecasting, Jan. 29], Defense Dept. TV show, are (1 to r) Herman Cohen, vice-
president and AAAM (TV) Baltimore; Charles Zahn, handsome, radio and AAAM
branch, Office of Public Information, Defense Dept.; Clayton Frickey, di-
rector of information, Defense Dept., and Ken Carter, general manager,
AAAM. The show, seen over 56 DuMont stations, originates at AAAM.

DETROIT AIRS

more

Senate Crime Hearings

WJBK-AM-TV and WJR Detroit
late last week were giving special
coverage to the Senate Crime In-
vestigating Committee which
opened hearings in the Michigan
city last Thursday.

WJR canceled commercials for
three days to bring Detroit broad-
casts and telecasts of the hearings,
as a public service in cooperation with the Detroit Times.

WJR set up microphones and the
news staff recorded the proceed-
ings which were played back to
the public Thursday, Friday and
Saturday nights.

REORGANIZATION

Senate Okays Truman Bill

THE SENATE passed and sent to
the House last week a bill (S 101) to permit President TRuMAN
to reorganize government agencies on a temporary basis to
fill national defense requirements.

President Truman asked the
President to proclaim tem-
porary reorganization plans for
defense purposes, with the plans be-
coming effective after 18 days,
unless specifically turned down by
the House or Senate. The provi-
sion was inserted at the insistence
of Sen. John W. Bricker (R-Ohio),
who also moved to strike out a
section which would have, author-
ized the Chief Executive to appoint
certain top officials without Senate
confirmation.

Under the present reorganiza-
tion law, Congress has 60 days in
which to veto presidential reor-
ganization orders. This law, under
which the Senate last year turned
down a Truman proposal to re-
organize the FCC along the lines of
the Hoover Commission's rec-
mendation, remains unchanged
for any permanent reorganization
desired by the administration.

CRIME REPORT

Hill Group Sets New Date

DEADLINE for the final report to
Congress by the Senate Crime In-
vestigating Committee, which
may recommend legislation for the con-
trol of wire services disseminating
racing information [Broadcasting •
Telecasting, Jan. 22], has been
delayed one month.

The committee has now scheduled
March 31, the date when the com-
mitee expires under Congressional
authority unless extended, as its
report deadline instead of Feb. 28,
previously set.

Sen. Estes Kefauver (D-Tenn.),
chairman of the crime probe
committee, has stated in New Orleans
that the placing of racing wire
services under jurisdiction of the
FCC to insure proper use of infor-
mation is one of four methods
that could be used to check nationwide

Gambling Chief Subject

Gambling is the chief vice being
investigated throughout the coun-
try by the Senate committee.

Recommendations for wire serv-
vice control, if forthcoming, prob-
ably would touch on the field of
horse race broadcasting. FCC still
has outstanding an inquiry of all
radio and TV stations that it has
been conducting, requesting details
on horse race programming. Results
of this questioning could result in
license renewal proceedings for
stations considered to be present-
ing unbalanced programming, or
indirectly aiding illegal gambling.

The FCC also has submitted data
on horse race broadcasting to the
Senate committee.

THIS IS

WLW - TELEVISION

WLW-T WLW-D WLW-C
CHANNEL 4 CHANNEL 3 CHANNEL 3
CINCINNATI DAYTON COLUMBUS

Serving the second largest TV market in the Midwest

Page 68 • February 12, 1951
BASEBALL DRIVE

Radio-TV Will Join Minors' Promotion

BROADCASTERS and TV stations promoting the golden anniversary of the National Association of Professional Baseball Leagues, at a meeting held last Monday in New York.

Advertisers, sportscasters, sportswriters, and advertising agencies were represented at the meeting. They promised to cooperate in Baseball Week, April 15-21. NAB has been represented at a series of minor league regional meetings and will submit promotional material to stations.

Calling the meeting "something of an historic occasion," Mr. Trautman, after pointing out the common interests of major and minor leagues, said that overall minor league attendance had fallen from 43 million in 1949 to 35 million in 1950. While he would not say that radio and TV were responsible for this, he said, he felt that much could be done about it, particularly because many clubs do not know how to use radio to help their attendance. Of the operators of 248 clubs in 32 minor leagues, about 75% were men engaged in other businesses. Consequently a wide diversity of experience and knowledge existed among them to be called upon.

Immediately at large, he said, the national emergency would not seriously curtail operations. At the last war's peak, 12 million men were in service, but the current goal is only 2.4 million, with 2.5 million already in uniform. So far, out of about 12,000 minor league players in the country, only 308 have been called up.

Use Morse Code

MORSE code newscasts are being transmitted by the Voice of America eight hours each day to Soviet Russia in the hope that the reports will be distributed by anti-Communist factions, it has been revealed. The messages are aired in Russian Morse code the first 20 minutes of each hour throughout the broadcast day from stations on the East and West Coasts of the U.S., Germany and the Philippines. Purpose of the plan is to encourage publication of anti-Communist newspapers throughout the Soviet Union, Voice officials explained.

his own absence from baseball for a number of years, said he felt that it was probably sufficiently unchanged to warrant his giving an opinion. Ideas, he said, were what were being asked for at the meeting, and they usually sold for money. He suggested small conferences with top promotion people on a paid basis to work something out.

GIBSON TO DPA

NPA Also Appoints Four

APPOINTMENTS to five key posts within the government's two top production agencies—the Defense Production Administration and the National Production Authority—were announced last week.

Edwin T. Gibson, General Foods Corp., New York, was named by DPA Administrator William H. Harrison to the post of deputy administrator for staff services of DPA. He has been granted leave of absence from his position as the executive vice president of General Foods. Mr. Gibson is also a member of the firm's executive committee and the board of directors.

The executive joined General Foods in 1933, heading several subsidiaries, including Birds-Eye Frozen Foods. Previously he had been associated with National Biscuit Co., American Sugar Refining Co., and other firms.

Appointment of Manly Fleischmann as NPA administrator was announced by Secretary of Commerce Charles W. Sawyer. Mr. Fleischmann had been acting administrator since Jan. 23 when Gen. Harrison shifted to DPA. Previously he was general counsel for NPA. A Buffalo native, Mr. Fleischmann served with the War Production Board during World War II.

The new NPA administrator also announced an appointment—that of Glenn Ireland as NPA's deputy administrator last Tuesday. Mr. Ireland, who had been serving as assistant to the administrator since last October, is currently on leave of absence from his post as vice president and general manager of Pacific Telephone & Telegraph Co., Northern California and Nevada area. Previously he was with AT&T and Northwestern Bell Telephone Co.

Other appointments, also announced by Mr. Fleischmann, were those naming John C. Pritchard, Denver businessman, to head up NPA's Office of Small Business as director and James L. Kelly as deputy director. Mr. Pritchard has been a member of the Office of Commerce's Small Business Advisory Committee since 1938. Mr. Kelly has been active in Washington government circles since 1945, having served in the establishment of central administrative services for war agencies. He has been with the Budget Bureau and the War Assets Administration.
**RELIGIOUS ISSUE**

TAKING issue with an FCC examiner's contention that the First Amendment to the Constitution would be violated through a new station grant to a religious organization that would program to further its own religious interests, Rep. Charles J. House that the violation would be if the FCC failed to grant the license.

The Wisconsin Congressman referred to the proposed denial of a new non-commercial AM station in Kansas City to the Reorganized Church of Christ, Jesus Christ of Latter-Day Saints, issued Dec. 29, 1960 [BROADCASTING * TELECASTING*, Jan. 1]. In his conclusions, Examiner J. D. Bond found that the applicant was legally, financially and technically qualified to operate the station. But, though the applicant's proposed programs "in these respects would serve the public interest, convenience and necessity," Mr. Bond found that "because the Constitution so requires, the ... application should be denied even though it might otherwise be qualified to hold a broadcast station license."

Rep. Kersten in his dissent referred to that particular part of the First Amendment which provides: "Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof."

"It is my contention," Rep. Kersten declared, "that in this instance the FCC would violate the First Amendment if it granted the license, but rather if it failed to grant the license. It would be an obstruction of the free exercise of religion to deny a license solely because the applicant is a religious organization."

"This authoritarian abuse of discretion is a result of the false totalitarian belief that the federal government is the sole proprietor of all the airwaves, and not merely a regulator of their use."

'Dangerous Thinking' He warned of "the type of dangerous thinking" that appears "to be infesting more and more of our bureaucratic administrators."

Rep. Kersten termed "totally false" the premise that the government "can dispense them (air waves) to whomever it sees fit."

Conceding that broadcasting must be subject to federal regulation due to certain obvious problems, the Wisconsin Congressman hastened to add "regulation by the government does not mean complete control." He continued:

As the terms of the law creating the FCC indicate, the primary purpose of regulation of radio stations is to see that those who are licensed to operate, serve the public interest, convenience and necessity. As long as the public interest, convenience and necessity is served, the FCC has no right to deny a license to an applicant, unless, of course, such a granting would cause hopeless radio interference with other stations al-

---

**FLANIGAN NAMED**

As Oliver Morton Successor

ROBERT M. FLANIGAN, veteran of 16 years in the business side of broadcasting and associated with NBC Chicago since 1942, has been named head of the network's National Radio Spot Sales Dept. in Chicago. He succeeds Oliver Morton, who died Feb. 6 [BROADCASTING * TELECASTING, Feb. 8].

Mr. Flanigan started his radio career with World Broadcasting System in Chicago in 1935. He is a graduate of the U. of Illinois and holds a law degree from De Paul U. Chicago.

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**HONOR HENNOCK**

Gets Educational Award

THE 1950 award of the Adult Education Council of Philadelphia will be conferred on FCC Commissioner Frieda B. Hennock. The awards committee selected Miss Hennock as "champion of education by radio and television in order to bring knowledge, culture and enjoyment to more Americans," according to Henry Klein, chairman of the council.

Formal presentation will be made Thursday in Philadelphia at a dinner in the Franklin Institute when Comm. Hennock is scheduled to speak.
Open Mike

(Continued from page 88)

don't they be more diplomatic and fortunate in their choice of words? . . .

We thrive on the success stories and encouragement your publication has given us in the past, and hope that in the future statements can be worded in a more enlightening manner.

Robert E. Williams
Station Manager
WFMF (FM) Washington, Ind.

EDITOR:

I notice in Jan. 29 CLOSED CIRCUIT that the Commission is out of work as TV is frozen and will continue that way, AM spectrum is overloaded and FM is a practically forgotten medium. We haven't forgotten FM and neither have 7.8 million radio listeners, 676 stations, and many prominent personalities in the radio industry. (Figures taken from BROADCASTING • TELECASTING same issue.)

Raymond Reeves
WTVK (FM) Long Beach, Calif.

AIR ELECTRONICS

USAF Reports New Devices

DEVELOPMENT of new electronics and munitions equipment which will enable the U. S. Air Force to attack enemy ground forces effectively in darkness and inclement weather was revealed last Monday by Air Force officers.

While details of the development remained highly classified, it was known that light bombers and fighters would carry special electronics equipment for navigation at very low altitudes, and that ground control centers would be equipped with "highly mobile" radar equipment to track planes and relay patrol information. Forward observation posts also would be given certain electronic aids to detect enemy movements. The developments have been under study for six years and probably will be slated for production by key electronics firms.

WDCR

$140,659,000

In Food Sales*

Food advertisers pick WDCR, the Test Station in the country's No. 1 Ford, the No. 1 in Waco, Texas, Cornet, WETX, WDCR, Commercial Mgr., Hartford, Conn.

"Sale Management's Figure for Texas Metropolitan Area"

BROADCASTING • Telecasting

COFFIN & COOPER & CLAY, oper- ators for PRS and ARB Audience Analy- sis, open S. F. office at 200 Kear- nsey St. Telephone: Douglas 2-1453. ROBERT SEELEY is office manager.

RAYMOND REEVES, vice president S. E. New York Area Council, named dean, School of Advertising at Golden Gate College, S. F.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS, N. Y. producing new daily programs, The Gilded Silver Show, 30-minute music-comedy series; and John Nesbit's Passing Parade, three-weekly, 15-minute series. Re- lease date soon to be announced.

CARL HAVERLIN, president Broad- cast Music Inc., named chairman of music publishing division of Red Cross drive.

JOYCE LANGRANS, Honolulu Star- Bulletin, to Vance Fawcett Assoc., Honolulu advertising-public relations firm. She will assist Mr. Fawcett in public information work.

ALAN BUNCE was re-elected presi- dent of New York local of American Federation of Radio Artists, accord- ing to January issue of Stand By official AFRA bulletin. Other officers elected were: VINCENT HAYTOWER, first vice president; FRANK GALLOP, second vice president; LARRY ROSS, third vice president; JEAN TIGHE, fourth vice president; CLAU- DIA MORGAN, fifth vice president; DWIGHT WEIST, treasurer; and VICKI VOLA, recording secretary.

SHERMAN & MARQUETTE, WIL- LiAM H. WEINTRAUB CO. and DUNN & CO., have become sub- scribers to Videodex TV Rating Serv- ice published by Jay & Graham Re- search Co., N. Y. Allan V. Jay, president, announced last week.

Ralph J. CORDINER, president Gen- eral Electric Co., Schenectady, an- nounced election of three executive vice presidents to fill newly-created positions as requested by the president. HENRY Y. BEREN, vice president and general manager appliance apparatus department, HARRISON L. ANDERSON, vice president and gen- eral manager appliance and merchant- dize department, and ROY W. JOHN- SON, vice president and general manager affiliated manufacturing companies department.

E. H. HOWELL, sales manager meter & instrument division General Elec- tric Co., Lynn, Mass., appointed spe- cial representative of company's apparatus department in Washington, D.C. DONALD E. CRAIG, assistant manager of sales for division, named to succeed Mr. Howell. Mr. Howell will coordinate his activities with those of E. P. POTTER vice presi- dent, who is located in Washington.


WILLIAM HARGREAVES appointed vice president in charge of engine- wing Transoic Corp., N. Y.

DE. R. M. BOWIE, manager physics labs Sylvania Electric Products Inc, Bayside, N. Y., appointed director of engineering on staff of vice president of engineering, E. FINLEY CARTER.

MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces new line of packaged, standard magnetic amplifiers for automatic control and servomechanism application at power frequencies of 60 and 400 cps and with power handling capacities up to approximately 350 w.

MFRE, ENGINEERING & EQUIP- MENT Corp., Willow Grove, Pa., pub- lished new technical bulletin describ- ing Sweepsmaster I video sweep generator used for aligning wide-band amplifiers along with many other ap- plications.

IVAR G. BLACKBERG, assistant di- vision manager Stewart-Warner Elec- tric, radio-TV division Stewart-War- ner Corp., Chicago, appointed chief purchasing agent.

HEWLETT-PACKARD CO., Palo Alto, Calif., announces new line of wave- guide test equipment based entirely on new concept of waveform instru- mentation. New equipment will com- prise over 100 instruments. Each instrument, insofar as possible, will cover full frequency span of given waveguide size.

GENERAL ELECTRIC, Schenectady, offering two-colored bulletin on high speed synchronous generators. Pub- lication covers standby, portable and prime-source power.

WILLIAM H. CLITBERO Jr., Hou- ston Radio Supply Co., Houston, to National Union Radio Corp., Orange, N. J., as district manager for south- west territory.

RCA VICTOR releasing "Volume V of RCA Victor Service Data," which pro- vides service and technical data on all 1949 models of RCA Victor TV and radio receivers and Victorola phonographs. The book is available to serv- iceemen through RCA distributors.

Technical

VERLE JONES Jr., chief engineer of former KAVR Havre, Mont., to KPGU Bellingham, Wash., as engineer-announcer. EDWIN MILLER, engineer-announcer KAVR, to XBIO Burley, Idaho, as chief engineer.

HARVEY JEROME, cameraman WAAM-TV Baltimore, named assistant floor manager. FRED WHEELA- HAN, cameraman, appointed lighting director.

PAT DIGNAN, assistant technician, CBS Hollywood transferred to KTVL (TV) Hollywood as full technician. GUY CORNELLETTI replaces him.

VIRGIL HINSHAW, engineer KFM- FM Wichita, Kan., appointed chief engineer.

LAWRENCE C. McARTHUR, staff engineer KECK Odessa, Tex., to KFMB San Diego in same capacity.

Nabisco

Promotional Award

Every year, during National Dog Week in September, radio stations throughout the country compete in Nabisco's Milk Bone Dog Food Promotional award for 1950.

And here's how K-NUZ did the job: Working with S. P. C. A., K-NUZ located 200 dogless homes for 200 homeless dogs. Three pups were featured each day on the disc-and-potter program called "Pon- city Puppies." Each adopted dog went a month's supply of MILK BONE Dog Biscuit. Replies, queries, and congratula- tions mounted and in a few short weeks, the demand for canines outstripped the supply. S. P. C. A. marveled at the suc- cess, Nabisco was delighted with the in- creased sales, and the dogs—God bless 'em—wagged many a happy tail.

For information call: Foxboro National Rep. or Dave Morris, General Mgr. at Keystone 2581

February 12, 1951 • Page 71
JOHNSON reports to Mr. Bock

JOE KRAMER named to announce staff WKBW Buffalo, Kan. Was with WKBW Buffalo, Kan. appointed char. m.c. on Swing Shift, late evening record show.

O. P. KIDDER Jr., director and producer of TV programs WRGK (TV) Schenectady, to U. of Miami's Radio and TV Dept., as instructor.

BARBARA LUCAS named to Donald Stewart, general manager WDTV (TV) Pittsburgh, resigns. She will remain with WDTV in sales career.

FRED WOOD, traffic department, to personnel department. IRENE HYDE to station's film department.

ROBERT LEWIS, WBCN receptionist WBBM Chicago, and Richard E. Bat- ten were to be married Feb. 16.

HAMPSON, 28, announcer and disc jockey WBBM Chicago, and Richard E. Bat- ten were to be married Feb. 16.

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When Broadcasting's cartographer misplaced Moline on the 1950 Master Map, it took a lot of agency selling by WQUA to prove that Moline and the other "QUAD" cities are as close together as the boroughs of New York.

That's illustrative of the dependence that agencies and advertisers place on Broadcasting's 25" x 35" Master Map. And that's also why over 5100 maps have been sold.

Special Map Offer

A second run from the original map plates means we can offer this fresh edition at the substantial savings below.

1 to 5—75c each
6 to 20—50c each
21 to 50—35c each
Over 50—25c each

Order your Master Maps today!
CONGRATULATIONS are given to Henry Hickman (r), WFBR Baltimore and its adjoining products. The station's Club 1300 shows by General Manager John E. Surrick. Mr. Hickman received the "Don McNeill Letter Award" on ABC's Breakfast Club last month. The radio personality was voted most popular in listener ballot during WFBR's promotion drive [BROADCASTING • TELECASTING, Jan. 22].

TELEPHONE RATES
McFarland Hits Reductions

OBJECTION to any move to reduce long distance telephone rates which "results directly or indirectly in an eventual increase in local exchange telephone rates and in intra-state telephone rates" has been voiced by Sen. Ernest W. McFarland (D-Ariz.). The Democratic floor leader, who is also chairman of the Senate Commerce subcommittee on radio communications, took his stand in a letter to Acting FCC Chairman Paul Walker on the recently-ordered investigation of A&T rates for intercostal and foreign communications services [BROADCASTING • TELECASTING, Jan. 22].

The FCC probe, ordered Jan. 19 with FCC Comm. Robert E. Jones dissenting, would have initial hearings start April 16. Little effect on rates for program lines and other services for radio and TV is envisioned. Rates for intercostal TV service already are in hearing.

Sen. McFarland in his letter cautioned that the reduction of long distance tolls at expense of other tolls was shifting the load from the big user to the little user.

NARBA CHANGES
Announced by FCC

FIRST Cuban notification of station changes under the 1950 NARBA, still to be ratified by the Senate, has been reported to FCC. It concerned only low power Havana stations and was to take effect Jan. 31, FCC said. The changes:

CMA, which has shared time on 1360 kc with CMOA, goes fulltime on 1360 kc with 250 w on Class IV outlet. CMOA switches to 1560 kc with 250 w as Class III outlet. CCMC, Class IV outlet on 1450 kc, reduces power from 500 w to 250 w.

Also, it was reported minor changes under provisions of the expired NARBA, FCC said. These are:

XEM Matamoros, Tamaulipas, 250 w fulltime Class IV outlet on 1450 kc. May 1 is expected to increase day power to 1 kw. XEV Cervantes, Morelos, has changed call to XEXIC. Station is Class IV, assigned 250 w fulltime on 960 kc.

February 2 Applications

ACCEPTED FOR FILING

License for CP

WMOG-MYrtle Beach, S.C.—License to operate for CP new AM station.

KWTH-Myrtle Beach, S.C.—License for CP new FM station.

AM-740

Williamsburg Radio Co., Inc., Williamsburg, Va.—License for AM station.

Modification of CP

WELI-FM New Haven, Conn.—Modification of license for new AM station.

APPLICATION RETURNED

KRXX-Bakersfield, Calif.—RETURNED application for license for CP new AM station.

February 5 Applications

ACCEPTED FOR FILING

CP to Replace CP

KRAO Red Oak, Iowa—CP to replace a CP in operation of AM station 1450 kc at 500 w D.

License for CP

KSAC Manhattan, Kan.—License for CP to install new trans.

KWYB-Pueblo, Colo.—License for CP to change frequency, hours operation, etc.

WBOK New Orleans—License for CP new AM station.

KRYN Lexington, Neb.—License for CP new AM station.

WHOB Gardner, Mass.—CP to change frequency.

Modification of CP

WLSA-Aurora, Ill.—Modification of CP for new FM station for extension of completion date 4-1-51. COND.

WBPM-FM Martinsburg, W. Va.—License for CP new AM station.

February 6 Decisions

BY THE COMMISSION

Extension of Authority

WBBY Waterbury, Conn.—Granted extension of authority for Feb. 4, to operate with temporary authorization for 1,500 kc, pending adjustment of remodeled array.

By the Secretary


WKHI-FM Dearborn, Mich.—Granted license new FM station 101 mc. 7.6 kw 250 ft.


WSBY-FM Syracuse, N. Y.—Granted license for changes in FM station 94 mc 2.3 kw 250 ft.

KYOU Greeley, Col.—Granted CP inst.

WABC Rialto, Calif.—Granted new CP.

KFXD Nampa, Idaho—Granted new CP.

WOAY Oak Hill, W. Va.—Granted CP for extension of completion date to 7-23-51. COND.

WHMA-FM Anniston, Ala.—Granted CP for extension of completion date to 4-1-51.

WBAS Washington, D. C.—Granted mod. CP for extension of completion date to 7-23-51.

WLET Tooele, Ga.—Granted license for new CP for auxiliary, intercommunication, power, hours operation, etc. cont. (1420 kc 2, D, 1946, 10-19-49).

KSD St Louis—Granted license to install new CP.

WGPS Madison, Wis.—Granted license for Class II outlet.

WSOM Somersett, Pa.—Licensed to install new CP.

WBWT Warrenton, Va.—Granted CP new temporary flattop ant. for installation.

WOOB Albany, N. Y.—Granted CP new AM station 1460 kc 5 kw D.

Charles W. New Orleans, La.—Granted new CP and new remote pickup.

KWBK-FM, Kansas City, Mo.—Licensed for new CP to replace CP.

Commercial Radio Monitoring Company

P.O. Box 7037
Kansas City, Mo.

---

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A precision service for 16 years"
For immediate service phone
JACKSON 5102

Page 74 • February 12, 1951
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Officers
National Press Building
1339 Wisconsin Ave., N.W.
Washington, D. C.
ADems 2414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5202
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BUILDING, REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

Qualified for approval ant. trans. for extension of complete date to 6-15-51, cond.

William L. Foss, Inc.
Former Colson & Foss, Inc.
927 15th St., N. W.
Washington, D. C.

Craven, Lohmes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

KEAR & KENNEDY
1302 18TH ST. N. W.
HUDSON 1000
WASHINGTON 6, D. C.
Member AFCCE*

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N.W.
EX. 8072
Washington 5, D. C.

George P. Aadar
Radio Engineering Consultant
Executive 5851 1832 M Street, N. W.
Executive 1220 Washington 6, D. C.
Member AFCCE*

William A. Hull
"Registered Professional Engineer"
820 13th St., N. W.
EX. 8072
Washington 5, D. C.

Walter F. Keen
AM- TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Arlington, Texas

Walter F. Keen
AM- TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Arlington, Texas

Adler Engineering Co.
Television and Broadcast Facilities
Design and Construction
1 Le Fevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

A. E. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108

October 1, 1951

McNary & Wrathall
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCE*

A 15-year background
Established 1936—
Paul Godley Co.
Upper Montclair, N. J.
Montclair 3-3000
Laboratories Great Neck, N. J.

Glenn D. Gillett
And Associates
982 Natl. Press Bldg. NA. 3373
Washington, D. C.
Member AFCCE*

There is no substitute for experience

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

Gautney & Ray
CONSULTING RADIO ENGINEERS
1022 Warner Bldg.
Washington 4, D. C.
National 7757

Weldon & Carr
WASHINGTON 5, D. C.
1605 Connecticut Ave.
Dulles, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
Member AFCCE*

Silliman & Barclay
1011 New Hampshire Ave.
Washington 4646
Washington, D. C.

A. E. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108

John C. Hutcherson
1100 W. Abram St.
AR 4-4721
Arlington, Texas

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

George P. Aadar
Radio Engineering Consultant
Executive 5851 1832 M Street, N. W.
Executive 1220 Washington 6, D. C.
Member AFCCE*

February 6 Applications

Accepted for Filing
Modification of License
KDFH Fairbault, Mnns.—Mod. license to change name of licensee from Lee-Smith Best Co. to KDHF, Best Co. WUNR Bloomington, Il.—Mod. license to change from 550 kc 580 w D to 580 kc 1 kw D.

License Renewal
WXKC (FM) Paducah, Ky.—Request for license renewal.

License for CP
WJIM- V Lansing, Mich.—License for CP new commercial TV station.

Application Returned
WCBR Lebanon, Tenn.—Returned application for voluntary acquisition of control. Lebanon Best Co., Inc. by Warren G. Gilpin through purchase of 23 sh. from Roy E. Wood.

February 7 Decisions . . .

By the Commission En Banc
Hearings Designated
Frazier Broadcasting Co. Beaver Dam, Wis.—Designated for hearing in Washington April 2, re application new station
1386 kc 500 w D and made WEMP Milwaukee and WBBY Green Bay Wis., parties to proceeding.

Radio California, Sacramento, Calif.—Designated for hearing in Washington April 4 re application new station 1380 kc 500 w D and made KFTR Turlock, Calif. party to proceeding.

KFPA Helena, Ark.—Designated for hearing in Washington April 6 re application to change power from 1 kw to 5 kw D 1 kw N DA- N on 1380 kc.

Modification of CP
WBFR Beverly, Mass.—Granted mod. CP to change trans. etc., cond.

Designated for Hearing
Greater New Castle Broadcasting Corp., New Castle, and Sanford A. Schultz, Farrell, Pa.—Designated for consolidated hearing in Washington April 11 re application of Greater New Castle for station 1460 kc 11 kw D and application of Schultz for new station 1460 kc 500 w D made WBFR Warren, Oh., party to proceeding with respect to New Castle application and WMDD Moundsville, W. Va., and WHBC Canton, Ohio, parties with respect to Farrell application.

WLOW Portsmouth, Va.—Designated for hearing in Washington April 12 re application to move main studios from Portsmouth to Norfolk, Va.

WANT Richmond, Va.—Designated for hearing in Washington April 13 re application for approval of ant. and trans. location.

STA Extended
Zenith Radio Corp., Chicago—Extended STA for "Antevisory" tests via experimental TV station KSXBS Chicago, to Mar. 31. Zenith unable to begin actual testing until Jan. 1. Hence extension enables tests to run full 90-day period as contemplated.

February 7 Applications

Accepted for Filing
Modification of CP
Following stations requested mod. CP for extension of completion date: KMPC Los Angeles; WGSF Hunting- ton, N. Y.; KWWI Kennewick, Wash.
KTEL Passadena, Calif.—Mod. CP new TV station to change from 9.5 kw vis. 6 kw aur. to 8.5 kw vis. 5.5 kw aur. install new trans. etc.

License Renewal

License for CP
University of Oklahoma, Norman, (Continued on page 88)

February 12, 1951 • Page 75
Situations Wanted (Cont'd)

Variety Vine wants to go south, wife sick. $25, 4 years radio, TV, DJ, emcee, good seller, announcer, director, pub- lisher, technical director, news director. Box 669H, BROADCASTING.

Experienced announcer wants straight job in TV. Box 713H, BROADCASTING.

Experienced, capable announcer, draft exempt. 12 years experience in broadcasting and music. Have worked in better market areas than Missourl. Box 723H, BROADCASTING.

Graduate announcers school. Sports, re-creation, DJ, writer, news, special events, booking, voice, single. Box 734H, BROADCASTING.

Have disc show, lots of laughs, slap- stick and call listeners. Social better, but say they love it. Station changed owners, so working conditions have also. Veterans, family, prefer northeast. Box 717H, BROADCASTING.

Attention all stations! Missourl, St. Louis, 3 years experience, draft deferred, seeking good, progressive station with opportunities. Box 772H, BROADCASTING.

Experienced announcer, single, veter- an, 18 years experience. Have done DJ, news, special events, general staff. Morning, afternoon or nights available, or any time. Box 783H, BROADCASTING.

Experienced announcer, college grad, topflight casting. Interested in any station. Box 781H, BROADCASTING.

Young licensed engineer, experienced in all phases of radio, married veteran, wants position in New York City. Box 770H, BROADCASTING.

Twelve years combo operator or chief engineer, over 40. Have experience in high-power AM-FM. Musician and sales ability. Best of references. Will go anywhere for the right job. Box 722H, BROADCASTING.

Chief engineer, 18 years experience. Excellent record. Desires to operate station in progressive city. Engineering only. Box 740H, BROADCASTING.

Copywriter, college grad, single, female. Have disc experience, also. Have disc experience. Box 744H, BROADCASTING.

Have disc show, lots of laughs, slap- stick and call listeners. Social better, but say they love it. Station changed owners, so working conditions have also. Veterans, family, prefer northeast. Box 717H, BROADCASTING.

Situations Wanted (Cont'd)

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Have done previous work in WLOG, Logan, W. Va. Colored announcer trained Radio City, N. Y. Have experience in radio, disc, professional, airs, etc. Have complete training, disc and references. Reply Box 686, Manhattan Avenue, New York City.

Chief engineer, 18 years experience. Excellent record. Desires to operate station in progressive city. Engineering only. Box 740H, BROADCASTING.

Ticket agent, 18 years experience. Topflight casting. Interested in any station. Box 781H, BROADCASTING.

Immediately available, single, female, have disc experience, also. Have disc experience. Box 744H, BROADCASTING.

Andrews, 9 years experience. Have disc experience, also. Have disc experience. Box 744H, BROADCASTING.

Chief engineer desires position. Experience in all phases of engineering with any possible problem, whether engineering or sales problem. Have experience in United States after preliminary cor- respondence. Box 784H, BROADCASTING.

Program director, announce- ment, copy, ad sales. Box 785H, BROADCASTING.

Have disc show, lots of laughs, slap- stick and call listeners. Social better, but say they love it. Station changed owners, so working conditions have also. Veterans, family, prefer northeast. Box 717H, BROADCASTING.

Topflight casting. Experienced announcer, single. Box 734H, BROADCASTING.

Experienced television director. New experience in all work in development of programming. State salary. Box 658H, BROADCASTING.

Available immediately, single, female, director of 1,000 watt fulltime network station. College graduate. Experience in air work and casting. Box 750H, BROADCASTING.

Situations Wanted (Cont'd)

Referred to all phases of radio and television. Ex- perience in all phases of engineering. State salary. Box 658H, BROADCASTING.

Immediate opening in northeast. Young, single sales and promotion director. Box 769H, BROADCASTING.

Wanted: Complete equipment for $200-1,000 watt AM station. Send complete condition and price. Box 704H, BROADCASTING.

Do you have a 150 to 200 watt self sup- porting antenna? If so, box would be anxious to purchase and have it shipped down and remove? If so, we will dam- nle tower for the material which will consists: Price, height and tower location. Box 669H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also 5 or 10 inch coaxial cable. Box 708H, BROADCASTING.

Wanted: Complete equipment for 250- 1,000 watt FM station, including antennas, transmitter, monitor, console, etc. State make, condition and price. Box 708H, BROADCASTING.

Wanted: Used FM limiting amplifier. Also 5 or 10 inch coaxial cable. Box 708H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also 5 or 10 inch coaxial cable. Box 708H, BROADCASTING.

Wanted: Complete equipment for sale, RCA FM 39B—10 kw transmitter with 500 ft. 3/4 line, four 5 kw amplifiers, and Hewlett-Packard frequency modu- lator. Estimate $25,000.00. Box 706H, BROADCASTING.

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COULD YOU USE A GOOD MAN?

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model ET-6-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTBA-FM, P. O. Box 1161, San Antonio, Texas.

For Sale

Equipment, etc.

BOX 821H, BROADCASTING

For Sale

A REAL OPPORTUNITY to enter the TRANSACTION BUSINESS

$1000.00

is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are really interested in a money making proposition and have $1000, please don’t write.

Box 821H, BROADCASTING

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

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

REGULAR WEEK DEC. 17-23, 1950

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Situations Wanted

Managerial

KZL CO-Sponsors

Soil Conservation Contest

KZL Denver and the Denver Post for the fourth consecutive year will co-sponsor an annual state-wide soil conservation contest in Colorado, it has been announced.

Hugh B. Terry, KZL general manager, explained that the top five districts in the state each will receive $500 cash awards and plaques and that the three individual farmers or ranchers representing each of those districts will receive certificates of recognition.

Wcos’ Hicks

Named SCAPB President

JAMES HICKS, general manager, WCOS Columbia, has been re-elected president of the South Carolina Associated Press Broadcasters. Other officers elected were: James Coggins, WKDK Newberry, vice president; Paul Benson, WMJX Florence, secretary, and Frank Best, WRNO Orangeburg, and Dan Crosland, WORS Greenwood, directors.

New plans for legislative coverage and sponsorship of an annual news clinic were among topics discussed at the meeting.

SPORTS HIGHT

On New KGPB Flagstaff

BASKETBALL is currently getting a large share of the program time on KGPB Flagstaff, Arizona’s new radio station. Saginaw & Manistee Lumber Co. is sponsoring four out-of-town Arizona State College games and six home games. Northern Arizona Gas Service is sponsoring all of the out-of-town games of the Flagstaff High School.

KGPB, on the air under a construction permit since Dec. 6, operates on 1230 kc, using a 230-foot Blaw-Knox tower, General Electric 280 w transmitter.

Flagstaff Partners

Four partners in the Flagstaff Broadcasting Co. are A. S. Holm, former city manager of Rapid City, S. D., general manager; E. C. Philippi, formerly with Kedy and KSL Salt Lake City, and technical director at WNKB (TV) Cleveland, commercial manager; Mary Jane Philippi, formerly with KOA Denver, women’s director at KEDY, and WSRS Cleveland, program director, and Alan J. Gardner, formerly with General Electric in Schenectady, N. Y., chief engineer.

ADMET’S EXAM

AAA Sets Feb. 17

FIFTH annual examination for advertising of American Assn. of Advertising Agencies will be held Feb. 17 in 17 cities throughout the country where AAA has chapters. Macadam Goodloe, association vice president, is in charge of examinations.

Aimed at attracting “high calibre” young people to advertising by testing them for specific kind of work in the industry, the examinations are open to all considering advertising as a career. Cities in which examinations will be held are New York, Los Angeles, Chicago, Philadelphia, Boston, Baltimore, Cincinnati, Cleveland, Detroit, Jackson (Miss.), Minneapol- is, Oklahoma City, Pittsburgh, St. Louis, San Antonio, Tulsa, San Francisco. Applications for examinations may be obtained from AAA chapters in those cities. Registration fee is $15.

Northwest

$75,000.00

A successful and growing, fulltime independent located in one of the excellent medium sized northwestern markets—over 175,000 in immediate trade territory. This station is showing a good profit on a constantly increasing gross.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACK-BURN-HAMPTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

J. B. Blackburn

Harold E. Murphy

Sterling 341-1

CHICAGO

SAN FRANCISCO

Radio Station

235 Montgomery St.

360 N. Michigan Ave.

Exbridge 2-5672

6155

New England

$60,000.00

The only station in a very prosperous New England market. Fulltime—network—well established and profitable, this property offers a solid opportunity for further growth and profits. A 100% stock purchase includes seven quick sound.3.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

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235 Montgomery St.

360 N. Michigan Ave.

Exbridge 2-5672

6155

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BROADCASTING • Telecasting

U. of ALABAMA announces total enrollment of 461 students in Department of Radio. University reports this sets new record for school breaking the previous one set in 1949 with enrollment of 390.

"PLAINVIEW HERALD"

Not Rationing Ad Space

PLAINVIEW EVENING HERALD, Plainview, Tex., has not rationed advertising space and has "no thought of doing so," it was stated to BROADCASTING • TELECASTING last week by E. B. Miller, advertising manager of the newspaper.

Jan. 8 in a story regarding a probability of newspaper shortage, it was pointed out that the Albuquerque Journal had notified advertisers that they would be limited to 65% of the space they used in December 1949 and stated that there were "reports that the Plainview (Tex.) Herald has begun to ration space." This report was in error, the newspaper executive pointed out.
**MARCH OF DIMES**

Further Radio-Television Aid Reported

ACCOUNTS of contributions by the nation's stations on behalf of the March of Dimes continued to pour in last week. [BROADCASTING ♦ TELECASTING, Feb. 5.]

A final list of high light efforts in the drive which was supported by nearly every station in the United States follows:

KSCE Scottsbluff, Neb., collected $5,930. WBOQ New York, priced a three-hour jamboree.

Dave Shellenberger, WARD Johnstown, Pa., detailed an expanded effort of March of Dimes campaign. Old Polio Made Jockey for KAVL Lancaster, Calif., and his partner, Johnny Amos, started out to establish a record on behalf of the drive. The duo had logged 500 hours of broadcasting when, after being on the air 22 days, Mr. Finkeley slapped on a waxed floor and suffered a broken elbow. WMID Atlantic City, N.J., staged a gigantic "Auction-Aire" of donated merchandise.

WOCJ Coatesville, Pa., promoted a "Western Jamboree" and turned over the proceeds to the March of Dimes.

WFBR Baltimore auctioned off $500 worth of prizes among a studio audience of 300 persons on Jan. 31.

WSW Montgomery, Ala., with a "City of Dimes" gimmick, raised $522.27.

KRNT Des Moines raised several hundreds of dollars through its many efforts.

WNAR Norristown, Pa., held an all-day auction of donated articles and raised "hundreds" of dollars.

Ben Schwartz, announcer for WGY Silver Spring, Md., manned a microphone in downtown Washington on behalf of the March of Dimes campaign.

Gigantic "Auction-Aire" of KJZS disc jockey for KAVL Lancaster, Calif., and his partner, Johnny Amos, started out to establish a record on behalf of the drive. The duo had logged 500 hours of broadcasting when, after being on the air 22 days, Mr. Finkeley slapped on a waxed floor and suffered a broken elbow.

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**Hearing Indicated**

The committee took no action on the Benton plan, although top American military leaders had supported a greatly expanded "campaign of truth." Defense Secretary George C. Marshall had recommended that the information program operation be removed from the State Dept., but remain subject to department policy jurisdiction.

**Mundt Questions**

The question of the Voice's effectiveness was posed Feb. 1 by Sen. Karl Mundt (R-S.D.), who sponsored legislation calling for creation of a bi-partisan commission on Cooperative International Relations. The new Mundt bill (S 731), similar to one he sponsored last year, would empower a 12-man group to survey effectiveness of the Voice and to study new techniques and facilities, including television, which may be utilized in the overseas program. A companion measure (HR 1725) has been introduced in the House by Rep. Mike Mansfield (D-Mont.).

At week's end neither the Senate Foreign Relations nor the State Foreign Affairs committees had scheduled definite action on either bill. Senate committee authorities indicated that they expect the House group to take the initial action before broaching the Mundt proposal. Action on the Benton plan will await formal introduction of a bill or resolution.

In Secretary Acheson's letter to Sen. Benton, released simultaneously with the Senator's reply Feb. 5, the State Dept. official pointed out that the issue of Voice separation had been raised by the Hoover Commission in its study on reorganization of the government's Executive Branch.

The commission, he observed, had reversed findings of its task force and recommended that operations be retained in the department for lack of any satisfactory location in the Executive Branch, and that a new post of general manager be created under the Assistant Secretary for Public Affairs. The general manager (now Charles Hul-ten) would be assigned full operational authority and responsibility for the Voice and other information activities.

"This has in fact been done," Secretary Acheson noted, "and my observation has been that the new arrangement is working very well." The Assistant Secretary has been able to devote his attention to an increasing degree to actual information policy and guidance to the general manager, and at the same time to carry out his assignment of serving as a staff adviser to me and other officials.

Reviewing the supplementary $79 million budget for the "campaign of truth" and the regular $235 million outlay, Secretary Acheson felt that the export information program has in fact become the vital part of our national strategy.

Mr. Acheson expressed concern lest the department "lose any of the vigor and momentum already gained," or that effective working relationships with overseas information output be impaired. Any proposals for taking these operations out of the State Dept. should be most carefully examined to make sure that these factors are not overlooked or forgotten," he concluded.

Sen. Benton expressed hope that "you do not mean we are now meeting fully the challenge and opportunity in this field," and asserted that a "recovery abounds everywhere," that the information program "hasn't even begun to be the vital part of our national strategy it should be."

Referring to the post of general manager, Sen. Benton replied that he is not "persuaded" by the title, though he has highest admiration for Mr. Hulsen, and that the information program should command as many high-caliber men as ECA under Paul Hoffman.

"Here you have the most important argument for taking the operations under your own roof," he added, "the overseas information out of the State Dept., and establishing a separate department," he declared.

Sen. Benton also labeled the $79 million supplemental as "pitifully inadequate" and charged that the country has been "woefully negligent in failure to respond" to the President's call for an expanded "truth campaign."

*IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS* promotional ideas sold to produce cash revenue of from $200 to $500 per week, Write, call, or wire Edgar L. Bill — Merle V. Watson Peoria, Illinois Phone 6-4607

**EXECUTIVE PLACEMENT SERVICE**

Confidential, nation wide service placing qualified, experienced sales, commercial managers, pro-
gress, advertising, promotion and disc jockeys. Inquiries invited from employers.

HOWARD S. FRASER

TV & Radio Management Consultants

136 World House, Washington, D. C.

**BROADCASTING ♦ TELECASTING**

February 12, 1951 • Page 79
committee's report thereon, it is my understanding that the bill is not intended to repeal Sec. 326 ... The amendments are minor but make explicit certain language of the bill. Not effect is to:
1. Give each Commissioner the opportunity to fix the salary of his legal assistant, which, under the bill, he would be permitted to appoint and provide an annual salary not to exceed $10,000.
2. Add a new group to bureau heads and their assistants and the Commissioners' personal legal assistants affected by the bill's clause barring practice before the Commission for one year after leaving FCC employ. The new group would be designated as "the chief of each integrated division and his assistants."
3. Spell out a Commissioner's right to present his own or minority view or supplemental reports on all legislation pending before the Commission. Thus, a Commissioner would be accorded the right to appear before Congressional hearings and present an independent report or statement to augment FCC testimony, customarily presented by the FCC Chairman.
4. Define the Commission's right in a national emergency, i.e., an emergency proclaimed by the President or Congress as affecting national security.

The comprehensive bill contains authority for FCC to buy land and construct buildings for monitoring and research activities, a proposal desired by the Commission, particularly now for defense activities. A bill (HR 1730), embodying this proposal, is awaiting House approval.

In addition to the job-jumping ban on the Commission staff, the bill would limit a Commissioner, who resigned, from representing any interest within FCC jurisdiction for one year after leaving the FCC. It also would apply to a Commissioner who serves the full appointed term.

Other provisions would set a statutory target date on the time limit (within three months of filing) for action on original applications, renewals and transfer cases. They would place a six month deadline within which hearing cases must be completed.

The Commission staff would be realigned along functional lines into Broadcasting, Common Carrier, and Safety and Special Services, each with legal, engineering, and accounting personnel—a reorganization now in process by the Commission itself.

FCC would have to notify applicants before setting applications for hearing, grants issued without hearing would continue subject to protest for 30 days and the Commission would have to act on protests within 15 days, under the bill's provisions.

**Provisions Cited**

Other sections of the bill would:
- Permit FCC to issue cease-and-desist orders against violators of its rules and regulations.
- Alleviate "double-judicial" in anti-trust cases.
- Create a "buffer" staff to act as liaison between the Commission and regular staff, which would be responsible to FCC for preparation and review of decisions, orders, rules, and other memoranda upon assignment.
- Reduce the number of assistant general counsel, assistant chief engineers and assistant chief accountants.
- Make FCC action on renewals bear on the finding that the public interest would be served and the applicant for renewal would no longer need to make the same presentation as is required of original applicants.
- Setup a radio fraud law similar to the postal fraud statute.

Sen. McFarland had told the Senate Jan. 20 that Chairman Coy "is very anxious that the bill be passed at any early date." This statement conforms to the view, expressed by close supporters of the bill, that the FCC may be more receptive to the McFarland Bill this year.

Commission exceptions to various sections of the measure could be presented to the House and the differences ironed out in joint conference with the Senate, it has been proposed.

### TOP HONORS went to Chester Budny (l) in the WJMO Cleveland polka contest conducted by Paul Nekel (r). The happy duo is smiling through stacks of the 41,513 pieces of mail votes WJMO received. A plaque was given to Mr. Budny.

### WHAY SOLD To WNHC Group

SALE of WHAY New Britain, Conn., for $40,000 to a group identified with ownership and operation of WNHC-AM-FM-TV New Haven, Conn., was announced last week subject to FCC approval.

WHAY, founded in 1949, is assigned to law fulltime on 950 kc, directional day and night. All stock in the licensee, Central Connecticut Broadcasting Co., would be transferred to Continental Enterprises Inc., a new firm chiefly owned by Aldo DeDominicis, Patrick J. Goode and David K. Harris, majority owners of WNHC.

Mr. DeDominicis is secretary-treasurer and 66% owner of the transferee; Mr. Goode, chairman of the board and 10% owner, and Mr. Harris, 10% owner. Michael J. Goode, WNHC salesman, is president and 5% owner. A 5% interest each is held also by J. Vincent Callanan, WNHC salesman, and Vincent DeLaurentis, WNHC chief engineer. Late Vice President of WNHC.


Buyers contend there is no overlap between WHAY and WNHC and also cite different markets involved.

### WBGE PURCHASE

Hall Buys for $110,000

PURCHASE of WBGE, Atlanta independent station, for $110,000, was announced last week by Mr. John E. Hall, president of WAIM and WCAF (FM) Anderson, S. C., as well as publisher of the Anderson Independent and Daily Mail. Transaction, subject to FCC approval, was completed a fortnight ago in Atlanta with Mike Benton, president of General Broadcasting Co., the seller.

Mr. Hall, a former U. S. Senator, is also president of Palmetto Broadcasting System which programs 18 South Carolina and four Georgia stations. WNGS-AM, Glenwood, general manager of Palmetto, in Atlanta for the negotiations, said that no immediate changes in WBGE personnel was contemplated and that David Hole would remain as general manager. WBGE, 250 w on 1340 kc, will not become part of the Palmetto Broadcasting System but will be operated by the Wilton Hall Co., an Atlanta office is planned, according to Mr. Warnock, who said that radio programs will be originated from it.

**GENERAL ELECTRIC** has announced that it has mailed out $17 million to stockholders as the company's 21st dividend.

**WHAY SALES**

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GOAL TOPPED

WAGS Washington, Feb. 4, conducted day-long marathon to raise funds for National Symphony Orchestra. Announcements were repeated every 10 minutes from 8 a.m. to midnight. As result station collected $4,005, topping its previous goal of $1,500. Program beam to D. C. listeners also received donations from cities in Maryland and Virginia. *The Washington Post* editorial Feb. 6 praised station for part it is playing in fund drive for orchestra, which is primarily interested in playing for younger people of Washington.

BONE AWARD

KNUZ Houston awarded "Milk Bone Promotion Award for 1959" by National Biscuit Co. KNUZ was one of three stations to win bronze bone during National Dog Week. Station devised special program, *Porky Pooch*, to find homes for orphaned dogs in area. Show gained such popularity during month that every pup placed in S.P.C.A. shelter was adopted.

MAP FOLDER

WKNA Charleston, W. Va., sending trade and advertisers large rate card folder with map of coverage area on front. Inside, along with list of rates, are market facts headed "Personality Market Facts."

GOOD MUSIC SHOW

KEX Portland, Ore., Good Listening Club, 10:35 p.m.-1 a.m., Mon. through Fri., started Feb. 5. Program features light classics and classical music along with newscasts on the hour. "Mister Midnight," unidentified emcee, will head show.

SUBURBAN PROGRAM

WJMO Cleveland, Radio Spotlight Tours, started Feb. 6, is playing up suburban points of interest with historic summary of each. Station plans to present different program each week in effort to promote general good will and prove effectiveness of radio advertising to suburban merchants who are sponsoring show.

BASKETBALL PLAYOFF

WISH Indianapolis, Feb. 24 through March 17, each Saturday will broadcast Indiana State High School Basketball Tournament, sponsored by local Fraternity dealers. Station using outdoor posters, taxi ads, newspaper ads and window displays in promoting playoff. Each dealer sponsors one half of two games during four week tourney. This is third year dealers have sponsored games.

HELPING celebrates the 113th birthday of Mrs. Mary O'Neil, the oldest living resident of Pennsylvania, WLTR Bloomsburg and WAZL Hazelton presented her with many useful gifts from merchants of their towns. Victor Diehm, WAZL president, emceed an exclusive interview with Mrs. O'Neil for broadcast on both stations. Looking over the gifts are (1 to r) Shirley Nicodemus, WAZL; Mrs. O'Neil; Mr. Diehm; Bertie Naunas, WLTR, and Anthony Hagg, WLTR chief engineer.

NAVY SHOW

U. S. NAVY, *Across the Blue Pacific*, transcribed quarter-hour public service show from Hawaii. Program features interviews with hometown Navy men on duty in Pacific, including men on ships and stations in area. Music and native songs by Royal Hawaiian Serenaders are also featured on program. Series running for 13 weeks and is available for regional networks.

TV-JJ SHOW

WDTV (TV) Pittsburgh, *Studio Control*, 12:30-1 p.m., Mon. through Fri., started Feb. 5. Show features Bill Brandt as emcee and is a TV concept of AM afternoon disc jockey show. Music, record talk, guest acts and interviews highlight program. Show is key to afternoon AM audience.

DEFENSE EFFORT

KLZ Denver, *Design for Defense*, Sat. 2-3:30 p.m., started Feb. 3, written and prepared by service men in Denver area. Kickoff show featured taped interview with Arthur Godfrey, on duty with Navy in Florida, and Evelyn Knight, who received 3 songs for program. Show also featured salute to Army Nurse Corps on occasion of 50th anniversary. Part of show had tape-recorded bedside interviews with men back from Korea.

NOVEL PROMOTION

WLAW Lawrence, Mass., sending copy of new England package taped for show. *Seaweed*, the spot news program, is a reminder from WLAW-680, 50,000 watt ABC affiliate... the spot on your dial where you always find radio entertainment at its best." Inclosed is thimble with raised letters on green backing reading "WLAW—Tune in 850." On back of folder is list of station personalities appearing on shows.

STATION BREAK STUNT

WEBC Duluth recently conducted radio campaigns on station's behalf in its slogan "The Community Station." Mark Sheeler, special events man and disc jockey, attended civic clubs and organization meetings transcribing voices saying, "This is Mrs. — of Duluth... and this is WEBC Duluth and Superior." They were used as station break identifications. Stunt resulted in many cards from listeners who recognized voices of their friends.

RAID INSTRUCTIONS

KTTV (TV) Hollywood, *Instruction for Survival*, public service half-hour show Mon.-Fri., preparing public for possibility of bombings or air raids. Show presented in cooperation with Los Angeles Civilian Defense Board. Members of various public agencies including Red Cross, Police Dept., Fire Dept., Public Health Dept. and others directly connected with public welfare will give information pertaining to their particular fields.

STUDENT OPERATION

KMLH Marshall, Minn., Feb. 3, operated 18 hour schedule with staff consisting of students from local high school. Students worked under direction of regular staff members who were present to meet FCC regulations. However, students handled all programming and general business of station. All commercials, news, disc shows etc. were handled and written by students. They also broadcast play-by-play description of local basketball game.

EDUCATION SHOW

WPTZ (TV) Philadelphia will carry Operation Blackboard from Atlantic City, Feb. 22. Telecast will cover meeting of American Assn. of School Administrators. This will be part of regular program carried by station in cooperation with local public schools.

Rules Extended

EFFECTIVE date of FCC's new Part 18 of its rules governing the industrial, scientific and medical service, insofar as they apply to welding equipment using radio frequency energy, has been extended from Jan. 31 to July 31. In the interim, however, any welding interference to other radio services must be promptly remedied, FCC said.

LANG-WORTH FEATURE PROGRAMS

LANG-WORTH FEATURE PROGRAMS, Inc.

SCHEDULE

SELL	FOOD PRODUCTS!

LANG-WORTH FEATURE PROGRAMS, Inc.

113 W. 57th ST. NEW YORK 16 N.Y.

Network Feature Programs at Local Station Cost
**FCC Actions**

(Continued from page 76)


**APPLICATIONS AMENDED**

Sun and Times Co., Chicago—Application for new CP at Ch 24 to change call from WLS to WGN.

WARD (TV) New York—Application Amended to change from 5.5 kw to 4.7 kw vis.

Modification of License

WTPS-FM New Orleans—License to change ERP from 50 kw to 75 kw.

WTWY-FM Steubenville, Ohio—Modification of CP to extend completion date.

WWSW-FM Pittsburgh, Pa.—Same.

**NEW CREATION**

WFMJ (FM) Youngstown, Ohio—CP for extension of completion date.

**February 8 Applications**

ACCEPTED FOR FILING

Modification of CP

WINS New York—CP for change in frequency Increase in power etc., for extension of completion date Applications Amended to change to April 16.

Following CP applications require mod. CP for extension of completion date: AM—1360 kc Arthur W. Gable Jr., by Royal Best Co., Near Lancaster, S. C., CP for new AM station 1220 kc 1 kw D A-AM to change to 1360 kc 1 kw D license.

License Renewal


**FCC Roundup**

**NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS**

**Box Score**

Summary to February 8 - Summary of Authorizations, Stations On the Air, Licenses

<table>
<thead>
<tr>
<th>Class</th>
<th>Total</th>
<th>CPs Granted in AM Stations</th>
<th>CPs Granted in FM Stations</th>
<th>AM Stations</th>
<th>FM Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,235</td>
<td>2,277</td>
<td>138</td>
<td>209</td>
<td>274</td>
</tr>
</tbody>
</table>

**FCC Roundup**

**Non-Docket Actions**

AM GRANTS

Lawrenceburg, Tenn.—Aaron R. Robinson Jr., as Lawrenceburg Best Co. For new AM station 920 kc 1 kw D-AM to change to 1360 kc 1 kw D license.

**Final Decision**

Lincoln, N. C.—Carolina-Piedmont Broadcasting Co. Memorandum opinion and order denying petition to set aside FCC grant of CP to new AM station 1000 kc with 5 kw power.

Sturgeon Bay, Wis.—Door County Broadcasters, Inc., order dismissing petition for reconsideration of order of Sept. 21, 1961, granting license to new AM station 1260 kc with 500 kw power.

Fullopen, Ky.—Kentucky Best, Corp. Granted CP for new AM station 1370 kc with 5 kw power.

Fullopen, Ky.—WEMN Union City, Tenn., and partner, granted CP for new AM station 1490 kc with 2 kw power.

**Docket Actions**

OPINIONS AND ORDERS

Saratoga Springs Broadcasting, Inc. Memorandum opinion and order denying petition to set aside license.

Lincoln, N. C.—Grant of licentce to new AM station 1000 kc with 5 kw is denied because the FCC did not act on petition the station has been owned.

C. W. Churchill & Sons.

**FCC Roundup**

**Docket Actions**

Lincoln, N. C.—Lincoln Broadcasting Co. petition denied.

**NEW APPLICATIONS**

AM APPLICATIONS

Ponce de Leon, Fla.—Mr. and Mrs. J. J. Aguero, granted CP for new AM station 1460 kc with 5 kw power.

KALG Almadoro, N. M.—Granted CP for new AM station 1100 kc with 5 kw power.

KALG Almadoro, N. M.—Granted CP for new AM station 940 kc with 5 kw power.

**FCC Roundup**

**ECONOMIC TREND**

Initiative Factor Tracked

Individual initiative in business. Edited by George Howard, The Advertising Age Press, 325 pp. $5.00 (January selection of Executive Book Club).

INITIATIVE has always been considered as a main quality needed for success under the free-for-all turmoil of the traditional American economic system. How changes in our social and economic structure are affecting this vital function, which the editor in his forward calls the "red corpuscle of our society" which is the kind of society becomes again is discussed in this volume by 35 executives of industry, business leaders and government officials.

One present major texts; the others participate in give-and-take discussion. Mr. Allen, director of sales promotion for McCa's magazine, has done the talks and the discussion which conclude the last year's business conference of Harvard Business School's annual series into a thought-provoking volume.

GE Order

AN ORDER for $1.3 million worth of transportable microwave communication equipment, to be used by the Army Signal Corps has been reported by the General Electric Co. The order includes equipment for terminal and repeater radio stations which will give the Signal Corps a number of communication systems, GE reported.
January Box Score

STATUSES of broadcast station authorizations and applications at FCC as of January 31 follows:

<table>
<thead>
<tr>
<th>Status</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,563</td>
<td>620</td>
<td>167</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2,516</td>
<td>518</td>
<td>59</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>170</td>
<td>170</td>
<td>59</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>1</td>
<td>1</td>
<td>59</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>288</td>
<td>288</td>
<td>48</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>256</td>
<td>11</td>
<td>180</td>
</tr>
<tr>
<td>Reconsideration applications</td>
<td>122</td>
<td>2</td>
<td>71</td>
</tr>
<tr>
<td>New station requests in hearing</td>
<td>257</td>
<td>27</td>
<td>26</td>
</tr>
<tr>
<td>Deletion of licensed stations in January</td>
<td>1</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

紧急计划

（续自第25页）

话题有司法立法、融资和组织管理人员、私人投资公司、房地产等。[广播 宣传，日报，2月6日]

广播站的授权和许可将被讨论在这些闭路接点，尽管没有明确的答案和问题将与FCC和AAI的讨论者们已经清理了问题。

传播计划的讨论是为哥伦比亚区的视联会评的。在总统的广播委员会，TTAC和广播委员会主席：

Buckle Washington。主席的角色中的广播委员会和其他的广播公司。广播站的广播委员会

节目列表编排的文件使用了在该区域，可能被要求以进行服务的方式等待。

FCC和法院的 Criteria，在1月28日。此外CP switch从250w到550k，从1k到5k，从直线上升，经济性。FCC在1928年取消操作1月20日。

已被要求以进入科罗拉多州的事务所。授权给科罗拉多州的事务所。科罗拉多州的事务所，从华盛顿州。

该委员会上的一手材料在1月22日。来自科罗拉多州的事务所。

Rosenberg，Inc.licensed，Western California Broadcasting Co.，Har- old F. Gross是主席和总经理，他们被要求投票，但有两个理由。

在另一个行动中，未得到FCC的站点。在Fort Worth被要求举行一次关于IBEW和ENTC的选举。FCC也在1月22日授予了Election。

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KACE PASO

DISMISS PETITION

W. Grant. Stands

PETITION of Door County Broadcasting Co., requesting that FCC set aside its Sept. 27, 1960, action granting without hearing the new

stockholders in the new station bid of Door County Radio Co. for 250 w daytime on 1000 kc at Sturgeon Bay, Wis., was dismissed by the Commission last week on grounds petitioner has no standing to seek reconsideration.

Door County Broadcasting, which seeks a new station on 1540 kc there, alleged the grant to Door County Radio would cause severe injury economically and to its standing and reputation in community. FCC said since different frequencies are involved and no technical conflict exists, the alleged injury is dependent wholly upon petitioner's becoming a permittee, which may not ensue.

FCC said it therefore need not consider petitioner's allegations that the Door County Radio Co. application was fatally "deficient and "impliedly misrepresented the intentions of the corporation's stockholders." The allegations were denied in counter affidavits filed by the grantee, FCC noted. Charges made by petitioner involved use of a similar firm's name and alleged attempt to sell the construction permit.

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KACE PASO
NARTB's Judgment

(Continued from page 2)

The fiscal year starting April 1. Of this, $30,000 is likely to be earmarked for payment to NARTB as overhead, plus 40% of all TV dues over $150,000.

George B. Storer, head of the Fort Industry stations, will report to the TV board as head of its finance committee. TV directors made it plain last week they are shooting for 100% TV membership—all 107 stations. Nearly 60 stations signed the Chicago pledge to join the new TV association. The TV board must arrange a membership campaign and decide on timing of the solicitation.

The board will have to arrange its own membership solicitation. During the fiscal year starting April 1 BAB will get 30% of the dues of each NARTB radio member, unless the member decides it doesn't want BAB service, in which case a refund of 30% will be given.

BAB non-members, under a plan approved last August, would be entitled to join BAB by paying one-half the station's highest hourly rate. Dues for networks, representatives, transcription firms, manufacturers and other BAB members have not yet been fixed.

Solicitation to Start

BAB President Ryan has indicated BAB will start quickly with its solicitation of non-NAB members. He said BAB has no intention of competing with NAB but instead will argue on behalf of a strong national trade association. The two go together, he said. If a station doesn't want NAB, BAB will solicit it anyhow. After March 31, 1952, there will be no relation between NAB and BAB dues.

The BAB budget will start at around $200,000 but it is expected to head rapidly toward the million-dollar annual budget conceived by the NAB board last summer when BAB separation was arranged.

BAB has made some contacts in its staff enlargement program. Mr. Ryan will have what he termed "fairly basic plans" ready for the BAB board meeting.

While presidential and reorganizational details were occupying NAB headquarters, plans went ahead for the mid-April convention. Mr. Thomas is chairman of the board's convention committee. Robert K. Richards, NAB public affairs director, and C. E. Arney Jr., secretary-treasurer, are handling the convention program operations and physical arrangements, respectively.

After satellite and miscellaneous meetings Sunday, April 15, formal convention proceedings will open Monday with the report by President Miller. Monday's agenda will be confined to A.M. Tuesday morning will feature FM discussion. Mr. Strouse is arranging details. Annual business meeting will be held Tuesday afternoon, followed by the annual banquet.

Wednesday was TV day. First business meeting of the new TV organization is to be held in the afternoon.

Engineering sessions will run concurrently with the management meeting, with some joint meetings planned.

NAB headquarters was working on the 1951 fiscal year budget last week, following board approval of the $157,701 total recommended by the board's finance committee headed by John S. Meachner, KYSM Mankato, Minn. This fund does not include BAB's separate budget. It compares to $649,000 for the current fiscal year (also excluding separate BAB fund). BAB has operated this year on a $186,592 budget. TV, of course, will have its own $150,000 budget. A number of NAB department heads and staff employees were granted raises by the board.

Funds Made Available

The board made $5,000 available for a study of the operator employment situation and presentation before the FCC of proposals to re- laxation of technical requirements. William C. Grove, KBFC Cheyenne, Wyo., is chairman of a board committee studying this problem.

By-laws of NAB were drastic changes (see NAB board in Florida, in line with revisions drafted by the By-Laws Committee headed by Frank U. Fletcher, WARL Arlington, Va., Mr. Fletcher, assisted by NAB staff officials, had prepared a paraphrase-by-paraphrase revision encompassing the changes required to bring TV into the association on an autonomous basis.

First, several changes must be made in the charter when NAB is reconstituted as NARTB. The name must be changed; proviso requiring board to meet not less than three times a year, also on call of the president, must be changed to once a year; three-fourths vote of board required for election of officers (it formerly was two-thirds); chairman of board to be added as an officer of corporation.

Summary of principal changes in the by-laws, as submitted to the membership for approval, follows:

Object of NARTB has been broadened to include developments of the arts of "aural and visual broadcasting in all its forms."

A new clause is made for both active and associate members. There are two classes of active—radio and television. AM and FM stations may be active radio members, along with networks. Heretofore networks have merely been associates but now they have their choice of active or associate radio membership subject to approval of the radio board.

In the case of television, both station and network operators may be members.

Associate members are entitled to attend membership meetings, speak from the floor, exhibit products and services, and receive NARTB notices. All associates cannot vote except on committees.

The board shall call special association meetings of all associating members on request of a fifth of the active members (formerly the figure was 100 members). The radio and television boards can call special meetings on request of a fifth of the active members. A quorum consists of 10% of the active members compared to 20% formerly.

Two television radio members are to be fixed by the radio board on the basis of range of income. Television dues are to be fixed by the television board. The overall board is to fix dues for associate members.

Total number of directors is fixed at not over 42—25 maximum for radio and 14 for television. Directorships are to be held by the board chairman and president. Radio directors are to be elected by each of the 17 radio districts plus two at-large directors for large AM stations, two for medium AM stations, two for small AM stations, two for FM stations, providing an at-large groups has at least 25 members.

The TV board is to consist of

NAB CRITICIZED

By Resigning Kops, WAVZ

NAB's failure "to take an aggressive stand" in the Lorain, Ohio, case involving use of allegedly unfair competitive methods by a newspaper competing with a radio station drew criticism last week from Daniel W. Kops, WAVZ New Haven.

In resigning from NAB Mr. Kops and his partner, Victor W. Knauth, wrote President Justin Miller about a number of complaints covering newspaper service and reminded them they had suggested a "vigorous" defense of radio stations by NAB just as the ANPA fought for rights of member newspapers.

Why buy 2 or more... do 1 big sales job

on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

Page 21 * February 12, 1951 BROADCASTING * Te lecasting
nine representatives of TV station members. At least two of the nine are to represent TV-only stations, or more depending on the ratio of TV-only stations to the total TV membership. Each TV network can designate a director, but the networks may not have more than four directors on the TV board. No director can represent more than one classification and no member company can have more than one director on either the radio or television boards.

Radio directors will hold office for two years, as now is the case, serving one unexpired term with two years. They will be elected as at present.

Television station directors will start their terms this year and serve until the 1962 convention. They will be elected at the annual convention.

A two-term limit is placed on all directors except directors reappointed to the board. The NARTB board will consist of the radio and TV directors plus the chairman of the board and president.

The radio board can determine association policies affecting radio members; fix radio dues; issue standards of practice or codes for radio, and allocate funds received from radio dues.

TV Board Authority

The TV board can determine association policies affecting TV members; fix TV dues; issue standards of practice or codes for TV, and allocate funds received from TV dues.

Powers of the board (radio and TV combined) are defined as follows:

To determine the overall policies of the association with respect to matters of general interest to all members; to carry out the policies of the association, to secure payment of same; to borrow money in behalf of the association; to encourage the organization of state associations; subject in all cases to the general policies of the local; and to do all things necessary to carry out the policies, functions, and activities of the association; to approve the annual budget for the program of the association for the fiscal year.

Provided, however, the board of directors is not authorized to take action on board of directors members with respect to any determinations herein authorized to be made by the board of directors.

EVALUATES NAB

Baker Directs Survey

SEARCHING into its own work will be taken by NAB when results of a self-evaluation survey have ben analyzed by the NAB Research Dept., directed by Dr. Kenneth Baker.

Questionnaires covering 36 operations are being returned by stations—members and non-members. They represent four types of evaluation—approve, not interested, disagree, and n ever heard about it.

The questions deal with specific operations and services rather than the work of any department or office, the association feeling that many services involve cooperative efforts by many individuals and departments.

The detailed listing, it is felt, will have a public relations value since many non-members do not realize the spread of NAB functioning and many members are not well informed on what they get for their dues.

National Advertising Bureau, Voice of Democracy contest, legal, labor and recording standards are covered in the opening questions. Others deal with inter-industry meetings, Broadcast Advisory Council, government relations, intra-association meetings, operating cost studies, FM promotion, trade promotion, and related matters.

Closing the questionnaire are blanks for comments on NAB functions.

radio or television boards, but shall limit its jurisdiction to matters of general interest to all its members and adversely affecting neither television nor radio.

The language covering duties of the chairman of the board and the president a general manager follows:

OFFICERS

Section 1. Chairman of the Board. It shall be the duty of the chairman of the board to perform all the duties of the officers of the association and of the board of directors; and he may preside at meetings of the board of directors; be the sole officer authorized to fill vacancies in any office of the association, and shall have upon any such question the power to make rules and regulations for the conduct of the association, and shall have such other duties and responsibilities as may be prescribed by the board of directors.

Section 2. President. It shall be the duty of the president to conduct the affairs of the association and the business of the association in such a way as to further the objects of the association.

The president shall be responsible for the management of the affairs of the association, including, but not limited to, the employment, direction, and supervision of the officers and employees of the association, as provided in Article VII Section 2-A.

The president shall, not less than 45 days before the end of the fiscal year, present to the board of directors a report on the progress of the association during the current fiscal year to date and expenditures to date to carry out that program together with his estimate of expenditures for the remainder of the fiscal year. He shall settle all accounts with the officers and employe es of the association, and shall be responsible for all expenditures of the association.

The president shall at all times present for approval of the board of directors his estimate of budget requirements for the program of the association for the ensuing fiscal year.

The president, by virtue of his office, unless otherwise serving as a director, shall become a member of the board of directors upon his election as president, to serve during his term of office. The president may preside at meetings of the association, and the radio board and the television board at the request of such boards; and he shall name the members of all standing and special committees from the members of any employe of any member and prescribe their duties. He shall be a member ex-officio, with right to vote on all committees.

He shall be entitled to make and execute for and on behalf of this association, contracts for employment for a period not to exceed one year; provided, with the approval of the respective boards of directors where applicable such contracts, or such parts thereof as may be made for a period of not to exceed three years.

The secretary-treasurer acts under the supervision of the president, the proposed, by-laws specify.

The combined board must meet at least once a year. The president, or acting president, may on five days written notice call a meeting of the combined board, or radio or television board. A third of the membership of such boards may call the secretary-treasurer to call a special meeting.

A majority of the full board will constitute a quorum. This applies also to the Radio and TV boards except that in the case of the TV board a majority of those present may not represent networks or stations owned and operated by networks in order to constitute a quorum.

Except for the TV board, vacancies are to be filled by election if the unexpired term is 30 or more days although a director so elected for the succeeding term will fill such unexpired term. Service during such unexpired terms isn't involved in the term limitation on consecutive terms served. TV network vacancies are to be filled by the network; other TV vacancies by the TV board.

THE LITTLE STATION WITH...THE BIG WALLOP!

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PRESS CONTROL

Three Bills Introduced

Another BMI "Pin Up" Hit—Published by Hill & Range

In Your Arms

On Records: Dinah Shore-Tony Martin—Vic. 20-4019; Paul Weston—Col. 39114; LeRoy Holmes—NMG 10892; Jan Garber—Cap. 1384.

When it's BMI It's Yours
HEARINGS START FEB. 21 ON RADIO-TV CONTROL

SEN. ED. C. JOHNSON (D-Col.) announced Friday Interstate & Foreign Commerce Committee, of which he is chairman, will start hearings Feb. 21 on Defense Dep't's controversial radio-TV control plan. Committee will hold open sessions on Sen. Johnson's bill (S 937) which would empower the President to control broadcast signals "in the interest of national security" (see early story page 25).

Among groups which indicated they will appear are: Dept. of Defense (probably Maj. General Franklin L. Ankenbrandt), FCC (Comr. George E. Sterling and/or Chief Engineer Curtis Plummer), NAB (President Justin Miller, Government Relations Director Ralph Hardy and/or Engineering Director Neal McNaughten) and possibly Radio-Television Mfrs. Assn. A few individual broadcasters also have requested opportunity to appear, committee authorities said. Others wishing to give views should inform committee, it was stressed.

EDUCATION TV FORUM

MERITS of TV in education to be discussed Feb. 13 on ABC Town Hall program, 9:45 p.m. by Telford Taylor, counsel for Joint Committee for Educational Television; Charles A. Steimann, head of Communications, New York U. School of Education; Ralph W. Hardy, NAB government relations director; Robert J. Landry, director of Space & Time; Edwin A. Falk, counsel for Television Broadcasters Assn.

Program to be under auspices of National Assn. of Secondary School Principals, with topic, "Is Television an Asset or Liability to Education?"

TRANSIT CASE FEB. 14

TRANSIT-Radio complaint of Washington Attorneys Franklin S. Pollack and Guy Martin to be argued Wednesday in U. S. Court of Appeals for D. C. Appeal is from order of Public Utilities Commission finding WOAC-FM Washington's broadcast on Capital Transit Co. vehicles are not contrary to public interest. Argument, previously set Jan. 29 [Broadcasting & Telecasting, Jan. 1], was delayed to Feb. 14 because of illness of Paul Segal, broadcast attorney, who is to argue for appellants.

FRASER JOINS PABST

FORREST L. FRASER, director of grocery merchandising for Kroger Co., has been appointed to newly-created position of executive vice president of Pabst Sales Co., Chicago. He will join firm April 1.

KENNEDY JOINS MAXON

EARL KENNEDY, formerly with Young & Rubicam, New York, to Maxon Inc., New York, in charge of all radio and television production.

RAYMOND GETS POST


ABC, CBS TV AFFILIATES HOLD NEW YORK SESSIONS

MORE THAN 20 ABC-TV affiliates were represented at all-day meeting held Friday in New York, starting with tour of ABC-TV studio building. Business session included discussions of programming, sales, engineering, Washington situation and allocation of inter-connection facilities.

CBS Thursday afternoon held session on network facilities allocation problems for telecasters affiliated with CBS-TV.

BLAIR CHICAGO OFFICES

BLAIR-TV, Chicago, has moved into separate quarters from John Blair & Co. in McGraw-Hill Bldg. Company also announces physical separation of its AM and TV offices in Russ Bldg., San Francisco, where Lindsey Spight is devoted full-time to TV. Formerly chairman, he is joined there by Walter Cooper, formerly with sales staff of KFRC San Francisco, who will Blair there as assistant to Bill Peavey on AM. Prior to joining KFRC after war service, Mr. Cooper was Navy swimming assigned to USS Saratoga, Mr. Richards was with National Cash Register Co.

ATOM SECURITY HEARING

HEARINGS indicated Friday by Congressional Joint Atomic Energy Committee on security case involving ABC Commentator Paul Harvey's "unauthorized entry" into Argonne atomic-experiment plant (see early story, page 30). Authorities said Sen. Brien McMahon (D-Conn.), chairman, would call in Atomic Energy Commission and Dept. of Justice, but denied published report findings would be made public. Session will be closed. Committee reportedly received confidential reports from both departments.

WILSON NAMES FLEMMING

APPOINTMENT of Dr. Arthur S. Flemming, president, Ohio Wesleyan U., as assistant to director in charge of nation's manpower program, announced Friday by Charles E. Wilson, director of the Office of Defense Mobilization. Dr. Flemming will preside over newly-formed ODM Manpower Policy Committee, which will advise Mr. Wilson on manpower problems, including allocation of manpower to meet essential civilian and military requirements (see story page 19).

AP GETS AWARD

ASSOCIATED Press wire service granted $15,859.32 verdict by U. S. District Court, Los Angeles, in suit against Broadcasting Corp. of America, AP announced Friday. BCA stations involved were KPRO Riverside, KYOR Blythe, KREO Idaho and KROF Brawley, all California. Verdict represents $3,327.37 arrears for service to stations and damages of $15,284.45 for breach of contract with AP, according to news service.

WOLFE ELECTED V-P

CLIFFORD H. WOLFE, account executive, Dancer-Fitzgerald-Sample, New York, named vice president.

stations or modified facilities, broadcasters' complaints about inordinate delays at FCC in handling applications and continuing to process applications, which should have been current months ago, aren't even inching forward, according to some complainants.

SEABROOK FARMS frozen foods through Hilton & Riggio, New York, preparing half-million dollar radio spot announcements, participated in network break campaign to start March 12 for 52 weeks in about 50 markets.

RADIO Correspondents Assn., which cancelled Presidential dinner last month, expects to hold function without Chief Executive. Tentative plans call for combined cocktail-buffet in early April. Attendance will be on personal invitation basis, with John Edwards, ABC, heading Arrangements Committee. Tentative site: National Press Club auditorium.

FIRST NON-NAB member station to sign up with NAB is WGGG Gainesville, Ga., owned by Daily Times. E. F. MacLeod, station manager, last week buttonholed Allen M. Woodall, WDME President and NAB director, and was promptly signed.

BUCHANAN & Co., New York, has recommended spot radio and television campaign to All-American Airlines to start in March. Decision from advertiser expected soon.

NAMES of new directors to be elected March 1 by Broadcast Advertising Bureau board kept under cover but it's known they haven't been single turnover by those invited. Membership is to be expanded from five to 25. Ready acceptance by invitees seen by BAB directors as reflection of confidence placed in new project.

RICHARD C. PATTERSON, former executive vice president of NBC who has been in diplomatic service for last decade, is slated for promotion to Ambassador to Switzerland. He has served for past several years as Ambassador to Guatemala.

BLUEPRINT for creation of Broadcast Bureau of FCC, part of overall staff reorganization along functional lines, due to reach Commission for action shortly after Chairman Wayne calls scheduled March return from vacation. Staff work on project is still in progress.

AMERICAN Legion and Radio-Television Mfns. Assn. close to agreement on plan to provide TV sets on cost basis to military and veterans' hospitals, and similar agencies serving GI's.


THOMAS HEAVS AFA GROUP

EUGENE S. THOMAS, WOR-TV New York, NAB director and chairman of NAB's TV board, named chairman of Program Committee for Advertisers for Radio & Television, Federation of America's 47th annual convention, to be held June 10-13 at Chase Hotel, St. Louis. Appointment made by Graham Patterson, AFA board chairman.

Y&R DUTIES TO MEADE

EVERARD W. MEADE, vice president and director of radio department, Young & Rubicam, New York, and supervisors in his department will take over duties of Roland Gillett, vice president in charge of production, who has resigned [Broadcasting & Telecasting, Feb. 6]. No replacement will be made.
In 1950...

WGN carried more programs sponsored locally by food and drug advertisers than any other major Chicago station... in fact, almost as much as all others combined.

...... It proves again that when advertisers have a choice of stations, they choose WGN...... still producing results...... still reaching more homes each week than any other Chicago station.

A Clear Channel Station... Serving the Middle West

WGN

Eastern Sales Office: 226 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2678 Wilshire Blvd., Los Angeles 5
716 Lewis Bldg., 533 SW Oak St., Portland 4
REPRESENTED BY PETRY

The live-wire Petry organization knows the WGAR story first-hand. Periodically, WGAR presents these facts graphically to Petry men. Pictured here are John B. Garfield and Carl George in a recent meeting at the Ambassador. When you need facts about WGAR's market, coverage, programming, availabilities, promotion and publicity services, contact your nearest Petry man.

INTERROGATOR INTERROGATED

WGAR investigates every public service possibility. When Senator Estes Kefauver conducted his hearings in Cleveland, WGAR carried the actual proceedings. Special-events Director Don Hyde (left) reversed the procedure and questioned the Senator, bringing to WGAR listeners an enlightening interview.

in Northern Ohio.. WGAR

the SPOT for SPOT RADIO

A WGAR ADVERTISER

Here's one man who knows what's brewing! He is Mr. P. G. Byrnes, Advertising Manager of Brewing Corporation of America, Cleveland. Mr. Byrnes, who has had wide experience in the advertising field, points out the superior qualities of Carling's Black Label Beer and Red Cap Ale to John B. Garfield, Sales Manager of WGAR.

LADIES FIRST?

If your first consideration is to reach ladies first, reach them through Cleveland's first Lady of radio, award-winning Esther Mullin. Miss Mullin conducts "Ladies Day", highest Hooperated of all women's programs originated in Cleveland. "Ladies Day" is presented every weekday morning, Monday through Friday. Ask about availabilities.

WGAR Cleveland 50,000 WATTS... CBS ... AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by Edward Petry & Company