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The Telephone Hour Starts 12th Year
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TELECASTING Begins on Page 55

BROADCASTING TELECASTING

IOWA PEOPLE APPROVE
RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>WOMEN</th>
<th></th>
<th>MEN</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In this area they are doing:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An excellent job</td>
<td>11.4%</td>
<td>10.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A good job</td>
<td>59.3%</td>
<td>60.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Only a fair job</td>
<td>12.3%</td>
<td>15.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A poor job</td>
<td>1.2%</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>15.6%</td>
<td>12.9%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<p>| (Figures are weighted percentages of all questioned in radio-equipped homes) |
|---|---|---|---|---|</p>
<table>
<thead>
<tr>
<th>SCHOOLS</th>
<th>NEWSPAPERS</th>
<th>RADIO</th>
<th>LOCAL GOVERNMENT</th>
<th>CHURCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>In this area they are doing:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An excellent job</td>
<td>11.4%</td>
<td>7.3%</td>
<td>12.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>A good job</td>
<td>60.1</td>
<td>65.6</td>
<td>70.9</td>
<td>51.3</td>
</tr>
<tr>
<td>Only a fair job</td>
<td>15.0</td>
<td>18.0</td>
<td>13.0</td>
<td>24.6</td>
</tr>
<tr>
<td>A poor job</td>
<td>1.3</td>
<td>4.1</td>
<td>1.5</td>
<td>7.5</td>
</tr>
<tr>
<td>Don't know</td>
<td>12.9</td>
<td>5.0</td>
<td>2.4</td>
<td>12.6</td>
</tr>
</tbody>
</table>

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

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

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
NOW we know!

LOUISVILLE RADIO LISTENERSHIP

7 to 8 B.H.

(BEFORE HOOPER)

The figures here are taken from a 7 to 8 A.M. coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of homes called during each quarter-hour period was twice the usual sample size. And note, particularly, sets-in-use figures.

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
<th>WHAS</th>
<th>STATION B</th>
<th>5 OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Sets in use 17.1%)</td>
<td>49%</td>
<td>20%</td>
<td>31%</td>
</tr>
<tr>
<td>(Sets in use 14%)</td>
<td>38%</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>(Sets in use 13.9%)</td>
<td>48%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>(Sets in use 18%)</td>
<td>39%</td>
<td>26%</td>
<td>35%</td>
</tr>
</tbody>
</table>

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville, Kentucky

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
In the 49-county BMB area of Station WOWO, you'll find 116,251 farms... with average income of $5,280 per farm household!

And in the same area, you can count an annual total of more than $730,000,000 in manufacturing wages!

It's mighty hard to find any area where your radio advertising dollar can buy anywhere near such widespread coverage of such a prosperous and diversified audience. For availabilities, check WOWO or Free & Peters.

WOWO FORT WAYNE NBC AFFILIATE

Radio — America's Great Advertising Medium

WESTINGHOUSE RADIO STATIONS Inc

KTYW  KDKA  KEK  WBZ  WBZA  WOWO  WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RANKS of Washington-bound executives bolstering defense effort soon will be augmented by executive vice president of one of larger New York advertising agencies. He's to take consultant post with Voice of America at less than one-fifth his agency stipend of $55,000 yearly.

PROSPECT OF DETAILED hearings before Senate Foreign Relations Committee on contest over ratification of new NARBA Treaty having to do with allocations of broadcast frequencies among North American nations now in prospect. State Dept. has requested detailed hearing to pary reported opposition of clear-channel stations and key witness probably will be FCC Commissioner Rosel H. Hyde, who was chairman of U. S. delegation.

WHOLE ISSUE OF clear channels will arise in hearing before Senate Foreign Relations Committee on NARBA. Purported duplication of same network programs on clear-channel stations may become an issue to be raised by FCC. One network—ABC—long has advocated an “equitable distribution” of high-power stations among networks in order to provide what it characterizes as desirable distribution of service and which would presumably make all old-line networks horizontally competitive as to wave lengths and power distribution.

PROCTER & GAMBLE launches radio spot campaign March 12 for Cheer (detergent) using 10 to 25 spots weekly in 32 markets. Advertiser also will use television spots, 8 to 10 weekly, evenings, in four markets. Young & Rubicam, New York, is agency.

THOUGH several lively contests feature balloting for several NAB directorships, voting is surprisingly light on eve of Tuesday deadline.

LEVER BROS. Surf (detergent) through N. W. Ayer & Son, New York, which has already expanded in many states and is now running in about 100 markets, will expand considerably in upcoming months, coincident with distribution.

ANY DAY NOW announcement will be made of appointment of Arthur R. Treanor as director of Printing & Publishing Div. of National Production Authority, which will handle paper allotments. Mr. Treanor, part-owner of WOOD Grand Rapids and well-known in newspaper circles, held same position at War Production Board during World War II. His associate in ownership of WFDF Flint, Harty Biner Sr., former top newspaper executive, also was an incumbent in that office during a portion of World War II.

WITH baseball play-by-play slated to reach record levels, professional leagues are taking quick action to utilize radio cooperation in boosting attendance.

ADVISORY role on important national emergency committee in works for Richard P. (Continued on page 90)

**Business Briefly**

**SPOT CAMPAIGN** General Foods starting spot radio campaign in 27 markets for either Satina or La France. Agency, Foote, Cone & Belding, New York.

**STERLING SHIFT** Sterling Drug starting sponsorship of News of Tomorrow on ABC, 10:40-11:04 p.m., Mon.-Thurs., Feb. 26 instead of April 2 as previously announced. Agency, Daner-Fitzgerald-Sample, New York.


**CROSLEY RENEWAL** Crosley Division, Avco Mfg. Corp., renews 30-minute segment of Your Cro and Shoes on ABC-TV for 19 weeks effective March 10, 9-9:30 p.m., Agency, Benton & Bowles, New York.

**SUPPORT GIVEN PLAN FOR TV ASCAP SURVEY**

**SUPPORT** to the proposal of Clair R. McCollough, WGAL-TV Lancaster, Pa., that survey be made to determine exactly how many TV stations are interested in taking per program licenses from ASCAP came from an eastern telecaster.

In letter to Eugene S. Thomas, chairman, NAB-TV board, this station executive urged that short questionnaire be sent to all TV stations, asking whether they want program licenses, whether they support stand taken by TV Per Program Committee in refusing to consider payment of royalties on announcements adjacent to programs containing ASCAP music or whether they would accept such payments as necessary to avoid court action, and whether they will pledge financial support to any such industry committee acting for them in ASCAP negotiations. This proposed questionnaire is to be discussed at today's meeting of NAB-TV board (see NAB story, page 27).

**NAB TO GIVE VIEWS ON RADIO-TV TAXES**

BROADCASTERS' views on proposed excise taxes on radio and TV sets will be presented by Ralph W. Hardy, NAB director of government relations, before House Ways & Means Committee. Exact hearing dates on proposals to be set this week.

In letter requesting appearance, Mr. Hardy plans formal statement and availability for interrogation. Since tax was proposed, NAB has received "unprecedented volume" of correspondence from AM, FM and TV broadcasters, both in and out of its membership, vigorously protesting the legislation as "discriminatory."

NAB stressed that broadcasters believe sets should have wide distribution for informational and educational purposes, particularly in present national emergency. Such a tax, it was contended, would tend to limit distribution.
THIS MARKET IS **FIRST** IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

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

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

In the nine year period, 1939 to 1948, employment rose 3434%.

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

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

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

**WDEL-TV**—the TV must on your schedule.

*Represented by*

ROBERT MEEKER ASSOCIATES • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
FALL 1950

THE PRESTIGE STATION OF THE CAROLINAS

HOOPER RADIO AUDIENCE INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

<table>
<thead>
<tr>
<th>STATION</th>
<th>STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBIG</td>
<td>&quot;B&quot;</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TIME PERIODS</th>
<th>TOTAL AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M.-12:00 N.</td>
<td>44.5</td>
</tr>
<tr>
<td>12:00 N.-6:00 P.M.</td>
<td>21.6</td>
</tr>
<tr>
<td>6:00 P.M.-10:00 P.M.</td>
<td>19.5</td>
</tr>
</tbody>
</table>

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926 represented by Hollingbery
SQUEEZING the last possible ton of production from every piece of existing equipment. Bigger and more powerful turbo-blowers are being added to blast furnaces to speed up their production of pig iron. Many other new improvements are making steel mills produce above former capacity.

BUILDING new steel mills at the fastest speed in history. Steel is being made now at the rate of more than 104 million tons per year. All the steel plants in the rest of the world can't equal this, but new equipment will add at least 13 million tons by the end of 1952.

PROVIDING new ore, fuel and transportation facilities to keep pace with the growth of this world's champion industry. New Great Lakes carrier modeled below will speed ore to blast furnaces... a 1200-ton-per-day furnace uses more than 3700 tons of raw material per day.

A vital part of our rearming program is the effort of 600,000 men and women who work for more than 200 companies in the steel industry. They are doing these 3 things:

THE STORY OF steel in America is too big to tell in a single page. But you should know the story of this vital battle for production. Write for a reprint of the interesting article from STEELWAYS, "Steel Rolls Up Its Sleeves." American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N.Y.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
What's the Big News in Ultima Thule?

That far land, so the dictionary says, is the northernmost part of the habitable world. But, for many a listener, the news of what happens in a town two miles away is of much more real and immediate interest.

That's why local news broadcasts, local weather reports, have that special impact that makes for important audiences in the particular markets you choose with Spot Radio.

World-wide events get full coverage, naturally. But it's the home-town touch that makes loyal, personal friends for a station, a newscaster—and his sponsor.

Put yourself into the local picture...in great markets, with great stations like these...
feature of the week

SOMMERS REXALL drug stores of San Antonio have found that in the formula for success, radio advertising is a highly desirable ingredient.

The Texas link sold more Rexall products during 1949 than any other of the Rexall chain in America. It's more than coincidence that Sommers for the past five years has carried an extensive schedule on KABC San Antonio—17 quarter hours a week.

John W. Fraser Jr., KABC sales department, feels that Sommers' good showing is "a real feather in the cap of the broadcasting industry."

The radio campaign includes a daily newscast, a daily women's show, a daily western show and a sports cast on Saturday afternoon.

strictly business

Mr. Peterson

A FEW months ago Edwin R. (Pete) Peterson, general sales representative of Keystone Broadcasting System, totaled up his lifetime billings and arrived at the astronomical figure of $36 million.

Only a small part of this grand total went to Keystone. Pete’s "harvest years" were from 1941 to 1948 when he was a salesman for the Blue Network and ABC. But since joining his present employer 18 months ago, he has sold such accounts as General Mills, Murine, American Medical Assn. and U. S. Army—and Pete has "barely scratched the surface."

With the exception of five years during the depression and two years of World War II, Pete Peterson has been a salesman since he left business college 35 years ago. He sold bonds for the old American Bond & Mortgage Co., Chicago, before he entered the service, and after the Armistice returned to La Salle St. and a six-year tenure with the Continental Trust & Savings Bank. He was with Chicago's Federal Securities Corp., later absorbed by the Central Republic Co., seven years, and ran his own brokerage business for two years. He left selling temporarily in 1936 to become supervisor of field investigators for the Chicago Better Business Bureau, but returned to his "chosen work" in 1941 under General Manager Ed Borroff of the Blue Network's Central Division.

It was Pete Peterson who sold Allis-Chalmers on sponsoring the Boston Symphony Orchestra for two years, and he brought Libby, McNell & Libby, Pillsbury, Kellogg and Toni to the network. He also increased General Mills' billings substantially.

Mr. Peterson left ABC in 1948 to become Mutual's Central Division manager in Detroit. The following year he joined Keystone in Chicago rather than accept a MBS transfer to New York when Frank White reorganized the network.

In Pete's book, "you must believe in the medium you are selling," and he is completely sold on the potential of Keystone. He notes a "strong trend toward the use of radio at the local level—especially (Continued on page 76)
It's impossible...

...you can't cover California's **Bonanza Beeline**

without on-the-spot radio

Don't butcher your chances in the Beeline. That's one of the West's best markets — California's rich central valleys plus nearby Reno — with more buying power than Detroit ... greater retail sales than Philadelphia.*

To cover this market, you need to use its own stations ... the five BEELINE stations. Because Beeline people are independent inlanders who prefer on-the-spot radio to outside (Los Angeles or San Francisco) radio.

On all five BEELINE stations, you blanket all the Beeline. Choose best availabilities on each without line costs or clearance problems. Combination rates. Or use the BEELINE stations individually, to cover a major BEELINE trading area. For instance ...

KÖH RENO
Blankets 18 counties surrounding Reno — whose wholesale grocery trading area ranks 2nd in entire country in per capita retail food sales, with a quality index .53% above U.S. average. BMB home-county audience averages 86% daytime, 90% at night.

*Sales Management's 1950 Copyrighted Survey

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**McClatchy Broadcasting Company**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Day Power</th>
<th>Night Power</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>Sacramento</td>
<td>ABC</td>
<td>50,000</td>
<td>5,000</td>
<td>1,530 kc.</td>
</tr>
<tr>
<td>KOH</td>
<td>Reno</td>
<td>NBC</td>
<td>5,000</td>
<td>1,000</td>
<td>1,000 kc.</td>
</tr>
<tr>
<td>KERN</td>
<td>Bakersfield</td>
<td>CBS</td>
<td>1,000</td>
<td>1,410</td>
<td>1,410 kc.</td>
</tr>
<tr>
<td>KWG</td>
<td>Stockton</td>
<td>ABC</td>
<td>250</td>
<td>1,230</td>
<td>1,230 kc.</td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno</td>
<td>NBC</td>
<td>5,000</td>
<td>580</td>
<td>5,000 kc.</td>
</tr>
</tbody>
</table>

Sanford L. Hirshberg, vice president in charge of general accounts Norman D. Waters & Assoc., N. Y., elected executive vice president and director of agency.


What's Onomatopoeia Got To Do With It?

An euridite friend explains that Onomatopoeias has to do with the creation of sounds . . . and that certainly is our business at KOMA . . . creation of sounds that sell merchandise and services.

By maintaining consistently high quality of our locally produced programs and with the audience-pulling power of our CBS schedule, it's just good business to get all the way with KOMA!

Consider also, that KOMA can be purchased at the same old prices despite the fact that this market is showing one of the leading retail sales gains in the nation.

If you have a selling job to do in Oklahoma, contact your Avery-Knodel man who will acquaint you with the most attractive buy in Oklahoma, KOMA.

J. J. Bernard,
V-P and General Manager

Mr. Llund

On all accounts

When, in 1947 the youthful, dynamic William Von Zehle founded his own agency, one colleague observed: "The wonder isn't that Bill is an agency president at 34; the wonder is that he's only 34."

Today, five years later, Mr. Von Zehle's agency bills close to $5 million annually, and the wonder still persists that one man could have done so much in such a comparatively short span.

A rapid and necessarily incomplete rundown of his career will reveal something of his endocrine capacity if not his versatility.

He was born in New York on Jan. 10, 1912, and was educated partly at Dartmouth. These were his first and last leisurely miles-tones.

In 1928 he got his first job as a final assembly worker at the American Aeronautical Corp. One year later he joined the F.A. Peel Glide Boat Co. In 1930 he formed the Woman's Organization for National Prohibition Reform and built all the mobile public address systems for the committee which urged—as did Mr. Von Zehle—repeal of the 18th Amendment. A few months later he formed the company known as New Rochelle Sound Systems. In 1932 Mr. Von Zehle joined his first radio station, WNEW New York, as a first engineer. He also sold and announced for the station's remote programs in Westchester and Harlem. In 1938 he moved to WHN New York (now WMGM) as engineer and announcer.

Three years later he went abroad to study radio stations in eight different countries. Upon his return Mr. Von Zehle joined MCA as a salesman. One year later he moved to NBC Consolidated Radio Artists as radio director. For a short period in 1941 he was a salesman for WINS New York, then he returned to MCA as director of the radio division in the Hollywood office. One year later he was back in New York as a salesman, once again for WINS, remaining for the next three years. In 1946 his own agency was formed in partnership with his sister Kathleen Banks, who also is secretary of the firm. And somewhere in his wide-ranging Odyssey he functioned as a sand leader, a boatman and an anti-Nazi observer in darkest Hitler Germany.

Reducing his orbit but not his activity for the past five years, (Continued on page 79)

WILLIAM K. BROOKS, copywriter Kansas City office Rogers & Smith Inc., appointed assistant copy director.

GEBHARDT & BROCKSON Inc., Chicago, and McCARTY Co., Pittsburgh, will merge May 1, to be known as MARSTELLER, GEBHARDT & REED. New officers will be E. A. GEBHARDT, board chairman; WILLIAM A. MARSTELLER, president, and R. S. REED Jr., executive vice president and manager of Pittsburgh office.


JOHN A. McCLAVE, vice president and treasurer Lewis & Gilman Inc., Phila., elected president Phila. Advertising Golf Assn. ROBERT G. WILDER, public relations department Lewis & Gilman, elected member of national public relations committee of Reserve Officers Assn. of United States.

JERRY SCHUEPBACH, Sidney Garfield & Assoc., S. F., to Long Adv. Service, S. F.

ROGER GODLEY, advertising and public relations freelance writer, to N. W. Ayer & Son Inc., N. Y., as copywriter for radio and TV.


GEORGE GALLUP, advertising research authority, public opinion statistician and director of research Young & Rubicam, N. Y., will be featured speaker at second annual Advertising Institute March 16-17 at Emory U., Atlanta.

RICHARD TYLER, radio-TV timebuyer McCann-Erickson, S. F., assumes additional duty of outdoor media buyer. KEITH LANNING will assist him. JOSEPH R. FOX continues as media director. ALLEN G. JONES, newspaper spacebuyer for agency, also will be magazine and trade paper spacebuyer.

DOROTHY SKALKA, copywriter WCOJ Coatesville, Pa., to N. W. Ayer & Son, N. Y., as secretary to director of radio-TV continuity acceptance.

JOHN McATEE, Charles R. Stuart Adv., S. F., resigns to specialize in county fair exhibits.


GUILD, BASCOM & BONFIGLI, S. F., moves to 130 Kearny St. Telephone number remains Yukon 2-4101.

SIVE & ROSENFIELD Inc., Cincinnati, changes name to LEONARD M. SIVE & Assoc. Inc. ABE ROSENFIELD, vice president, has become advertising manager Welch Grape Juice Co., New York.

ROBERT HAYWARD, radio and TV department Charles R. Stuart Adv., S. F., resigns to freelance in radio and TV field.

DON AVERY to Erwin, Wasey & Co., Chicago, as art director.


LYN CAREY, Harrington-Richards Inc., S. F., to media department Guild, Bascom & Bonfigli, S. F.


ALLAN D. STARR, advertising and promotion manager Starr Bros., Carlinville, Ill., to Lund & Heitman Adv., Honolulu, as account executive.

WALTER BUNKER, vice president in charge of Hollywood office Young & Rubicam Inc., in N. Y. for 30 days of home office meetings and to study new TV techniques.
If you don't have tougher going in some markets than in others, we take off our hats to you. But if you do, we'd like to take off our coats, in any of the cities listed at the right. We know them "inside-out" . . . know how they differ and what they have in common. We can help you make Spot Radio work harder in any of these markets, can help make it produce more results. May we prove it?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA        NEW YORK        CHICAGO
DETROIT         FT. WORTH      HOLLYWOOD
SAN FRANCISCO
**DULUTH ... OR FORT WORTH?**

### EAST, SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City &amp; State</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-WBZA</td>
<td>Boston-Springfield</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WMCA</td>
<td>New York</td>
<td>IND.</td>
<td>5,000</td>
</tr>
<tr>
<td>KYW</td>
<td>Philadelphia</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WFBL</td>
<td>Syracuse</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WCSC</td>
<td>Charleston, S. C.</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>WIS</td>
<td>Columbia, S. C.</td>
<td>NBC</td>
<td>5,000</td>
</tr>
<tr>
<td>WGH</td>
<td>Norfolk</td>
<td>ABC</td>
<td>5,000</td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>NBC</td>
<td>50,000</td>
</tr>
<tr>
<td>WDBJ</td>
<td>Roanoke</td>
<td>CBS</td>
<td>5,000</td>
</tr>
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</table>

### MIDWEST, SOUTHWEST

<table>
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<th>Station</th>
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### MOUNTAIN AND WEST

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THE SSS Co., Inc., Atlanta (SSS Tonic) expands radio spot coverage to 50 stations in southeast for 52 weeks. Spots, placed as far south as Mississippi, are one-minute. Agency: Henry J. Kaufman & Assoc., Washington, D. C.

PERMA STARCH Co., Iliopolis, Ill., names Henri, Hurst & McDonald, Chicago, to handle advertising. Radio and TV will be used.

BARDAHL OIL Co., St. Louis, purchases Bold Ventures, new half-hour Ziv production, for Chicago; Deestur, Ill.; Anderson, Ind.; Springfield and Moberly, Mo. Additional markets to be announced at later date. Agency: Harold Kirsch Co., St. Louis.

BANK OF AMERICA, S. F., purchases Royal Flashhouse, half-hour TV film series for weekly showing on KECA-TV Los Angeles and KGO-TV San Francisco. Series starts Feb. 22 on Los Angeles station; San Francisco starting date not yet determined. Both contracts for 52 weeks. Series, recently purchased by ABC-TV, produced by Bing Crosby Enterprises, L. A. Agency: Charles R. Stuart Adv., S. F.

COOLIDGE PAINT STORES Inc., Atlanta, appoints Freitag Agency, same city, to handle merchandising and advertising. JACK MURRAY is account executive. Use of TV is planned.

ROSEFIELD PACKING Co., Alameda (Skippy Peanut Butter), through Guild, Bascom & Bonfigli, S. F., signs for You Asked for It, audience participation show, on KGO-TV San Francisco and 24 other stations in major markets. WALTER GUILD and FRED BYRON are account executives.

DRAKE AMERICA Corp., N. Y. (importers), has bought several programs on Baltimore TV stations, Dairy Box and Lazy H Ranch, over WAAM(TV), and will use live commercials on Shadow Stumpers and Black Mail over WBAL-TV. Agency: Colman, Prentis & Varley, N. Y.

LEE PHARMACAL Co., Beverly Hills, Calif., names McCann-Erickson, N. Y., to handle advertising.


WILSON PRODUCTS Co., N. Y. (Wil-Hold bob pins), names Berman-ham, Castleman & Pierce Inc., same city, to handle advertising. Radio probably will be used.


HOTEL DELMONICO, N. Y., has appointed Buchanan & Co. Inc. as advertising agency.

CLARK-ELLIOTT Co., S. F. (manufacturer of Desert-Air lamps), appoints RICHARD N. MELTZER ADV. Inc., S. F., to handle advertising. PATRICK H. CRAFPTON is account executive. TV will be used.

Adpeople . . .

LESLIE D. FAIRBAIRN, account executive Maxon Agency, Chicago, named advertising manager Drewrys Ltd. U. S. A. (beer), South Bend, Ind.

WILLIAM A. ROBERTS appointed president Allis-Chalmers Mfrg. Co., Milwaukee, succeeding WALTER GEIST, who died last week. Mr. Roberts has served as general executive vice president. He is being replaced by W. C. JOHNSON, vice president in charge of general machinery division.

CYRIL W. PLATTS succeeds ABBOTT WASHBURN, as manager of department of public services for General Mills, Minneapolis. Mr. Washburn is on leave with Gen. Lucius D. Clay working on committee for Free Europe and The Crusade for Freedom in New York.
THE GEORGIA PURCHASE

the Georgia Trio

WAGA
Atlanta
5,000w • 590kc

WMAZ
Macon
10,000w • 940kc

WTOC
Savannah
5,000w • 1,290kc

(All CBS Affiliates)

The Trio offers advertisers at one low cost:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

—in Georgia's first three markets.

Represented individually and as a group by THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Dallas • Kansas City • Los Angeles • San Francisco
Agency Recognition

EDITOR:
We note the statement in your Feb. 5 editorial that “the chances of stations’ being euchred into fraudulent advertising would, of course, be considerably reduced if an active agency-recognition system existed in radio-TV.”

You have raised an important point, since other major media have long found it advisable to promote high standards of agency recognition and to have some investigating machinery.

Such work has been carried on for years by the American Newspaper Publishers Assn., Periodical Publishers Assn., Associated Business Publications, American Press Assn. and the Outdoor Advertising Assn. of America, as well as related regional and local groups.

Deciding which agencies he will recognize (grant commission to) is a complicated decision for any medium owner, and one that he must make for himself. Usually it means finding out:
1. Whether the organization is a bona fide agency, free from control by any advertiser or medium.
2. Whether the agency keeps all commissions—does not rebate any—and devotes them to the service and development of advertising as media contacts require.
3. Whether the agency has adequate experience and ability to create successful advertising.
4. Whether the agency is financially sound.

The information furnished by his media group is invaluable and time-saving in helping him to reach his own sound decision.

It pays off not only in avoiding fraudulent advertising but also—mainly—in getting successful advertising, advertising that builds repeat business and bigger volume for tomorrow.

Richard L. Scheidker
Vice President
American Assn. of Advertising Agencies

Facsimile Facts

EDITOR:
In your issue of Feb. 5 under the heading, “Facsimile Relay,” you report that regular multiplexed facsimile service is being relayed through station WFMN-FM Alpine, N. J., to the Rural Radio Network headquarters at Ithaca.

This is in error as the transmission is relayed via my Alpine station, KEXZCC. The test is being carried out in cooperation with the laboratories of John W. L. Hogan and the School of Journalism, Columbia U., in order to make a determination of a number of factors.

Edwin H. Armstrong
New York

Wrong Pew

EDITOR:
On your center-fold Network Showcase for TV in the Feb. 5, 1951, issue of Broadcasting • Telecasting, we find the following erroneous listing:

Under DuMont Daytime at the bottom of the page you list:

“Tues. 3:15-3:30 Bride & Groom
Thurs. 3:15-3:30 Bride & Groom
Hudson Pulp
Paper”

These two programs, while correctly listed as to time and sponsorship, are carried by the CBS network, not DuMont, and therefore should be listed under CBS Daytime in the future.

Since this is a brand-new program, the error is understandable.

Blake Johnson
Duane Jones Co.
New York

Renews Contacts

EDITOR:
. . . Thanks for . . . publishing the picture of our agency planning board (Broadcasting • Telecasting, Jan. 29).

. . . As a result we have received letters from friends and former associates with whom we had lost contact.

It is gratifying to know that the efforts of this agency to raise the level of advertising in Puerto Rico are supported by such important organizations as yours . . .

S. E. Badillo
President
Publicidad Badillo Inc.
San Juan, P. R.

Sponsor’s Product

EDITOR:
One of the most valuable uses to which some of us put Broadcasting • Telecasting is cross-indexing the case histories by types of account, then using them later in presentations to prospects in the same general business category.

Your advertisers (and even your reporters on occasion) make it mighty difficult when they print a glowing testimonial from a sponsor—with no indication anywhere of the kind of product that sponsor sells.

Example: In today’s issue [advertisement, Feb. 5] the president of Bohman-Varne Inc., sponsor of Fulton Lewis jr. on WJEJ Hagerstown, Md., writes a fine testimonial in the very constructive and very helpful Mutual series ad—(Continued on page 20)

Page 18 • February 19, 1951

Broadcasting • Telecasting
YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

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

TV OR AM, the Fetzer stations are more than ever Western Michigan's best advertising values.

TV: WKZO-TV is Channel 3, official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station—delivers a good picture to more than 90,000 TV sets within a 50-mile radius. This area includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars!

AM: Used as a combination, WKZO, Kalamazoo, and WJEF, Grand Rapids, give unsurpassed urban and rural coverage of Western Michigan. WKZO-WJEF costs 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids—yet delivers about 57% more listeners! (In Grand Rapids alone, for example, they have an unduplicated coverage of 60,000 homes.) New BMB figures credit WKZO-WJEF with a 46.7% increase in their unduplicated daytime audience and a 52.8% increase at night!

Yes, by any standards you select, the Fetzer stations are the best buys in Western Michigan. Write direct or ask Avery-Knodel for all the facts.

*Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.
Open Mike
(Continued from page 18)

Advertising the Lewis syndicated show. But those of us living 5,000 miles away haven't the slightest idea what Bohman-Warne sells, and hence no idea where to file an otherwise very useful success story.

Robert J. McAndrews
Managing Director
Southern Calif.
Broadcasters Assn.
Hollywood

[EDITOR'S NOTE: Good point, Mr. McAndrews. The Bohman-Warne firm is in the wholesale-retail kitchen appliances business.]

** **

For Example...'

EDITOR:

In reference to W. B. McGill's letter as published in Open Mike, Broadcasting & Telecasting, Jan. 29, I would like to submit an opinion. The use of AM and FM, in capital letters, is justified because each letter in each combination is the initial letter for the Amplitude Modulation, and Frequency Modulation systems of broadcasting. "Television" is just one word, and might properly be abbreviated as TV or tv, depending upon how it is used. For example, "Radio and TV" or "radio and tv."

L. O. Hutchins
Commercial Manager
WGBG Greensboro, N. C.

** **

Ugly Practice'

EDITOR:

"Please wire at once lowest run of schedule transcribed one-minute spot rate based on 1,500 spots in 52 weeks. Product is...and we buy direct."

With this enticing telegram the...of Lafayette, La., sets the trap for many unsuspecting station and commercial managers. After sending this advertising agency the station's lowest rate, another telegram is sent by the agency explaining that they can only pay half the original quotation. I have checked with station managers in this area and have found that no matter what rate was quoted this agency offers the business at exactly half the quotation. Needless to say, we did not accept the business.

This is another ugly practice which some unethical advertisers and their agencies are trying to get away with. As long as radio stations stand firmly against this sort of practice, radio will maintain its position of respect and, incidentally, stay very much alive.

William S. Halpern
Gen. Mgr.
WCOJ West Chester, Pa.

** **

Mail Problem

EDITOR:

I would like to throw open one of the perennial problems that we radio people have, and that is mail sent to our station which is meant for another station...an idea projected by Bill Caskey, assistant manager of WPEN, ...suggests that stations return all correspondence to the writer if it has been misdirected.

Here at WIP we forward mail to the proper station if we know definitely that that station has the program to which the writer refers. I, along with a great many other station men, would be interested in knowing what other stations do...

Murray Arnold
Program Director
WIP Philadelphia

Coldowaits

EDITOR:

When the temperature dipped to 48-degrees below zero at the transmitter of WKTY LaCrosse, Wis., the night of Jan. 29, it took skill and extra ingenuity to commence operation the morning of the 30th. The station's entire transmitter staff had to sit up all night knitting 1,000 jackets, and 1,000 pairs of mittens, before a single one of WKTY's 1,000 watts would agree to climb up the icy towers in the cold wind and set to work.

In a remarkable picture, a WKTY staff member caught the attached view of the leadoff watt, just prior to scaling his tower.

Verl Bratton, V.P.-Gen. Mgr.
WKTY LaCrosse, Wis.

** **

Yearbook Lament

EDITOR:

Thus far my 51 YEARBOOK has not arrived,

From this, of course, I should not be deprived.

Without the good book I'm without my right arm,

This you can see causes plenty of harm.

This poetry is sad, of that I am sure,

But you, my friend, can cause the cure.

Just send me that book and all will be well,

And me and my book will go into our shell.

H. W. Machmayer, Director
News and Special Events
WPTK Albany, N. Y.

POSTSCRIPT:

Please ignore my earlier plea,

My face is red, but covered with glee.

My YEARBOOK was here all the time,

Life is serene and all is fine.

'Twas mislaid as we hunted high and low

Hence to me what was a terrible blow.

A tribute to BROADCASTING...that's a cinch,

You never know who'll put on the little ole "pinch."

BROADCASTING • Telecasting
There is always a most efficient way to do a job...

For your SELLING job in this top U.S. market use WTIC...

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET
Here's spectacular proof that KWKH Know-How pays off in our rich tri-State area—a case history that speaks for itself!

Early in October, 1950, Freund's Jewelry Store of St. Louis, bought time on KWKH through their agency, Westheimer and Block, to sell men's and women's wrist watches. Here was the offer:

A BULOVA WRIST WATCH AND SPEIDEL BAND . . .
A DOLLAR A WEEK FOR 38 WEEKS!

KWKH plugged this offer with five-minute spots for five successive weekdays—Monday, October 9 through Friday, October 13—from 7:45 to 7:50 a.m. Three weeks later the amazing results above were tabulated. Over $22,000 of orders at a total sales cost of less than $7/10 of 1%!

If you go for this kind of result story, let The Branham Company give you all the KWKH facts!

BULOVA WRIST WATCHES WITH SPEIDEL BANDS, at $37.95 each

TOTAL ORDERS . . . . . . . . . . 589
TOTAL SALES . . . . . . . . . . $22,352.55
TOTAL COST OF STATION TIME . $145.00
COST PER ORDER . . . . . . . . $.247

50,000 Watts · CBS ·

Texas
SHREVEPORT
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, General Manager
By BRUCE ROBERTSON

LAST DITCH effort was made last week by radio-TV buyers of ASCAP music—$100 million worth in 25 years—to avert expensive court action and conduct business on a business-like basis.

Invitation to ASCAP to meet again with the All-Industry TV Per-Program Committee, before finally shutting the door on negotiations and in effect forcing the settlement of proper rates for the use of ASCAP music on television into the courts, was sent last Wednesday by Dwight Martin, WLW-TV (TV) Cincinnati, committee chairman, John C. Folsom, general attorney of ASCAP.

Coincidentally with his letter to ASCAP, Mr. Martin sent out another letter, this one addressed to the operators of the 107 TV stations now on the air. "This is a letter about a $60 million question," he wrote, estimating that this sum has been paid by radio broadcasters since fair-charge practices were agreed on with ASCAP.

Reviewing the breakdown of negotiations with ASCAP, which refused to meet with the committee after some 80 station operators, meeting in Chicago Jan. 18, had "decided to pay nothing on non-ASCAP spot announcements," Mr. Martin reported that if "it becomes possible to continue the negotiations, we shall, of course, do so."

Calls for Support

Mr. Martin cited the unanimous vote of support given his committee at Chicago and declared "in an effort of this magnitude, we need industry-wide unity and understanding. We want to count on you —and the 'we' signifies not only the members of the negotiating committee, but those broadcasters who have already supported the committee's efforts with pledges and cash contributions. . . . We do not ask for your check at this time for the reason that we are waiting to see the results flowing from our letter of Feb. 14 to ASCAP; a copy of which is attached."

In his letter to ASCAP, Mr. Martin said:

I cannot understand why our industry and your Society should be unable to settle our relations out of court. I refuse to believe that court proceedings are necessary to fix reasonable rates of charge by the Society to an industry which in essence is the same industry as that which believed he is largest customer of the broadcasting industry. That industry has over a period of the past 25 years paid the Society probably well over $100 million, and as our industry grows your royalties increase proportionately.

Different views on the question of what the broadcasting industry has arisen in the past, some of them involving fundamental issues similar to those involved in our present dispute, but they somehow managed to be settled without recourse to litigation.

Mr. Martin informed you that he has been informed that your Society has mailed its per-program form of license to the stations (a form which has not been negotiated with our committee, but prepared unilaterally by the Society), the terms thereof would not be the subject of negotiation between our respective committees.

I also understand that, on Jan. 22 and again as recently as Feb. 14, the Society was told by committee counsel that we were prepared to resume negotiations whenever your committee was ready to do so, even prior to the issuance of your unilaterally prepared form of license. However, our offer was declined, two reasons being given; first, that our industry at Chicago had decided to pay nothing on non-ASCAP music, and second, because you believed negotiations on a basis which would not charge for non-ASCAP music, and second, because you believed negotiations on a basis which would not charge for non-ASCAP music, and second, because you believed negotiations on such a basis was the most fairest form of negotiation to ASCAP and the industry.

Mr. Martin pointed out that the ASCAP position is, in effect, "that the Society will not negotiate with our committee prior to announcing a rate, and will not negotiate with us after a rate has been announced."

" Shut Door"

This, Mr. Martin stated, "apparently means that your Society has shut the door to further industry-wide negotiations and is in fact forcing the matter into the courts. I cannot believe that the Society intends this meaning because you and others on your committee have frequently echoed our statements that we were extremely reluctant to see this matter go to court."

Mr. Martin said that his committee plans to meet in New York some time during the week of Feb. (Continued on page 56)

McDaniel Heads RTMA

GLEN McDaniel, 39-year-old vice president of RCA, begins duties April 1 as the first fulltime president of the Radio-Television Mfrs. Assn. He was elected by the board of directors in Chicago Friday after three days of meetings in the Stevens Hotel [Closed Circuit, Jan. 5].

Mr. McDaniel, a member of the staff of RCA Board Chairman David Sarnoff and President Frank M. Folsom, will handle responsibility taken formerly by a top executive of an RTMA member company. Mr. McDaniel signed a three-year contract. The exact amount of his salary was not divulged, but it is believed he is being paid at least the proposed amount last year when a $50,000 figure was mentioned.

Robert C. Sprague, president of Sprague Electric Co., who has served as president and board chairman of RTMA, continues as board chairman, dropping his presidential duties.

The new president has been associated with the radio and television industry since 1946, when he joined RCA Communications Inc. as vice president and general counsel (see Our Respects To . . . page 45).

As chairman of the RTMA defense profits tax committee, he directed activities relative to the 1960 excess profits tax act which resulted in enactment of special provisions affecting "growth companies," which includes television manufacturers.

Production Problem

Set makers, in three days of committee and board meetings, planned for the upcoming stringent defense effort, attempting at the same time to find a formula for maintenance of civilian production. Most of those attending (150 in all) agreed that civilian production of radio and television receivers may drop as much as 50% within the next year, mainly because of material shortages and diversion to defense requirements. Variety volume down an estimated 18 to 20% over the peak period of 1950, but is still considerably higher than that of January one year ago, RTMA General Manager James D. Secrett said.

Defense orders, thus far spoty and spread unevenly among manufacturers throughout the country, are expected to gain in quantity the Society considered might well be in the offing.

Expressing inability to "believe that these objections on the Society's part to the resumption of negotiations at this time are sound," Mr. Martin pointed out that the ASCAP position is, in effect, "that the Society will not negotiate with our committee prior to announcing a rate, and will not negotiate with us after a rate has been announced."

Starts April 1

and perhaps reach a steady high early next year.

Manufacturers believe the first quarter's production will be "good," with the decline becoming evident in the second quarter and a much sharper curtailment of civilian production occurring in the third and fourth quarters, Mr. Secrett said.

Just how much civilian production will be maintained is dependent upon the manufacturers, they themselves believe, inasmuch as only they can develop new models, designs, components and techniques which will circumvent the use of strategic materials. RTMA members assess cobalt, nickel and copper, in that order, as the most critically short materials used in manufacture of radio and TV receivers.

Whatever set production is going to be, however, RTMA believes there will be an adequate supply of radio receiving and cathode ray tubes to meet the demand. In addition, it can supply an expanding market with replacement and servicing tubes.

RTMA will send spokesmen before Congress to oppose Secretary (Continued on page 56)
PEOPLES RADIO
Plans $150,000 Budget

PEOPLES Drug Stores, Washington, D.C., plans to spend some $150,000 per year for radio in the Nation's Capital, it was estimated last week.

The 73-store drug chain is adding a heavy schedule on WRC Washington to its $100,000 yearly 5-minute newscasts carried on the half-hour, round-the-clock, 24 hours daily, Mon.-Sat. and five on Sunday, over WWDC Washington.

New schedule on WRC includes Mon.-Sat. 6:05-6:15 p.m. broadcasts by NBC Commentator Lief Eid and Mon.-Sat. 6:55-7 a.m. weather reports on Bill Henson's show [BROADCASTING • TELECASTING, Feb. 12.]
The new placement begins March 5.

Peoples' WWDC contract, also for 52 weeks, started last October.

At that time, the cost of the WWDG-Peoples' contract was estimated at $100,000.

Announcement of the WRC contract and estimated expenditure of $1,000 per week was made jointly by William R. McAndrew, WRC's general manager; C. R. Sanders, advertising director; Peoples, and William D. Murdock, head of William D. Murdock Adv. Agency, Washington, D.C.

It is also understood that Peoples is seeking further television placement in the Washington market to add to its current $10,000 per month one-hour afternoon feature film Mon.-Fri. over WJBV (TV) Washington and its local sponsorship over WTTG (TV) Washing ton of DuMont's Cavalcade of Bands, Tuesday, 9-10 p.m., which is sponsored cooperatively by drug chains.

ABC BILLINGS
Saudek Sees TV Profit; AM Up

ROBERT SAUDEK, ABC vice president and assistant to the president, said last week that the network's television operations should show a profit this year, and predicted that radio will stage a "comeback."

Mr. Saudek spoke at a meeting of the Advertising Club of Boston last Tuesday.

He pointed out that television gross bills for ABC were $8,478,510 in 1950, compared with $3,391,501 in 1949. The present trend in TV time sales indicates that total billings for 1951 will be "well ahead" of those in 1950, he said.

In asserting that radio will have a good year in 1951, Mr. Saudek said some of the emotional reaction to TV which attracted advertisers to the medium in large numbers last year was beginning to wear off. He noted that the huge listening audience provided by radio is being reappraised by advertisers.

RAYVE ACCOUNT
Names Cecil & Presbrey

LEYER BROTHERS' Pepsodent Div. has named Cecil & Presbrey, New York, to handle advertising for Rayve Home Permanent.

The latter account formerly was handled by J. Walter Thompson, which, however, will continue to service Rayve Shampoo.

Rayve Home Permanent currently is running hitchhikes on the My Friend Irma show (sponsored by Pepsodent) on CBS. The advertiser had its own network show, Junior Miss, on CBS, Saturday, which it dropped last December.

WRS JOINS BAB
Walter Benoit Signs For Group

ALL Westinghouse stations have joined Broadcast Advertising Bureau, Walter E. Benoit, vice president of Westinghouse Radio Stations Inc., announced Friday. The stations have not been members of BAB since 1948 (see NAB-BAB story page 27).

Outlets in the Westinghouse group are WBZ Boston; WBZA Springfield, Mass.; KYW Philadelphia; KDKA Pittsburgh; and KEK Portland, Ore.

In disclosing that WRS had signed a contract for membership in BAB, Mr. Benoit said: "Although the major, and constantly increasing use of broadcast advertising by the nation's leading advertisers proves it to be our greatest mass medium, nevertheless its story must be told and retold, its uses and capabilities explained and demonstrated, and new areas of effectiveness explored."

"The new plans of BAB to promote broadcast advertising aggressively and to work for a united front points to important results on behalf of the medium in this highly competitive field."

Mr. Benoit said that Westinghouse stations topped all previous sales records in 1950. This achievement, he said, offers further proof of the results to be obtained by commerce and industry from broadcast advertising.

Contract for WRS participation in BAB was signed with William B. Ryan, former NAB general manager, now BAB president.

WORLD STATIONS
Got $10.8 Million in '50

ADVERTISERS paid $10,766,513 to World Broadcasting System member stations in 1950 for the use of recorded programs and features produced by World, the library transcription firm said in an annual report last week.

World, an affiliate of Frederic W. Ziv Co., said member stations received $7,823,893 from 8,041 sponsors of World's 30 quarter-and half-hour programs. The remaining $2,942,620 came from 7,385 advertisers for use of World feature program themes and jingles.

In an accompanying letter President John L. Sinn said if shortages should limit the number of new stations World can add, the firm will concentrate on maintaining its service to present affiliates.

AGENCIES NAMED
By American Safety Razor

AMERICAN Safety Razor Corp., Brooklyn, N.Y., effective immediately names BBDO, New York, and McCann-Erickson, same city, to handle the advertising campaign of its products previously serviced by Ruthrauff & Ryan.

BBDO will take over the advertising for Treet and Blue Star razor blades. Spot radio will be used for both accounts.

MCANN-ERICKSON also predicted a "comeback." McCann-Erickson, New York, which has had a part of the Silver Star Blade Div., takes over the entire division after mid-March when the firm drops sponsorship of its Chico Marx show, The Sugar Bowl, on ABC-TV. McCann-Erickson will continue to handle the firm's Robert Q. Lewis program, The Show Goes On, on CBS-TV.

'BATTER UP'
Baseball Schedules Set

WITH spring's approach comes baseball and early spring announcements of radio coverage. WIND Chicago begins its radio schedule March 10 and WERC Erie, Pa., April 17. WFCI Providence also reports the pre-season signing of business.

WIND is covering the Chicago Cubs spring exhibition games. Sponsor is Esserman Motel Sales. The debut of the feature is the National Leaguers, the station reports, with the first game between the Cubs and the Chicago White Sox at Pasadena. Contract was placed through Phil Gordon Agency, Chicago.

In Providence, WFCI has signed for exclusive coverage of Boston Red Sox games under the joint sponsorship of Narragansett Brewing Co. and the Atlantic Refining Co., two perennial baseball sponsors in New England. Station also announced renewal for a second year for the Milwaukee-Sports Show with The James Hanley Co. picking up the tab. Spots adjacent to Sox broadcasts also have been placed, WFCI adds.

WERC-AM-FM Erie is warning up to present all major league games of the Cleveland Indians, Charles E. Denny, general manager, announced. Broadcasts will begin April 17, and close Sept. 30.


New Daytime Serial
COLGATE - PALMOLIVE-PEET Co. will sponsor King's Row, new daytime serial, on CBS Monday, Tuesday, Wednesday and Thursday March 17, 18, 19, and 20. Serial, under the title, "Journeyman," starts March 21.

WINKLER FOR BROADCASTING • TELECASTING
"... our hometown boys once again are captivated with rapture at the sweet strains of the Sergeant's serenade."
SPAC Members Hear Plans

MEMBERS of the NBC Radio Stations Planning and Advisory Committee, at the New York meet, included (1 to r): Standing, Richard O. Dunning, KHQ Spokane, SPAC secretary for radio; Milton L. Greenbaum, WSAM Saginaw, Mich.; B. T. Whitmore, WFBC Greenville; seated, Howard E. Pill, WSFA Montgomery, Ala.; Jack Harris, KPRC Houston, SPAC chairman, and S. S. Fox, KDYL Salt Lake City. [SPAC TV members photo on page 57.]

By PETE DICKERSON

BATTLE ROYAL between Lang-Worth Feature Programs and American Federation of Radio Artists began in New York last week when AFRA placed pickets outside the company's offices and notified stations throughout the country that the firm was on AFRA's "unfair" list and that union members were forbidden to work for it.

An injunction against the union's activities will be sought in an action to be filed "shortly" by Lang-Worth, according to the company's attorney, Walter A. Socow, of New York. Mr. Socow charged that the strike was directed toward "non-labor objectives" and was "intimidating" the firm's customer stations.

AFRA national and New York local boards called the strike following refusal of Lang-Worth to sign the new transcription code [BROADCASTING • TELECASTING, Dec. 4, 1950]. A. Frank Reel, national executive secretary of AFRA, and Kenneth Groot, New York local executive secretary, alleged that the company had "broken a verbal promise to sign the contract" made at the time settlement was announced.

After two meetings for language negotiations and promotion, the anniversary observance will formally begin June 1 and extend into December. Actual anniversary date is Nov. 19.

In the television sessions, with NBC Television Vice President Sylvester L. (Pat) Weaver Jr. presiding, the presentations ranged from summer business and program prospects to the new formula for allocation of network time on the coaxial cable, plans for improving quality of kinescopes and speeding their delivery, and a new NBC TV coverage study. Considerable attention was given to sports telecasting, particularly the NCAA's stand against live pickups of college football games.

Reviewing FCC's so-called "Blue Book" TV conference, scheduled for this spring, Vice President and General Attorney Gustav B. Margraf urged participation by all TV stations. The conference, he said, will enable television networks and stations to show their programming achievements on the official record.

The general session Wednesday was opened by welcomes from top network officials, including Board Chairman Niles Trammell and President Joseph H. McConnell. Other participants included William A. Brooks, vice-president in charge of public relations, and Ernest de la Ossa, personnel director.

Well Attended

The meetings were attended by SPAC members except C. Robert Thompson, WBEN Buffalo, who was ill. In addition to Chairman Harris, other radio members are B. T. Whitmore, WFBC Greenville, S. C.; Milton L. Greenbaum, WSAM Saginaw, Mich.; Howard E. Pill, WSFA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOJO Milwaukee; S. S. Fox, KDYL Salt Lake City, and Richard O. Dunning, KHQ Spokane.

Television members are SPAC Vice Chairman Murphy; Martin Campbell, WFAA-TV Dallas, representing Dallas-Austin stations; E. R. Vadeboncorde, WSYR-TV Syracuse, and Dean Fitzer, WDAP-TV Kansas City.
McFARLAND BILL

By DAVE BERLYN

STAGE is being set on Capitol Hill for what may be a preliminary to the showdown on the legislative fate of the 1951 McFARLAND Bill. At least two developments point to a probable highway junction in the FCC procedural bill's travels through Congress. These are:

1. FCC testimony slated for today (Monday) before the House Interstate & Foreign Commerce Committee.

2. Re-emergence of a so-called FCC "model bill" which reportedly will be submitted to the House group for consideration with the McFARLAND measure.

The key communications committee in the lower chamber starts molding its radio platform today by hearing FCC Acting Chairman Paul A. Walker, who is scheduled to explain essential broadcast legislation pending before the committee.

Closed Session

Since the committee is in executive session, all talk will take place behind closed doors.

Broadest plank in the committee's platform most likely will be its stand on the McFARLAND legisla-
tion (S 668), passed by the Senate a fortnight ago, early in the first session of the 82d Congress [BROADCASTING • TELECASTING, Feb. 12, 6, Jan. 29].

To be determined is what action the committee will take on the measure, which provides for the national realignment of the FCC, imposing broadcast activities of the Commission, and generally regarded as the major radio legislation before Congress, as it has been for a decade.

The marker placed in the flowing field of speculation was the report last week that FCC is readying a slightly modified version of its model bill which it sent to the House committee during the last session of Congress. It then dealt with the ill-fated S 1978, also authored by Senate Majority Leader Ernest W. McFarland (D-Ariz.) [BROADCASTING • TELECASTING, March 6, 1950].

That document, devised as a guide for broadcast legislation, disclosed a dichotomy among FCC members over their staff's proper role in Commission affairs. This controversy was drawn from extensive criticism accompanying the model bill which presented FCC's own views of how it should conduct its operations.

It aligned five Commissioners against the others in the war over the majority's insistence on access to staff expert knowl-
edge in any pending case at least until hearing is held.

FCC Chairman Wayne Coy and Comrs. Walker, E. M. Webster, George E. Sterling and Frieda B. Hennox took the position then that public interest would suffer if Commissioners could not con-
sult at will with staff members be-
fore hearings are held on contested cases. Comr. Robert F. Jones dis-
sented on the grounds such advice should be placed on the record at hearings and not before. Comr. Rosel H. Hyde, who was attending a NARBA conference, did not take part.

Other Changes

Under the model bill, other changes would have been made in the McFARLAND measure, such as:

Extend reorganizational time limits; permit the so-called buffer staff that would function between Commission and regular staff to advise the Commission; eliminate proposed deadlines for FCC action on applications; scuttle the Mc-
Farland proposal that filing of a protest against a grant would automatically stay its effectiveness; retain "double jeopardy" provisions of the present law's anti-trust section; delay the job-jumping provi-
sions; check out a McFARLAND pro-
vision that would grant a renewal if it would serve the public in-
terest; broaden a proposed spe-
cification of "legal" assistant for each Commissioner to "profes-
sional."

Matching the latest move from within legislative environs of the Com-
misn is the statement by Com-
Coy to Sen. McFarland and Senate Commerce Chairman Ed C. Johnson (D-Col.), that he was "anxious" that some radio pro-
cedural bill be enacted by the Con-
gress.

This brings up the possibility that the House committee may follow the course of scheduling ex-
tensive hearings on the McFARLAND Bill with consideration of the FCC version, and report out a bill des-
tined for joint Senate-House con-
ference where differences could be ironed out.

There was no indication late last week whether Comr. Walker would be accompanied by other members of the House committee, or, although the committee had indicated it would welcome such appear-
ances or statements.

Controversial Issues

By late Thursday, it was be-
lieved that the closed door session would touch upon such contro-
versial issues as the signal con-
trol bill (see story page 31); NARBA (eventual ending by ratification); color television, and allocation of UHF-VHF channels to educational institutions (Rep. James I. Dolliver, Iowa Republican and member of the House com-
mittee), has introduced a resolution on the last and has requested a full-
dress inquiry into the color prob-
lend.

Main purpose of the committee meeting is twofold, it was ex-
plained:

(1) To give the committee back-
ground on top radio issues within its realm of interest, and (2) to lay groundwork for the setting up

CD PLANNING

Communications' Role Emphasized

By JOHN OSBON

COMMUNICATIONS and other services were characterized as the "operational troops" of civil defense during a closed-door session last week in Washington between state defense directors and officials of the Federal Civil Defense Administration.

Directors converged on the agen-
cy Monday for briefings on the progress of federal planning touch-
ing on the role of broadcast sta-
tions, amateur radio operators and others.

Almost simultaneously, FCC had completed and passed on to the Dept. of Defense and CDA the second or final phase—covering operational functions of stations—of its projected plan for the broad-
casters' role in an all-out national emergency. FCC had previously completed a study on the "alerting system."

Whether stations would be per-
mitted to remain on the air in the event of imminent or actual hostili-
ties—and how several proposed con-
jectural issue at week's end, since details of the project were "highly classified" [BROADCASTING

• TELECASTING, Feb. 12, Jan. 15].

Officials of the Civil Defense Ad-
ministration said they had not had an opportunity to analyze the pro-
posal, which the Commission pre-
pared at the request, and for the approval, of the Air Defense Com-
mand in Colorado Springs, Col. On the command's final decision, when forthcoming, hinges a meeting of government and industry repre-
sentatives, to be called at FCC's initiative.

Broadcasters' Role

For that reason, state civil de-
fense directors could only be told last Monday that the question of broadcasters' participation on local level—and of "radio silence"—is "still under study" by the Com-
mision and Air Force, represent-
ing the Dept. of Defense (see story, page 31).

Robert Burton, CDA communica-
tions director, explained in answer to questions that FCC is working on regulations governing licensing of amateur frequencies for civil defense [BROADCASTING • TELE-
CASTING, Jan. 22].

Description of communications as one of the "operational troops" of civil defense was given by G. R. Gallagher, deputy assistant admin-
istrator, who stated the government had no authority to order the states' guidance in organizing, training and equipped these forces. A communications or technical manual will be among those book-
lets slated to be issued by CDA in the near future, probably by March 1.

Also recommended, for the sake of national uniformity, were insignias or designations for com-
munications and other service per-
sonnel. They would bear the name of the state within a blue circle.

An offshoot of the whole civil defense problem revolves around the question of whether governments could seize radio stations and news-
papers in time of war as indicated in President Truman's model plan for state civil defense [BROADCASTING • TELECASTING, Sept. 25, 1950] is contained in an advisory

(Continued on page 82)
HAVERLIN IN LEAD

By J. FRANK BEATTY

The name of Carl Haverlin, BMI president, is believed to head a list of NARTB (NAB) presidential nominees that will be submitted today (Monday) to the new NAB TV board of directors.

Consideration by the TV board of the presidential nominees for the first sounding of member and non-member sentiment on the selection of an operating president for the projected National Assn. of Radio & Television Broadcasters.

Meeting in New York, the TV directors will start organizing the video side of the combined radio-TV association. Besides going into organizational details, dues and the ASCAP situation, the TV board will be given a list of presidential nominees picked by a special eight-man committee named Feb. 2 by the NAB board at its Florida session [Broadcasting * Telecasting, Feb. 12, 5].

Well over a score of names have been considered by the eight-man group, which has power to sign a contract. The group will not act, however, before the NAB membership votes on revision of the by-laws and it may decide to submit its recommendation for a president to the NAB board during the NAB's April event.

Many Developments

Trend of committee sentiment in Mr. Haverlin's direction marked a week in which:

- BAB rocked the industry by signing Westinghouse stations, not NAB members (story page 24).
- Concern developed over abandonment of historic name "NAB" for NARTB.
- Interest in convention exhibits indicated annual show will go on as usual.
- Ballots for by-law revision were mailed to NAB members.
- Frank U. Fletcher, WARL-Anchorage, Va., NAB director, was proposed as NAB general counsel.

Signing of Westinghouse stations by Broadcast Advertising Bureau came as William B. Ryan, BAB general manager, started preparation of a membership drive and planning for greatly expanded sales promotion activities. He will submit an operating program to the BAB board at its March 1 meeting.

Work is practically complete on expansion of the BAB board from five to 25 members. All but one station director had been named and networks had about completed appointing their board members. Names of all directors may be announced in a day or two.

Addition of Westinghouse stations—six in number—provides BAB with a flying start as it opens a membership drive. Westinghouse dropped out of NAB in 1945 shortly before the present administration came into power apparently disagreeing with policies and the handling of promotion for the 25th anniversary of radio.

No one at Westinghouse would comment on attitude of the group toward the new NARTB but the WRS announcement of BAB affiliation spoke glowingly of BAB plans to promote broadcast advertising.

It also was impossible to gain an idea of the Westinghouse policy toward the new TV side of NARTB.

The formal job of obtaining membership vote on the new NARTB by-laws was started Friday when ballots and explanatory statements were mailed to the 1,200 aural and 44 TV members of NAB. These ballots are returnable as of midnight, March 3. Results will be tabulated and announced March 5.

Interest continued to run high in the presidential race. Among names to be submitted to the TV board today besides Mr. Haverlin may be Eugene S. Thomas, WOR-TV New York, chairman of the NAB TV board; Paul W. Morency, WTIC Hartford, and Mr. Ryan, who resigned the NAB general managership to accept the BAB presidency. Perhaps a score of names have been scanned by the eight-man presidential committee, but committee members explain that all discussions have been of a preliminary nature.

Not Approached

Mr. Haverlin told Broadcasting 
Telecasting he had not been approached by any committee. "I have not received any offer," he insisted, but within the committee it was indicated he had been approached informally. Asked directly if he would accept the NARTB presidency, if offered, Mr. Haverlin declined comment.

Mr. Haverlin joined BMI as vice president April 15, 1940. Three years later he moved to Mutual network as vice president and later turned to BMI as its first paid president in 1947. He had entered radio in the 20s via KFI Los Angeles where he rose to a sales management.

He knows thousands of broadcasters through the BMI and Mutual contacts. Since BMI's formation he has attended a high percentage of NAB district and state association meetings to stimulate station interest in the industry-operated music copyright organization.

The whole presidential problem will be considered Feb. 27 or 28 at a meeting of the eight-man committee, to be held in New York just prior to the BMI convention. Judge Justin Miller, NAB president who has been promoted to NARTB board chairman, is also chairman of the BMI board. Mr. Haverlin served as BMI president as well as acting without contract. The NARTB presidency would be for a three or five-year term.

Walter Asked

Last week Judge Miller wrote NAB board members asking their opinion on a proposal that board policy permitted to submit appointment of Mr. Fletcher as general counsel, a vacant post since Don Petty's resignation became effective at the year end.

Judge Miller, in suggesting the possibility of retaining Mr. Fletcher for the general counsel position, requested directors to specify their views on continuation of Mr. Fletcher's work with the law firm of Fletcher & Midlen though he would not be active in the firm and would devote fulltime to the NAB duties.

He also asked for policy approval against appointment of staff officials having an interest in a broadcasting station.

When NAB's TV board met today at the New York Advertising Club Dr. Kenneth H. Baker, NAB research director, will sit as guest to advise in setting up a TV dues schedule. TV members are to raise $150,000 for the first fiscal year, starting April 1, with $50,000 going to NARTB for overhead and departmental expenses.

Plans for a membership drive in which effort will be made to sign all 107 TV stations will be considered after the dues matter is settled. TV member dues are increased 10 per cent over the ASCAP's and the ASCAP problem are on the day's agenda. ASCAP interest centers in terms of a per program license and ASCAP's announced intentions to seek its own license without further consultation with TV broadcasters [Broadcasting * Telecasting, Feb. 12, also see story page 23]. Final agenda item will be:
Twelfth Year of Radio Good Will...

'The Telephone Hour'

ON THE third Monday in April, a shimmering musical chord—the opening strain of the "Bell Waltz"—will ring in the 12th year of one of the most honored and promotionally successful programs on the air, The Telephone Hour.

Inaugurated in 1940 to explain in its commercials the policies of the Bell Telephone System and to clarify the intricacies of the system's physical operation, the program has become in its content a musical institution of the first rank, reaping incalculable good will from the taste and stature of its presentations.

Heard over 156 NBC stations, Monday, 9-9:30 p.m., the program has featured many of the finest vocalists and instrumentalists in the world, and has introduced a great number of promising new artists. It is heard by 7 million families monthly.

Cost of the weekly program to the Bell Telephone System is $1,220,000 annually, with $670,000 representing the cost of time and the rest going to talent. Expense of the program is borne by the 22 operated companies of the Bell Telephone System, together with Western Electric (the manufacturing and supply organization) and the Bell Telephone Labs. Each Bell entity is assessed for the show on the basis of its gross revenue for the preceding year.

Voorhees Helped Start First Series

Now originating from NBC Studio 6 A in Radio City, New York, the show was first broadcast on Monday at 8 p.m. from the Cathedral studio of the old NBC headquarters at 711 Fifth Ave. Donald Voorhees, distinguished American conductor, helped launch the series.

ADVERTISER, agency and network combine talents to make The Telephone Hour an outstanding radio institution: LEFT PHOTO: Representatives of the Bell System directly responsible for the program (l to r) Will Whitmore, radio advertising manager; John Bornholdt, radio advertising supervisor, and John M. Shaw, assistant vice president, all of American Telephone & Telegraph Co. CENTER PHOTO: Personnel comprising the N. W. Ayer & Son staff on the program includes James E. Hanna (seated), vice president in charge of radio-TV, and (standing l to r) Paul Kizenberger, timebuyer; Gordon Brainé, director of radio-TV research; Shirley Stone, research; John B. Hunter, vice president and supervisor of service; Raymond F. Jones, service representative; Wallace Magill, producer and director; Barbara Curham, assistant to Mr. Magill; John Caldwell, radio-TV copy chief, and Joseph Stauffer, radio supervisor. RIGHT PHOTO: NBC Producer Paul Knight (standing) and Engineer Don Abbott (foreground) go into action as Mr. Magill signals from the control room to start The Telephone Hour. Beside Mr. Magill is his assistant Miss Curham.
and has continued as musical di-
rector of the 87-piece Bell Tele-
phone orchestra. Mr. Voorhees com-
posed the celebrated "Bell Waits," the program's theme.

The first soloists were Francis White and James Melton who ap-
ppeared weekly with the Bell Tele-
phone orchestra. The program also
featured a chorus, trained by Ken
Christie, who still directs the Bell
Chorus whenever it is scheduled.

This format continued through the
first two years of The Telephone Hour.

The program moved into Radio City
in October 1941 when the
sixth floor studios were com-
pleted, and almost at the end of the second
year, moved to the 9 p.m. program
Monday.

At the beginning of the third
season, April 1942, The Telephone Hour
inaugurated the "Great Art-
vist Series" with Jascha Heifetz
as the first soloist. This new for-
mat featuring the Bell Telephone
orchestra and a different soloist
each week has remained in effect.

Artist List Changes Frequently

The list of artists changes from
season to season but among those
who were heard the first season
and who are still on the schedule
are Mr. Heifetz, Lily Pons, John
Charles Thomas and Marian Ande-
er. Other noted artists who have
made periodic appearances are
Enio Pinza, Robert Casadesus, Jose
Iturbi, Nelson Eddy, Gladys
Swarthout, Bidu Sayao and Fritz
Krenzler, for whom he had been a
"holdout" against radio until he
made his debut on the program.

Among the noted American radio
debut presented on The Telephone Hour was that of Ferruccio Taglia-
vinii, Italian tenor who became an
overnight sensation with his broad-
cast early in 1947.

Excellence of the Bell Telephone
orchestra is attributed to the high
calibre of its members who have
played with the leading symphonies
of the world and to continued mem-
bership of many of the musicians.

Among the original members still
playing with the orchestra is
Yacob Zade, concertmaster. There
are 35 other musicians who helped
start the series and who are on the
current roster. Four more of the
present members joined the pro-
gram within its first season.

The Telephone Hour does not
travel and originates outside of
New York only when an artist has
West Coast commitments in which

and20000

Business of Broadcasting

One of a Series

BROADCASTING • Telecasting

Agency set-up for handling The Telephone Hour.

case the program is aired from
Hollywood. The one exception oc-
curred in October 1947, when the
broadcast originated in Chicago
to help celebrate the golden jubilee
of the United States Independent
Telephone Assn.

Since early 1950, The Telephone
Hour has occasionally broadcast
from Carnegie Hall, the first date
being April 10, on the 10th anni-
versary program.

Floyd Mack, the original Tele-
phone Hour music commentator,
continues in this role. The first
commercial announcer was Warner
Anderson who left for Hollywood
and the movies in the spring of
1942 and was succeeded by Tom
Shirley who has remained with the
program.

The first Telephone Hour pro-
ducer was Arthur Daly who was
followed by the present producer,
Wallace Magill, in November 1941.

The Telephone Hour has received
many awards and Mr. Voorhees
has been given two honorary music
degrees in recognition of his work.

Among the awards acquired by the
show are the following:

George Foster Peabody award
in 1944; Musical America critics'
poll, 1950; best musical program,
Radio & Television, 1951; "Michael
Bell" award, 1950; American Legion Auxiliary
Award, 1950; Saturday Review of
Literature, 1950; Motion Picture
Daily poll, 1948-49-50; Cleveland Plain Dealer poll, 1948; Radio
Life, 1948; San Diego Journal poll,

Two films have been made of
The Telephone Hour, one featuring
Josef Hofmann with Donald Voor-
hees and the Bell Telephone or-
chestra and the other featuring
(Continued on page 37)

RADIO SUCCESS

RESEARCH, analysis, constant study and adhering to information
learned from these methods are elements which have gone into keeping
Signal Oil sponsored The Whistler on CBS consistently among the high-
est rated shows on the Pacific Coast. According to Ed Bloodworth of
Barton A. Stebbins Adv., Los An-
geles agency handling the account.

Mr. Bloodworth was one of a
panel of four agency representa-
tives giving brief case histories
of radio successes last Tuesday at
the "Radio Pays, And How" session of the Southern Calif. Chapter,
American Assn. of Advertising Agen-
cies, at Chapman Park Hotel, Los An-
geles. Other speakers at the ses-
tion, fourth in a series of six boost-
ning various advertising media, were
Rus Nagel, merchandising direc-
tor, Erwin, Wasey & Co., who spoke
daon Carnation Co.; Carl K. Tester, presi-
dent, Philip J. Meany Co., on
Asthmador, and John McCarthy,
Los Angeles, manager of Glenn

Success of The Whistler has been
no hit or miss proposition at any
time in its eight year history, Mr. Bloodworth pointed out. Before the
program was put on the air the
agency made surveys as to what
type of programs enjoyed most
popularity. Since its inception, the
agency has kept a constant check
on the show, analyzing each one as
to elements going into it, keeping
ratings and checking to see which
elements made for high ratings.

Through such careful checking,
the agency has learned that pro-
gram ratings go up when the
ahide by information gathered from
various charts so diligently main-
tained on the program, Mr. Blood-
worth said.

There is no question what radio
has done for Fritos," Mr. McCarthy
told the group. He traced spot ra-
dio's importance in building Fritos
from a kitchen operation to an in-
dustry hitting a $15 million annual
sales mark.

Radio's success in opening up
the deep south market for Asthmador
was told by Mr. Tester. The agency,
which had been using other adver-
tising media, discovered that the
product was not doing well in that
area and decided to initiate a radio
campaign, he said.

Starts Spot Drive

An intensive two-month tran-
scribed radio spot campaign on 78
stations of the Keystone network
was used, resulting in a tremendous
upsurge of business. A survey con-
ducted in the area following the
campaign revealed that 260 out of
312 drugstores now carry the prod-
uct.

Related at Ad Meet

Reviewing the history of one of
the outstanding radio success sto-
ties, that of Carnation Co., for its
crushed milk, Mr. Nagel pointed
out that consistent use of net-
work radio in Carnation Contended
Hour was the main contribution
in making each year's total sales
higher than those of the preceding
year. The program, Mr. Nagel said,
has been on the air since 1933, un-
dergoing only one major change
in format by few years. When it was
brought from the classical to the
popular format in order to meet
what it considered the level of sales
prospect, it did not increase the firm's
sales. It was through the use of
the medium, Mr. Nagel concluded
that "radio will continue to be the
classic medium for Carnation for a
long time to come."

Nealy Reviews

Prior to the panel discussion Andrew W. Nealy, vice president
and general manager, BBDO, Los
Angeles, and chairman of the board of governors of the Southern Cal-
ifornia AAAA chapter, gave a brief review of the radio picture. In 1950,
he stated, over 1,200,000 new radio
owners bought their new sets that
year; $448,200,000 was spent in
radio advertising, an increase of
5½% over previous years; 14,889-
000 radio sets were manufactured,
nearly twice the number of televi-
sion sets.

Special guests at the session in-
cluded members of the Southern Cal.
Broadcasters Assn. and of the Los Angeles section of the National Assn.
of Radio Station Representa-

February 19, 1951 • Page 29
D. C. Court Heears Arguments

Transit Radio stood on its record of wide public acceptance last Wednesday when facing complaints in oral arguments before the U.S. Court of Appeals for the District of Columbia. The proceeding is considered a precedent case on which the future of the medium may hinge.

The suit, filed by Washington attorneys Franklin S. Polak and Guy Martin, contends the "captive audience" nature of transit radio violates the First Amendment rights of the Constitution. The appeal stems from an earlier action of the District Court there.

The lower court, dismissing complaints by applicants and others, upheld the D.C. Public Utilities Commission's dismissal of its investigation of the broadcasts of WWDC-FM Washington to Capital Transit passengers. Acting in December 1949, it declared it did not find the broadcasts "inconsistent with public convenience, comfort and safety" and, made no determination on the issues of personal or private rights.

Hit PUC Action
Paul M. Segal, Washington broadcast attorney, who argued in behalf of Messrs. Polak and Martin before the right to transmit President Henry W. Edgerston and Associate Judges David L. Bazelon and Charles Fahy that the PUC improperly had failed to rule on the Constitutional issues. He pointed out that as a condition of riding, transit passengers must listen to transit radio programs—this "provided for thus being "sold" to advertisers.

Judge Edgerston interposed there is a difference between the words "listen" and "hear," asking: "Isn't that an exaggeration?"

Mr. Segal argued that as judged the difference, explaining it varies with the individual. He proceeded to cite examples recognizing the "aural aggression" of "compelling sounds" and noted the Supreme Court has recognized that the First Amendment is a two-way street—the right to listen or not to listen being the same, whether for transit advertising or entertainment is not covered.

Mr. Segal argued that if the bus company required passengers to ride, then the riding, the problem "won't appear so difficult," but the principles are the same. He charged this "forced listening" takes away personal liberty and depriving the passenger of the free use of his faculties.

There is no other technical device, Mr. Segal said, in which attention is "required," as in the case of "captive audience." He "can't escape," he said. Transit radio is the only advertising medium known that can "guarantee" its audience, he told the court.

Mr. Segal indicated there would be no objection to transit radio if passengers could use or not use individual head sets rather than being "forced" to listen to the loud speakers. He suggested this as a possible solution to the problem and felt the cost would not be too great.

"But this pulls out the carpet" from under transit radio since it "destroys" the "audience guarantee," he said.

Capital Transit Co.'s counsel, Daryal A. Myse, told the court the appellants ignored the fact that 90% of the general public is not opposed to transit radio, as proved during the PUC hearing in 1949.

Challenged by Judge Fahy whether this 90% was of those "voting" rather than the "general public," Mr. Myse explained the figure was representative of the general public because it was based upon a "scientific poll." To further questioning, he said the poll was financed by the transit radio group.

Judge Edgerston recalled the Washington Post had conducted a poll, in which less favorable results were obtained. Mr. Myse indicated the Post poll was "haphazard."

Mr. Myse pointed out that even the "3% minority" opposed to transit radio actually are benefited subconsciously by the "soothing music."

He noted the PUC hearing did not deal with "private rights," but rather was required by law to consider "public" comfort, convenience and safety. If private rights are hurt by transit radio, he suggested the proper legal remedy is in petition for court injunction rather than the instant proceeding. It was disclosed a bid for injunction is pending in the lower court.

Mr. Myse told the judges the PUC actually found that transit radio tends to improve comfort and safety factors. He noted that buses with radio have better safety records than those which do not.

Judge Edgerston suggested that if 90% of the passengers wanted to buy popcorn on the vehicles, could the transit company legally require all passengers to buy a bag of popcorn in addition to their fare?

Mr. Myse answered the company cannot compel passengers to pay for anything not authorized in the PUC regulations.

Pursuing the idea further, Judge Edgerston asked if the company could compel all to hear something the majority wanted to hear.

No Compulsion
The transit firm Segal said he did not consider compulsion to be involved since there is a difference between hearing and listening. He said the PUC record shows no force is being used to listen since there is a "conscious choice" factor involved. To another question, he explained the vehicle operator cannot control the volume of the speakers, which are checked by experts, but can turn them either on or off.

Judge Bazelon asked if the operator "wouldn't ask" could call the passengers' attention to advertising. Under the PUC statutes as they are now constituted, Mr. Myse said he could.

Judge Jenkinson interpolated the court took "judicial notice it is an obvious, universally known fact that it is easier not to read than to listen."

PUC Attorney, Lloyd B. Harrison argued the question is not whether the programs are "desirable or undesirable" but rather

(Continued on page 38)

Executive Units
So that the Goodwill Stations might better serve the public interest, as a "giant mirror, reflecting back to the community its desires and necessities, its hopes and accomplishments," special advisory councils of each of the three stations are being set up at headquarters.

In announcing the project last week, John F. Patt, president of the Goodwill Stations, revealed that completed councils of representa-

tive citizens in the fields of business, labor, government, religion, education, etc., are already serving at WJR, Detroit and WGR Cleveland. The board for KMPC Los Angeles is near completion and should be announced later this week.

Stations general managers—Worth Kramer (WJR), Carl George (WGR), Bob Robbins (KPMC)—have cooperated with Mr. Patt in the campaign, which is in accordance with a resolution passed by the directors meeting last December.

In operation, the councils will exchange representative views on how the broadcasting needs of the stations are being served. Each council will meet with officers and station department heads at least once a year.

Mr. Patt pointed out that it has always been the practice of Goodwill station personnel to be active in civic affairs, to "offer assistance or leadership as may be required, and to give generously of our time and talents to every representative worthy project." Adding that the continuation of this practice will be encouraged, he ventured his belief that "we can get a better overall picture by inviting representative leaders to sit in with us. We like to...
MILITARY proposal which would give the President sweeping power to “control” radio and television broadcasting to “protect the public interest and electromagnetic radiations” whenever he deems it advisable in “the interest of national security” will receive a thoroughgoing committee hearing this week [BROADCASTING • TELECASTING, Feb. 12].

Industry and government officials were preparing the stand they will offer the controversial Defense Dept. plan, on which the Senate Interstate & Foreign Commerce Committee will hold hearings starting this Wednesday. Technically, the committee will hear views on legislation (S 537) sponsored by its chairman, Sen. Ed C. Johnson (D-Col.) at the request of the Defense Dept. Authorities said that if members can sit through without interruptions, the hearing may last only one day. It was held possible, however, that examination of government exhibits for the committee’s referral to Thursday and possibly Friday.

The hearings will be open, notwithstanding the security aspects of the five-day hearing inasmuch as Sen. Johnson is known to favor placing all comments of the military and FCC “on the record.”

NAB to Appear

At week’s end it appeared that industry representatives through NAB and probably Radio-Television Mfrs. Assn., while officials of FCC, the Air Force and the Federal Civil Defense Administration indicated they would submit their respective agency’s comments.

NAB will be represented by President Justin Miller, who is expected to set forth the association’s policy with regard to the bill; Engineer- ing Director Neal McNaughton, who will discuss the technical phases; A. G. Hardy, government relations director, who will broach the measure from the local station angle.

RTMA had indicated informally that it would file its views, probably reflecting a general stand rather than commenting on specific issues.

Both FCC and the Civil Defense Administration are known to be plainly skeptical of certain provisions of the proposal—but for different reasons. And industry authorities, while confessing that the military must hold supreme in time of actual crisis, feel that the power must be clearly delineated and not allowed to encompass all situations short of crisis [BROADCASTING • TELECASTING, Dec. 25, 1950].

Comr. George E. Sterling, considered an expert in the radiations field, will offer the Commission’s reactions on the plan which would, in effect, extend Sec. 606 (e) of the Communications Act. Representing the military will be Maj. Gen. Francis L. Ankenbrandt, USAF.

Civil defense officials said late Thursday that the agency’s legal counsel had studied the bill and planned to confer with Dept. of Defense officials before deciding whether to appear. Some CDA authorities are reported to be displeased with the proposal which would lay the groundwork for similar excursions into the electronic field, saying the military feels it must serve to guide bombers of missiles to U.S. targets.

Called ‘Nerve System’

Communications has been described as the “nerve system of civil defense” by the President and civil defense agency.

The issue of radio control also was slated to arise today (Mon.) in the lower chamber of Congress. Paul A. Walker, FCC acting chairman, will be asked to give his views on the legislation when he appears in closed session before members of the House Interstate & Foreign Commerce Committee on important issues now pending before it (see separate story, page 28).

The committee wants to hear specific testimony. The plan would involve an amendment to the 1934 Communications Act; an explanation of the measure, and why provisions in the act are not adequate. There has been some speculation that the Senate committee may report out the bill in the form of an amendment to the Communications Act, if necessary, rather than enact new legislation.

Technically, the House Commerce Committee at present has no jurisdiction over the plan—or the companion bill introduced in the House by Rep. Carl Vinson (D-Ga.). The measure has been referred to the Armed Services Committee, of which Rep. Vinson is chairman and which had taken no action on it.

As currently written, the bill would empower the Chief Executive to control radio-TV broadcasting and radiations from industrial heating plants and data- thermic machines “in time of war, national emergency, or whenever the President deems it advisable in the interest of national security” [BROADCASTING • TELECASTING, Jan. 8, et seq.].

The latter fields are not covered in the Communications Act, nor are there express provisions for penalties which, under the military plan, would be a maximum of $50,000 fine or five years imprisonment, or both, for corporations "knowingly" violating security. That section, which would amend the U.S. Criminal Code, also carries provision for compensation to owners of such equipment, to be set by the President.

Authorities also point out that the proposal, “in the interest of national security,” is broader in some respects than the pertinent section of the Communications Act, which reads:

"Any communica- tion of any nature, the transmission or publication of which will be prejudicial to the national defense, will be punishable by fine or imprisonment, or both, or both, as Congress may prescribe." (18 U.S.C. 408)

Upon proclamation by the President that there exists war, or a threat of war, or a nation’s or the President’s interest would be served by such communication, it shall be lawful for the President to control and fix the limits and character of such a communication and to fix also such penalties as may be prescribed, by proclamation of the President, for the violation thereof.

Radio-TV Role

EXTENSIVE plans to mobilize radio-TV activity on behalf of the nation’s civil defense program are expected to take shape in the next fortnight within the newly-created Civil Defense Administration.

Heading the division, which operates within CDA’s Public Affairs Office, is Jesse Butcher, former radio and agency executive, who joined the agency last month [BROADCASTING • TELECASTING, Jan. 25].

Mr. Butcher is supervising a four-pronged operation — radio, television, motion pictures and public- ity — which will become its own entity when plans materialize and candidates for the posts are screened in line with loyalty provisions for setting up the administration.

Mr. Butcher’s division will formulate programs for radio-TV activity on the national level. In this connection, the division is expected to work with the Advertising Council and other groups to put across campaigns with specific themes evolved by the federal civil defense committee, of which Rep. Vinson is chairman and which had taken no action on it. As currently written, the bill would empower the Chief Executive to control radio-TV broadcasting and radiations from industrial heating plants and data- thermic machines “in time of war, national emergency, or whenever the President deems it advisable in the interest of national security” [BROADCASTING • TELECASTING, Jan. 8, et seq.].

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Radio-TV Campaign

Howard Johnson already has been named to direct the motion picture branch of the NBC Public Affairs Office, and the CDA is headed by John DeChant.

The radio-TV campaign will be promoted by special programs and spot announcements, with a possi- bility of federal-legislative support of the Advertising Council. Additionally, arrangements will be made from time to time for radio-TV appearances by key civil defense officials, including Administrator Millard F. Caldwell Jr.

Themes are expected to follow those already indicated for the film branch, with stress on such topics as atomic survival, biological warfare, fire-fighting, first aid and others.

Mr. Butcher has enjoyed a varied radio background in both the network and station fields as well as in agency assignments. He started his radio career with the New York Times and later went on to hold positions with NBC and CBS public relations, West Coast office of Kenyon & Eckhardt Inc. and KMPC Hollywood, where he was program manager and later assistant manager of broadcasting operations. He also has handled political campaigns for the Democratic and Republican parties and, during World War II, was radio director for the USO-National War Fund.

CITE WILSON

Gold medal award for “outstanding service” to the Dept. of Commerce was presented Thursday to Frank R. Wilson, information as- ssistant to the Director of the Cen- sus, for his promotion of the 1950 decennial census.

Presentation was made by Sec- retary of Commerce Charles Saw- yer, under whose regime the bureau operates. Recipient of the award was Mr. Wilson’s achievement in attaining unprecedented public interest and media support for the 1950 census. This feat was achieved with a $100,000 budget half the cost of promoting the 1940 census.

Networks and stations alike contributed census promotion valued well up in the millions. Television networks and stations, too, joined in bringing the census into the living room by means of films, live programs and announcements. Na- tional and local sponsors, along with agencies, joined in the promo- tion through the Advertising Coun- cil.

Most of the radio and TV sup- port was donated without any cost whatever to the Census Bureau, aside from the production costs involved in a series of TV shorts. National and local sponsors, along with agencies, joined in the promo- tion through the Advertising Coun- cil.

Radio-Visual Div. of the Federal

agency. Arrangements to issue mo- tion pictures for use in theatres already have been completed.

Choices to head up the radio and TV sections had not crystallized last week, but it was learned that at least one TV director from a Wash- ington station would join around March 1.

Radio-TV Campaign

Howard Johnson already has been named to direct the motion picture branch of the NBC Public Affairs Office. Plans for the CDA are to be made by John DeChant.

The radio-TV campaign will be promoted by special programs and spot announcements, with a possi- bility of federal-legislative support of the Advertising Council. Additionally, arrangements will be made from time to time for radio-TV appearances by key civil defense

February 19, 1951 • Page 31
SEN. WILLIAM BENTON (D-Conn.), author of the proposed "Marshall Plan of Ideas," will take his plea for a stronger Voice of America to the Senate floor early this week and formally request a full-dress inquiry into operations of the State Dept.'s radio information arm.

It was revealed by close associates of Sen. Benton, who has been absent from the capital scene, amid growing controversy, over the question of whether the Voice might operate more effectively as a separate independent agency.

The issue reached a new pitch last week in further correspondence between the Connecticut Senator and the State Dept. over its...
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
SPORTSCASTER Bill Dyer (center) is all smiles after signing a radio-TV contract with Globe Brewing Co., Baltimore (Aurora beer). None too happy is Joseph Katz (l), president of Joseph Katz Co., Baltimore, Globe agency, and Francis McNamara, Globe Brewing Co. president. Dyer will do a daily two-hour show on WWIN Baltimore for Aurora. Several TV programs are in the planning stage.

RESEARCH PLAN
Report Expected This Week
COMMITTEE on audience research methods held what the group hopes was its final meeting Thursday in New York and, after some final rechecking of details, expects to release its report late this week, according to Dr. Kenneth H. Baker, research director of NAB and chairman of the committee.

The group was organized last summer at the suggestion of Stanley Breyer, commercial manager, KJBS San Francisco, who in an advertisement in the July 3, 1950, issue of Broadcasting • Telecasting asked for a special research project in that area to dispel the confusion created by differing program ratings produced by Hooper and Pulse surveys in that region. The committee named by Mr. Breyer subsequently expanded its membership and the scope of the project to include test surveys in markets typical of the country that would measure all audience research techniques, not merely the aided-recall, personal-interview method used by Pulse and the coincidental telephone technique of Hooper.

Test Surveys Seen
The completed report is expected to recommend a number of test surveys in a number of sample markets with the aim of comparing and evaluating the results obtainable from each type of audience measurement research. Whether these recommendations will be carried out by some existing research body or by an organization created specially for the job, and how the work will be financed, are questions yet to be answered.

Thursday's meeting, lasting from 10 a.m. until mid-afternoon, was held at the BMM offices. Present were:

Dr. Baker; Matthew Chappell, Hofstra College; Fred Manchee, RHDO; Wells Wilbor, General Mills; Lewis H. Avery, Avery-Knodel; Lawrence Decking, Bloxam, H. M. Reville, NBC; and Herbert D. Krueger, WTAG Worchester, were unable to attend. The observer members of the committee—gets an expert on the air before Sydney Bowdow, The Pulse Inc.; T. R. Steare, A. C. Nielsen Co.—were not included at the final committee meeting but they did attend the next-to-last meeting and participated in the overall review of the committee's findings.

‘BIG SHOW’
Seeks 6-6:30 P. M. Sponsor

NBC, whose Big Show is as yet only two-thirds sponsored, sought an ad sponsor for the other third in a New York Times full-page advertisement, Feb. 13.

Enhanced by a half-page caricature of Tallulah Bankhead, mistress of ceremonies for the show, the ad was headlined “Everybody’s Darling,” and lamented: “Thirteen weeks ago, The Big Show, radio’s greatest hit and all star variety show, took Tallulah Bankhead as m.c., premiered on NBC Sunday 6-7:30 p.m. It’s a crying shame that a show with such an enthusiastic response isn’t sold out. But here it is 13 weeks old and the first half-hour—Sunday 6-6:30 p.m.—is still available for sale…” Continued: Week after week The Big Show presents a roster of star names bigger than any in radio or television. . . . The unbelievably low cost for this matchless talent: $8,820 gross per week for one-half hour. . . . Its audience is just about the fastest growing in all radio—up 81% in six weeks, according to Nielsen.

The time period Sunday 6-6:30 p.m. gets an ad sponsor on the air before the heavy competition starts. Best of all, most of it is figured at daytime rates, $16,692.20 net per week for a full NBC network.

The total cost for 30 minutes of showbusiness at its best is $19,512.20 per week. Where else in all advertising can you find a bargain like that? Frankly, we’re embarrassed.

To relieve our embarrassment, and to give your 1951 advertising a solid start, let us tell you about the best buy in town. . . . The Big Show Sunday 6-6:30 p.m. on NBC. Call CI 7-8300 extension 294.

RAW MATERIALS
Plan to Increase Output

AN international program to increase output of primary raw materials—among them, metals used in electronics production—is being set in motion by the United States, France and Great Britain, with South American and Western countries invited to participate.

The nations will be asked to set up six international agencies dealing with such commodities as cobalt, copper, nickel and tungsten, looking ahead and allotting their use similar to the system used during World War II.

At the same time there was speculation last week that estimates for some of these vital materials may be lowered after March 1, thus easing current restrictions on their use for the civilian electronics end products and component parts. After March 1, it was speculated, about 75% of spending for major military equipment will have been scheduled. (Also see RTMA story page 2.)

The international commodities phase cuts across the field now being explored by the President’s new Materials Policy Commission and William Paley, CBS board member, who heads the group. The five-man advisory commission is studying the materials shortages problems at long-range and will report to the President later this year [Broadcasting • Telecasting, Feb. 5, Jan. 29].

The commission held a series of meetings last week. Mr. Paley has been devoting virtually all of his time to the survey.

POLICY REPORT
Set For White House

REPORT of the President’s Temporary Communications Policy Board was to be submitted to the White House over the weekend by Dr. Irvin Stewart, West Virginia U. president. Chairman of the group created to recommend broad steps for frequency allocation and regulation.

The board expired Feb. 18 after a year of study. It had been appointed originally to submit recommendations by last Oct. 31 but obtained an extension because of the enormity of the task.

When a clear recommendation of the findings was obtainable, it was believed the board would recommend formation of a permanent national telecommunications policy board of three to five members. The findings will not be made public for about a month, it was indicated. Other board members are President James Killian Jr., Massachusetts Institute of Technology; President Leon E. Bridge, California Institute of Technology; William L. Everett, dean of engineering, U. of Illinois, and Alphonso, retired Graybar Electric Co. vice president and former War Assets Administrator.

Page 34 • February 19, 1951
My Diary
Isn't Banned in Boston...
but it makes
"Red Hot" Reading!

Yes, a diary study recently conducted by Audience Survey, Inc., makes mighty interesting reading for every time-buyer.

Of the 52 stations receiving mention in the diary study—WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of "wins" granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours ... 84% of all evening quarter-hours.

The purchasing power of WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa is $3.9 billion (after taxes)—greater than San Francisco, Philadelphia or Washington, D. C.

This area, known as Big Aggie Land, is overwhelmingly dominated by one powerful radio station ... WNAX. BMB shows that 405,210 families listen to WNAX—80% of them 3-7 times a week. Also, remember, in Big Aggie Land, T. V. means 'Tain't Visible!

WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product or service. Ask your nearby Katz man about the diary study that proves WNAX alone can sell for you in Big Aggie Land.
TAX BATTLE

WASHINGTON's tax battle flared into the open last week as President Truman said he felt the House Ways & Means Committee had endangered the nation's anti-inflation program by delaying tactics on his request for more taxes [BROADCASTING & TELECASTING, Feb. 12].

The Chief Executive's opinion was registered in discussion at his Thursday news conference of a committee decision to hold lengthy hearings on his $10 billion tax program.

Original idea, the President said, was to get the first bite in new taxes into effect as soon as possible, then for Congress to look into the need for additional taxation to finance the defense program. Mr. Truman indicated he would stand pat on his plan to ask for another $6.5 billion in new taxes.

First phase of the administration tax request takes in a proposed increase in radio and television set federal excises at the manufacturing level. The boost, as outlined by Treasury Secretary John W. Snyder, would lift the total excise on radio and television have been able to reach agreements in the past without any great sacrifice of principle. Accordingly, it is our desire to make certain that every conceivable avenue of possible agreement be explored before resorting to the necessity of asking the court to fix the license terms.

TRUMAN Demands Action; Hits House Committee

Mr. Fleming will head up the new committee, which will report to Mr. Wilson with recommendations for allocation of manpower to meet essential civilian and military requirements.

The picture took further shape last week with an order by Mr. Wilson requesting creation of Regional Defense Mobilization Commissions comprising laborers designated jointly by the Defense Production Administration and Defense Manpower division of the Labor Dept. and representatives of the Defense Dept. and other government agencies.

Individual committees for each region will review defense production programs in relation to available capacity, labor supply, housing and community facilities, and advise defense agencies on actions designed to make the mobilization program more effective.

At the same time Labor Secretary Maurice Tobin has evolved a plan for improving the skills of workers in defense industries and thereby assisting industry.

The objective, Secretary Tobin stated, is to encourage employers to (1) set up adequate training programs within their plants; (2) place responsibility for training functions, and (3) establish the need for, and direct workers' training toward, actual production needs.

DiSalle, Price Stabilization director.

The House committee agreed to explore all possible sources of additional revenue before writing a supplemental request for the fiscal 1952 budget.

As yet, his group has not scheduled hearings on FCC, for which the President had recommended a $6,850,000 budget—an increase of 3.4% in the overall budget, including a 14.4% decrease in funds for broadcast activities [BROADCASTING & TELECASTING, Jan. 22].

STORM NEWS

MORE reports on radio-TV's quick action during the fierce winter storm which have plagued the nation [BROADCASTING & TELECASTING, Feb. 12] continue to be received.

Dozens of public service announcements were handled by KATL Houston during that southern city's trial by ice. Temperatures went down to 14 degrees and a state of emergency forced police and firemen to serve around the clock. KATL acted as a clearing house for messages between the citizens and city department officials. When the weather went dead, KATL continued operations from its transmitter.

WHAS-TV Louisville's showing of educational films for snowbound school children proved extremely popular with kids and parents alike. Said one mother, "We think it (the Real School) would be a very nice daily addition if it could be arranged so the little ones could 'go to school' for perhaps an hour each day too."

Over 400 announcements were made for the benefit of industry and public institutions during the storm and blizzard by WKNK Muskegon, Mich. All transportation was tied up, and radio, as in many other cities, was the only contact with the outside world for many citizens.

Golden Rule activities highlighted the snowbound city of Hopkinsville, Ky. WHOP of that city supplied the local newspaper with news from its UP wire when the unaffiliated paper's AP wire went out. For two days all the paper's outside readership had to rely on a couple of telegrams from the wire. On the third day, the station's wire began to balk, and the paper offered to help out.
P. I. OFFERS

PER INQUIRY propositions ranging from screw drivers to robber foilers are being offered stations throughout the country.

A home decoration book titled *Designs for Living*, claimed to have sold in cloth binding for $2.50, is offered in paper form for $1, with the station getting 35 cents per order. The offer was submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is manager.

A set of six "long-life" screw drivers is offered on a $2 basis, with the station getting 67 cents noncommissionable. The offer was made by G. A. Adams Co., Cleveland.

From Philip Merrymon & Assoc., Bridgeport, Conn., comes a per inquiry proposition for "Stop Thief," a device claimed to stop theft of a parked auto. The item sells for $8.95 with the station getting $2 "per legitimate inquiry." Mr. Merrymon notes he is general manager of WLIZ Bridgeport.

Don Juan Sales Co., New York, is staging a campaign on behalf of Don Juan razor blades. "Before buying time on your station as one phase of our campaign, we would first like to try this on a P. I. basis," according to a letter from Don Juan Sales Co., signed by Mort Walker.

TOSCANINI

Quits NBC Series

ARTURO TOSCANINI was slated to make his last appearance in his current series as conductor of the NBC Symphony Orchestra last Saturday night, after a sudden decision that he would not be able to appear on the last two scheduled concerts.

NBC said the series, sponsored by E. R. Squibb & Sons and heard Saturday, 6:30-7:30 p.m., will continue with guest conductors to be announced later.

Mr. Toscanini's decision to make last Saturday's appearance the last of the series was reached on the advice of his physician, who recommended further treatment of an internal knee injury which the conductor, now 64, received in a fall in his home two years ago.

Hoover Report Jingles

CITIZENS COMMITTEE for the Hoover Report, in conjunction with the Advertising Council's campaign for the Hoover Report, is offering all radio stations and disc jockeys a series of recorded jingles describing the report. The jingles are composed and sung by Jack Thayer, of J. Walter Thompson, New York, who is acting as the task force from the agency to the council.

The Telephone Hour

(Continued from page 29)

Eso Pinza and Blanche Thebom. Both films have been shown extensively throughout the country in theatres, club groups, schools and musical organizations. Arrangements for showings of the film are made through the local Bell Telephone company managers.

Commercials on The Telephone Hour, prepared by the agency, N. W. Ayer & Son (see table of personnel), are classic examples of interesting, informative yet entertaining intervals.

As an example of heroism on the part of telephone men and women, the following excerpt is from a commercial read by Mr. Shirley:

There is something about a tree that has an irresistible attraction for a small boy. He just has to climb it and, in many cases, build a treehouse in it.

Bobby Martin, Detroit, Mich., was no different from any other eight-year-old boy. Bobby was perched in his treehouse 30 feet above the ground, enjoying the view and shouting down to his playmates.

Then—his shouts turned to screams, as flames licked suddenly at his clothing. A fire had started in a mattress in the treehouse. Bobby tried to climb higher to safety. His clothing ablaze, he clutched blindly at the rough bark of the tree. Below him a crowd gathered, helpless with horror and fear.

That was the scene that greeted Paul Speight, telephone exchange repairman. Paul turned his truck off the highway over the grass, up to the house. He grabbed a ladder from the truck and in a matter of seconds, had climbed to the frightened little boy and carried him down to safety.

And to indicate the installation of the five millionth telephone in New York State the following was presented on the program:

At 10:30 this morning in the home at 4512 Wilder Ave. in New York City, tow-headed three and a half year old Robert E. Reynolds, Jr. looked on with wide, blue-eyed interest while a telephone installer tied up his job of putting in a telephone. Robert and his father, a veteran of the last war and now a credit interviewer in a nearby bank, then watched Mrs. Reynolds proudly make the first call on their new telephone.

There was something rather special about the Reynolds telephone. It happened to the five millionth Bell telephone installed in New York State.

Harry Frank Ludeke

FUNERAL SERVICES for Harry Frank Ludeke, originator of the *Town Crier* and *Hi Neighbor* programs on WMDB Peoria and chief announcer and staff man on the station for more than 16 years, were held Thursday in Peoria. Mr. Ludeke died Tuesday after an illness of three years. An investment broker in New York and Chicago before joining WMDB in 1922 at the urging of former President Edgar L. Bill, Mr. Ludeke, an accomplished linguist, scored a hit his first time on the air with a St. Patrick's Day skit. He leaves his widow, Florence, a WMDB account executive.

YOU CAN'T WIN BLACK JACK (Ky.)!

You can bet WAVE won't be hit for Black Jack (Ky.)! We got the "ante" all right, but the pot's too durn small and far away for us to claim it.

No, WAVE hasn't a hole in its head. We stake all our chips on the fabulous Louisville Trading Area—27 Kentucky and Indiana counties with purchasing power 41% above the average of all the rest of our State combined...

No matter how you shuffle the rate cards, WAVE holds the pat hand in and around Louisville. Ask us or Free & Peters for the score, then take your cut, pardner!
SPARTANBURG
(township)
1950
U. S. Census
POPULATION
67,888

Spartanburg is the "Hub City" of South Carolina's highly industrialized Piedmont section.

The City of Spartanburg is ringed in with textile mills and the homes of well paid operatives who turn out a great portion of the nation's textiles.

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

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

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

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

McDaniel Heads RTMA
(Continued from page 38)

of the Treasury John W. Snyder's proposed 25% excise tax on television and radio sets, and to the Senate Interstate & Foreign Commerce Committee hearing on the signal control bill (see story page 31).

Although no formal resolution and no positive action was taken by the group regarding the suggested levy of a 25% excise tax, members approved formal opposition to the move. An investigating committee will "take aggressive action in opposing" the proposal under the chairmanship of A. W. Freeman, RCA tax attorney.

RTMA seeks exemption from tax for commercial and military electronic equipment, thus limiting the tax to the home consumer, and for components and parts.

Board Chairman Sprague will name a committee which will arrange conferences with the National Broadcasting Authority, from which reports will be submitted as to what the industry is doing to conserve critical materials and contain them for defense work as they are needed.

To back up television's side of the conflict in which sports promoters claim TV has an injurious effect on gate attendance, RTMA's 315 members have urged the FCC to a "cooperative" effort. Member organizations will promote the general attendance of baseball games and support local teams. No RTMA money was appropriated for the campaign, and the initiative will be taken by each member company working through its own salesmen, dealers and distributors.

Similar to NAB Plan

The plan is similar to that advanced by the NAB. The resolution adopted by the board Thursday, day, said the plan was launched "in appreciation of the support of baseball in arranging for television and radio broadcasts of its games in the public interest wherever possible." The "all-out campaign for cooperation" has been in effect less officially for a year, since the RTMA published the two Jordan reports on sports and baseball attendance as affected by TV, among other factors.

The electronic parts mobilization committee submitted a report which had been presented to the industry and the military, comprising a categorical breakdown of electronic components which make possible a quick analysis of industry capacity and ability to produce military requirements [Broadcasting Telecasting, Feb. 5]. Lt. Col. K. M. Donaeth of the Signal Corps, addressed RTMA members, said the analysis was needed "badly" by the military, and was of "great value" to the armed services in production of "urgently needed" component parts.

The metal surveys report, prepared by Committee Chairman A.

Transicasts
(Continued from page 30)

the factors of safety and comfort. He reiterated Mr. Myse's observations on this point.

Judge Fahy observed the PUC action in effect forced people to listen to transit radio if they used the vehicles. Mr. Harrison denied this, indicating no private right was involved in the hearing. He continued to explain the PUC action did not constitute a "final determination," was not a ruling that is "enforceable" and hence cannot be appealed.

Mr. Harrison commented he personally doesn't like the musical part of the local transit radio simply because "I don't like that kind of music, but I don't object." He said certain other portions of the program fare he enjoyed.

W. Theodore Pierson, broadcast attorney representing Washington Transit Radio Inc., contended no "government" action was involved in the PUC ruling and hence there can be no argument on the Constitutional issues. He said the Constitution prohibits restriction on communication, including "captive audiences."

The "captive audience" and "forced listening" are not new, he said; pointing out that 12 Apostles travelled the highways and entered the "marketplaces to tell their new ideas to the people required to be there."

Government Restricted

Judge Fahy considered transit radio a different case, entering a discussion with Mr. Pierson on sound trucks and other similar community court cases. The transit radio attorney concluded the only use made of the Constitution in these instances was to bar the local government involved from restricting speech.

Mr. Pierson said PUC ruled in favor of "sound," while the appellants want "silence." He indicated appellants incorrectly contend the minority has a constitutional right not to listen while the majority has no such right to listen.

If Constitutional issues were involved in the case at all, Mr. Pierson said, they would be had the PUC denied continuance of the transit radio programs.

In rebuttal to the transit radio defense, Mr. Segal contended PUC dismissal of its hearing had the effect of affirming the Constitutional question in favor of transit radio. Hence, he argued, PUC under its rules was obligated to rule on the Constitutional issues. Mr. Segal said the minority right could be recognized, citing a parochial school case in which the court found the government could compel children to attend school, though not necessarily a public school.
Top Management:

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

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

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

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

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

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

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

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

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and The Advertising Council.
Funds to carry on a radio history project, in which leading personalities are recording their recollections of broadcasting's growth, have been contributed to the "Study of Radio Broadcasting" concluded by the Oral History Project, Columbia U., in cooperation with the Twenty Year Club.

Work has been under way nearly five months, financed by such organizations as BMI, General Electric Co., Westinghouse Electric Corp., Institute of Radio Engineers, C. E. Hooper Inc., Broadcasting, several stations and a number of other groups.

Thus far $8,450 has been contributed, enough to carry on the work for 10 months in the New York area. Additional funds of $3,000 has been pledged. When more funds are available the field work will be extended.

Director of the study is Frank Ernest Hill, with Prof. Allan Nevins, director of the Oral History Project, and Dean Albertson, assistant director, assisting in an advisory capacity.

Thirty-two persons have begun to record their reminiscences, with 16 completed and the others well along. Another 25 industry figures will be interviewed within the next three months. Interviews are conducted via tape recorder, with material then transcribed for permanent reference.

Varied Activities

Wide range of personalities and activities features the project. Ex-President Herbert Hoover, for example, recited a history of the first six years of radio control when he was Secretary of Commerce. O. H. Caldwell, editor of Tele-Technique, gave a history of the Federal Radio Commission, predecessor of the FCC. He was a member of the original regulatory body.

Coverage of the era prior to 1930 will be handled in the first year of the project, with two years needed for adequate coverage up to 1940. Many of those interviewed have supplied material right up to the present time.

Original objectives of the study developed out of additional funds. William S. Hedges, NBC, president of the Twenty Year Club; H. V. Kaltenborn, its founder and past president, and others.

Areas to be covered include: Organization and development of stations, networks and other important units in the radio field; technical development, engineering, advertising; government regulation; technical facilities, including studios, transmission units, long lines, etc.; network and station policy (which may overlap other areas at a number of points); programming, including general patterns and such particular areas as news, music, special events, drama, discussion, education and sports; legal developments affecting broadcasting; FM and television; audience research and measurement.

Interviews work on legal, FM-TV and research has been deferred. The general plan will be altered as experience dictates. A few of those interviewed include Dr. W. R. G. Baker, General Electric Co.; Walter Evans, Westinghouse Radio Stations Inc.; Jack Poppele, WOR New York; Abel A. Schechter, formerly MBS, now with Crowell-Collier; John V. L. Hogan, pioneer engineer; Arthur Judson, CBS, and many others.

By using the tape method, an hour's interview can produce 9,000 words, many times the quantity that could be obtained if stories were written. In the first 33 interviews some 800 typed pages, or 250,000 words, were produced.

"The material already gathered also throws valuable light on the early days of radio," Mr. Hill said. "We have testimony about De Forest's early experiments and broadcasts, about Fessenden's experimental work and about early AT&T experiments. We have personal accounts of early WJZ, WOR, KYW and WGY. We have testimony about the work at the General Electric laboratories about the first serious news programs and about the beginnings of advertising and news coverage.

"The fund of an important episode and anecdote is valuable, amusing and often sensational. We have the promise of a new kind of history; human, abundant and in the highest sense exciting. Most of what we are receiving shows the most scrupulous desire to give a true and full record, and we believe that this will be a characteristic of the majority of those who help to tell the story of radio.

"A few tapes are preserved in full, but in most cases samples are taken to show the voice of the personality in question."

Columbia U. Given Funds for Project

Gottlieb to CBS Radio Program Post

Mr. Gottlieb joined Young & Rubicam where he had been superintendent of the talent division of the radio department and producer of We the People.

He entered radio in the publicity department of WOB New York in 1935, a year later becoming head of the MBS press department. He joined Young & Rubicam in 1944 as head of radio, and became supervisor of the agency's radio talent division in 1946.

Broadcasting • Telecasting

Signings of the New Project

On the dotted line...

A 52-week contract for Sunday afternoon musical show, Down Memory Lane, on KXOK St. Louis was forged between KXOK, Mutual Bank & Trust Co. and Erskine, Delorenzis & Whiteside Adv. Agency. Seated is Edmund B. Welchans, book v. p. Standing (1 to r) are Charles E. Burge, KXOK salesman; John J. Whiteside and Marjorie Stemm, pres. and radio dir. respectively of agency.

WJVS Owensboro, Ky., signs Grant Jewell for some 11,000 spots featuring World time jingles. Sonny Clark, firm adv. mgr., is shown inkling contract. Standing are (1 to r) Malcolm Greep, WJVS v. p. and gen. mgr.; John T. Rutledge, WJVS comm. mgr.; Oscar Grant, firm owner.

KOMA Oklahoma City's female disc jockey, Nicky, signs for her program, Your Late Date, an hour devoted to friendly conversation and musical minutes. Much pleased are J. J. Bernard (1), station v. p. and gen. mgr.; and Bob Eastman, station program director.

WTM Trenton, N. J., will air 15 trackside broadcasts of Roller Derby from Trenton. Account Executive Harry Barnum and Station Manager Fred Bernstein watch George W. Lee, of H. D. Lee Co., set contract.

RENEWAL of Mystery Is My Hobby, weekly half-hour program over KLZ Denver by sponsoring Western Appliance Co.'s Joe Mengold (1), brings smile to face of Lee Fondren, KLZ national sales mgr.

SIGNING 13-week contract to sponsor Norvell Gillispies's Garden Guide over California NBC network, which started Feb. 18, is Louis F. Caufin, of California Spray-Chemical Corp. Standing (1 to r), Walter G. Tollefson, asst. sales mgr. for NBC Western Network; Carson Magill, McCann-Erickson account executive, and Richard Tyler, M-E timebuyer.
To an Ad Man who takes trade papers home

Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa.

The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an ineluctable fact. But here's a straight syllogism:

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

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

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

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

Top Speakers Feature
D. C. Session

DAY-LONG radio and television seminar will be held Tuesday at the
Stater Hotel by the Washington Ad Club, bringing leaders from all
phases of industry activity into a quick course in broadcasting and TV.
Chairmen of the seminar will be
Ben Strouse, WWDC Washington,
and Walter Compton, WWTT (TV)
Washington.
Opening the seminar and speak-
ing at a luncheon session will be
Linnea Nelson, retiring chief time-
buyer of J. Walter Thompson Co.
[CLOSED CIRCUIT, Feb. 5.]

Afternoon session on "How to
Buy Radio & Television" will be
headed by Ben Baylor, WMAL
Washington. Speaker will be
George Castleman, of Bermin-
gham, Castleman & Pierce, New
York agency. Panel participants
will be Robert J. Enders, of Rob-
ert J. Enders Adv.; Harwood Mar-
tin, of Harwood Martin Adv.
Agency; Alvin Q. Ehrlich, of Kal.
Ehrlich & Merrick Adv., and Jeff
Abel, of Henry J. Kaufman & As-

Spot Radio

Spot radio panel titled "The
Case for the Independent Station," will be
directed by Joe Brechner,
WGAY Silver Spring, Md. Speaker
will be R. C. (Jake) Embry, WITH
Baltimore. On the panel will be
Frank U. Fletcher, WARL Arling-
ton, Va.; Howard Stanley, WEAM
Washington, Va.; Billy Banks, WINX
Washington, and M. Robert Rogers,
WGMS Washington.

* "The Case for the Network
Station" will follow, with Mr.
Strouse presiding. Speaker will
be Bill Shaw, CBS. On the panel
will be Mr. Baylor; Mahlon
Glasscock, WRC Washington; George
Hartford, WTOP Washington, and
Fred Palmer, WOL Washington.
Mr. Compton will direct a TV
panel with Edward D. Madden,
WWDC NBC, as speaker. On the panel
will be Kenneth H. Berkeley,
WMAL-TV Washington; John S.
Hayes, WTOP-TV Washington, and
William R. McAndrew, WNBW
(TV) Washington.

FM Panel

Mr. Fletcher will direct an FM
panel, with Frank E. Pellegrin,
Transit Radio, as speaker, along
with Allen Jones, Storecasting,
and Everett L. Dillard, WASH
(FM) Washington.
Dinner meeting will open at 6
p.m. with Bill Sigmund, Henry J.
Kaufman & Assoc, presiding as
president of the club. Speaker
will be Robert K. Richards, NAB
public affairs director, who will
introduce winners of the Voice of
Democracy contest.
Jack Neff, WOJ Washington,
will preside at a session on radio

DEFENSE NEWS

ODM Plans Coordination

PLANS for creation of an infor-
mation coordinating office within
the government's top mobilization
agency—the Office of Defense Mo-
bilization—were revealed last week
by ODM officials.

The unit would serve on the poli-
cy level, coordinating but not ab-
sorbing all information releases
from the Defense Production Ad-
ministration, National Production
Authority, Economic Stabilization
Agency and other agencies con-
cerned with mobilization develop-
ments. These departments, how-
ever, would retain their operating
status on information activities.
At the same time ODM officials
indicated plans for establishment
of a "clearing house" which would
direct industrial and business
 groups to proper government de-
partments for any information
they may request [Broadcasting •
Telecasting, Feb. 12]. The office
would function as an advisory unit,
channeling requests for data to the
agencies concerned, and not as an
overall information center, it was
stressed.

In this connection, ODM officials
also said to rest reports that the
government is planning shortly to
resurrect a new version of the
World War II Office of War Infor-
mation. There was some speculation
that Howard Chase, assistant to
Mobilizer Charles E. Wilson, now
on leave from his post as public
relations director at General Foods
Corp., may head up such an organi-
zation when and if it materializes.
Close associates of Mr. Chase,
who formerly served as assistant to
William H. Harrison at NPA, de-
nied reports that an OWI is either
"imminent" or in the immediate
planning stage. They said that Mr.
Chase has expressed himself as op-
posed to establishment of such an
organization at this time, indicat-
ing the subject had been broached.

It also was explained that, while
Mr. Wilson told a Congressional
committee that plans were afoot to
create a mobilization public infor-
mation office, he had referred to the
proposed coordinating group within
ODM and not to another war infor-
mation office. Agency officials clari-
ied the statement, explaining that
the possibility had been studied for
some time but was not imminent
[Broadcasting • Telecasting, Jan. 15].

Prior Plans

Early planning had been mapped
by the National Security Resources
Board, which formerly supervised
mobilization under the act which
created the agency. With the ad-
vent of ODM, however, jurisdiction
over blueprints for an OWI—and
also an Office of Censorship—was
shifted to Mr. Wilson’s department.

In that connection, Scott Her-
shey, who headed up NSRB infor-
mation activities, has transferred
his base of operation to ODM where
he is assisting Mr. Chase in that
field. The coordinating unit, slated
to take shape within the week, will
direct a small staff—possibly five
—and maintain press rooms
within ODM. Business groups will
do able to take their queries on
mobilization phases to the group
and be directed to the proper
operating agencies.

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Mr. Richards Mr. Pellegrin Mr. Strouse Mr. Compton Mr. Shaw

Miss Nelson Mr. Castleman Mr. McClure Mr. Madden Miss Hart

Kirwin, Courtland D. Ferguson Inc.

Mr. Stanley will direct a radio-
TV research session with Dr. Ken-
neth H. Baker, NAB, as moder-
ator. Participants will be Ward
Dorrell, C. E. Hoppe Inc.; James
W. Seiler, American Research Bu-
reau; Sydney Roslow, The Pulse
Inc.; Joe Ward, Audience Research
Inc.
UNION CURBS

Would Deny NLRB Benefits

LEGISLATION designed to deny National Labor Relations Board benefits to any union comprising reporters and correspondents of newspapers or periodicals is currently pending before the House Education & Labor Committee with little hope of action.

The bill (HR 2518), sponsored by Rep. Richard B. Vail (R-Ill.), also could apply technically to members of newspaper unions if they appear on radio and television as "commentators." Authorities said, however, the bill if enacted would have little practical application here.

Rep. Vail said it would apply to all unions—primarily the American Newspaper Guild—"directly involved in the gathering or presentation of news" on the premise such members are influenced by their union membership.

Explaining his measure, the Congressman said it probably would not affect the jobs of announcers who may belong to the American Federation of Radio Artists. AFRA authorities pointed out that while commentators are union members in scattered areas, AFRA has not pressed for their membership on a national scale and, in any event, none could hold membership in both the ANG and AFRA.

As now written, the bill would prohibit NLRB from hearing complaints of any labor group affiliated with a national or international union whose members are employed by newspapers as "writer, reporter, correspondent or commentator . . . ."

CBS' HPL PLANS

Foreign Markets Proposed

PLANS for expansion of CBS' Overseas Protective League programs to include Canada, Mexico, Cuba and South and Central America were announced last Tuesday by J. Kelly Smith, CBS vice president in charge of station administration.

Fletcher Wiley, who originated the HPL local sponsor-participation service in 1934 and became HPL consultant to CBS when the network acquired the productions in 1947, is to leave shortly for Mexico to make arrangements for the Mexican version. The job of producing HPL programs in the other countries is expected to be completed by February 1958.

BAB Portfolios

BROADCAST Advertising Bureau, New York, has released general and radio and TV portfolios on the shoe industry to its member stations. Reports are designed to aid radio and TV stations sell shoe retailers on the value of advertising through this media.

WBOK ON AIR

WBOK New Orleans is now on the air as that city's 10th outlet. Dedication ceremonies are scheduled for March 1.

The start of WBOK operations a month in advance of dedication ceremonies was marked by a special "WBOK section" of the New Orleans Item, which hailed the station's "official bow." Its eight pages were crammed with previews of station personalities and description of WBOK's management and operation.

The new daytime station is jointly owned by Jules J. Paglin, New Orleans business and civic leader, and Stanley W. Ray Jr., former practicing local attorney who has been associated with radio since 1945. Mr. Paglin will serve as president while Mr. Ray acts as vice president and general manager.

Mr. Ray was associated with WJMR-WRCM (FM) New Orleans until last Dec. 1, when he resigned to join Mr. Paglin in the WBOK operation.

Mr. Paglin was a stockholder and member of the board of directors of WJMR when he resigned in April 1950 and applied to the FCC for his own station. A permit was granted Sept. 6.

WBOK operates on 800 kc with 1 kw. Transmitter is situated near Marrero, La., on a 20-acre site. Two 270-ft. towers are used in a directional array.

Studios are located in the WBOK Bldg. at Baronne and Poydras and occupy the entire second and third floors—over 10,000 square feet of floor space. Air-conditioned throughout, the studios and offices are modern both in facilities and in color scheme. Cost is estimated in excess of $32,000.

Other officers of the station are Ed Prendergast, formerly of WJBW and WDSU New Orleans, assistant manager; Bob Murphy, formerly at WJMR, program director, and Robert Sanders, formerly of WSKB McComb, Miss., chief engineer. Additional members of the staff include, John Hardy, of Chicago; James Smith, of Laurel, Miss.; Earl Davis, of Cincinnati; John Rhodes, Bob Mason and Allain Cooper of New Orleans.

LESTER PATEE

Dies From Gun Wound

LESTER G. PATEE, 55, uncle-by-marriage of the late Thomas S. Lee, at the time of his death owner of Don Lee Broadcasting System and KTSL (TV) Hollywood, died from a self-inflicted gun wound at his San Marino, Calif., home early Tuesday morning.

Formerly Pasadena manager of Don Lee Cadillac agency, Mr. Patee had been ill for two years. Mrs. Nora S. Patee, maternal aunt and former guardian of the late Thomas Lee, found her husband shortly after he shot himself. Death followed a few hours later, and just 13 months after his nephew leaped from the 12th story of a Los Angeles building.

Meaning and authenticity of her nephew's will was challenged by Mrs. Patee in February of last year. The entire estate was left to E. D. Merrill, Seattle lumberman and uncle-by-marriage for division "as he sees fit."

Meanwhile, Los Angeles Public Administrator Ben H. Brown was empowered to dispose of the Lee holdings. Don Lee Broadcasting System and television facilities were acquired by General Tire & Rubber Co. [Broadcasting & Teletcasting, Jan. 1].
WIST (FM) Suspends Operation

WIST (FM) Charlotte, N. C., this Saturday (Feb. 24) will suspend operations until construction on its new AM station is completed, Ray A. Furr, managing director, announced last week.

When the AM station, for which a construction permit was granted Jan. 26, is completed, The Broadcasting Co. of the South will go on the air as WIST-AM-FM, Furr added. The new AM station in Charlotte will operate on 930 kc with 5 kw day, 1 kw night.

Mr. Furr explained that the interim suspension of FM operations will free technical personnel and management to devote full time to construction of the new station.

He added that the company in February 1948 filed application for permission to operate a TV station and was looking forward to the lifting of the freeze.

FTC Order

ORDER by the Federal Trade Commission prohibiting alleged advertising misrepresentations in the sale of Arrid (Carter Products Inc., New York) has been affirmed by the U. S. Court of Appeals for the Seventh Circuit (Chicago). The court modified and affirmed the order the past fortnight. The product, a deodorant cosmetic, has been advertised in radio continuities and other media copy.

ANNUAL AWARDS Announced By Conference

ANNUAL radio and television awards of the National Conference of Christians and Jews were announced last week by Dr. Everett R. Clinchy, conference president. The awards are presented each year to networks, stations, programs and individuals for outstanding contributions during the past year to mutual understanding and respect among American racial and religious groups.

The six radio winners were:

Individual radio personality: Ted Cott, general manager of WNB C and WNB T (TV) New York, for single production as "Little Songs on Big Subjects" and The New Freedom Documents series.

Mr. Cott

Network series, Horace Heidt, for his Youth Opportunity Program over CBS radio and television.


Individual stations, KPOJ Portland, Ore., WAVE Louisville, and WEEI Boston.

The television award was won by Captain Video and the DuMont Television Network.

Presentation of the awards is to be made this week, Feb. 18-25, celebrated nationally as Brotherhood Week, under the sponsorship of the conference.

INDIVIDUAL stars of the WLS Chicago National Barn Dance are being spotlighted in a new series Request SpotLight, Saturday night shown by the station.
Standard Radio announces a NEW BETTER-THAN-EVER CATALOG SYSTEM!

Individual color schemes for instant section identification!
Big, plainly-printed index tabs for quick finger-tip reference!
Complete information for announcers covering artists, composer, orchestration style and history of music

Our subscribers asked for it... and here it is! — a catalog system that cuts hours off programming time! — A clear, concise, better-than-ever indexing and cross-indexing of the complete Standard Library!

Now, combined in two handsomely embossed leatherette binders is everything you need for fast, easy programming! Section I carries a complete alphabetical listing of the Standard Library by talent. Section II breaks the big, best-selling Standard Library down by title, type, composer and year.

This light-weight, easy-to-handle catalog system will soon be on its way to Standard Subscribers. It’s only one of many Standard Services to be coming your way in ’51—another reason why Standard Library Service is the best buy of them all!

SELL WITH

Standard Radio
TRANSCRIPTION SERVICES, INC.
140 N. LaBrea, Hollywood 360 N. Michigan, Chicago
665 Fifth Ave., New York

BROADCASTING • Telecasting
February 19, 1951 • Page 45
The most smashing success ever!

HUMPHREY BOGART
In Ziv's new thrill-filled radio

“BOLD VENTURE”

ALL STAR CAST
BRILLIANT SCRIPTS
Orchestra Direction
DAVID ROSE

250 markets already sold! Have
You wired us your order yet?
NCAA Offside

IT SEEMS CERTAIN the National Collegiate Athletic Assn.’s ban on telecasting of football is going to backfire.

The action itself is a classic example of the lengths to which a misguided gate-happy college athletic director may go. The odd quirk about the move is that television could easily become the greatest gate promoter for college football yet devised.

Barring of football television has aroused the long-suffering public whose tax dollars support a large segment of the colleges that would be included under the ban. It is the public that has made football the stellar drawing attraction it is. And it is the public that demands to see important games on TV. Now that same public is being told that it is being denied its one true love.

In many states bills are planned, or have been introduced, requiring state-supported schools to sell the right to telecast to the highest bidder. Minnesota, Michigan, California, Washington, Ohio, Illinois and Texas are all taking steps in that direction. If even a few of these bills become law, the entire NCAA campaign will be effectively blocked.

Last week the Fort Worth Star Telegram, owned by W. A. Albritton, dealt with this subject in its lead editorial. Its analysis of the whole situation was summed up in the following paragraphs:

"...Maybe the proposed legislative measures will accomplish what the tyrants of football have failed in their frenzied and stubbornness. Once the ban is lifted by law and state-supported schools are concerned, it is difficult to see how an effective ban could be enforced anywhere in the conferences. Football would be back on television screens where it belongs. The public and the public right, the game would get some of the finest program possible, and the school athletic departments would receive the television fees which now go down the drain with no proved offset in higher gate receipts. And the athletic directors would be back where they started from—directing athletics instead of attempting to direct educational policy, electronic progress, and the public's business.

To those paragraphs we add a hearty Amen!"

When Silence Isn’t Golden

HEARINGS begin Wednesday before the Senate Interstate Commerce Committee on a bill to give Government power to silence radio and TV, and all other “electromagnetic radiations” in event of enemy attack.

Stripped of its technical gobbledegook, the measure would give the military power to control communications now—in peacetime.

The bill should not pass. It isn’t needed. Even Chairman Ed Johnson, who introduced the bill in the Senate at the request of the military, has serious misgivings about it. There will be plenty of military testimony for it. The opposition should be as potent.

The military theory is that in modern-warfare, “electromagnetic waves” can be used by enemy craft to “home” to their targets. The facts are such that this theory is already well integrated in our radio and TV stations are believed adequate by responsible government as well as private authorities.

Moreover, under existing law (Section 606 (c) of the Communications Act) the President can commandeer any and all communications, with the proviso of ultimate compensation after due process of law. To take all stations off the air under an enemy attack would be to blind-fold and gag the populace when information and guidance is needed most.

Under classified civilian defense plans now in intensive preparation, and already locally tested, means have been found to thwart use of radio signals for “homing” and at the same time keep the public informed.

Guided-missiles, radio-controlled, whizzing through the atmosphere like supersonic comets, won’t depend on radio or TV signals. The greatest danger may be special low power preternuded stations installed by enemy agents and operated only when needed. International point-to-point beams would be more vulnerable than broadcast frequencies.

There’s lots of cloak-and-dagger stuff being spread about the broadcast services under war conditions. Of course, stations would go off the air when attack is imminent. But it would be done on predetermined schedule. The public would be informed. Predesignated stations would continue prescribed operations—to alert civil defense workers and buoy public morale. What could be worse than the summary silencing of all stations, with no word of expana- tion?

Congress won’t be stampeded into handing over the military power it doesn’t need. But Congress has to be edified with the facts.

Our respects to:

GLEN McDaniel

Seldom are large-sized careers pictured as beginning with the hero in a nightshirt finding his own flesh and blood a nauseous and disgusting object. Wearing an embryonic pucker about his eyes, he sat night after night communing with strange worlds, while the elder Mr. McDaniel, a man of temperate curiosity, failed to perceive that his offspring was ailing.

One morning about four o’clock, after a usual evening of bookish surcease from the cares of a moppet’s world, the pint-sized future executive found himself afflicted with insomnia. Letting himself down from the bed, and absently-mindedly covering his head with a straw hat against the prairie moon, he went in to his father. The head of the household, jarred at finding his own flesh and blood a nauseous worm, took prompt action. With his head in the stars, young Glen found his feet in a cotton patch, where the need for manual activity on his part was unrelievably apparent. After tending the cotton, he found himself designated “an independent contractor” and peering uncertainly from behind the mud-splattered windshield of a wheat-harvest truck.

Surviving these brushes with reality, the infant recluse again was snatched from a relapse into the contemplative life and delivered aboard a horse located near a herd of cattle manifesting a strong tendency to disperse.

This chain of experiences continued, under his father’s rarest supervision. But Glen McDaniel, a vice president of RCA, and newly-elected president of Radio-Television Mfrs. Assn., is from Texas, where statuary in marble nightshirts is lacking only because no one has gotten around to it. But the name the future TMA president had reached the advance immaturity of a night-shirt, he had become a confirmed book reader. While his parents watched for whooping cough and measles from one quarter, he contracted a battle with his own flesh and blood a nauseous worm, took prompt action. With his head in the stars, young Glen found his feet in a cotton patch, where the need for manual activity on his part was unrelievably apparent. After tending the cotton, he found himself designated “an independent contractor” and peering uncertainly from behind the mud-splattered windshield of a wheat-harvest truck.

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proof of the year-in-year-out
selling power of WWJ...

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ... NBC station in Detroit... now celebrating its 30th year of community leadership... in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!
SIDNEY RICH, salesman WLOI, Minneapolis, to WDGY same city as sales manager. He takes over duties handled by HARRY PECK, vice president and general manager.

RA-TEL Representatives Inc., N. Y., appointed representative for WTSP Tampa, Fla.

J. McCARTHY MILLER appointed commercial manager WSPB Sarasota, Fla., replacing WILLIAM BASKERVILLE Jr., now with WFMY-TV Greensboro, N. C. [Broadcasting • Telecasting, Feb. 12].


GLENN RINKER, commercial manager KAFY Bakersfield, Calif., named station manager replacing FRANK WILBUR, resigned.

ADAM J. YOUNG Jr. Inc. appointed representative for Greater St. Louis Broadcasting System (KSTL and WEW St. Louis; KKLY Clayton, Mo.; WTMV East St. Louis). Stations will sell time at combination rate.

VIRGIL V. EVANS Jr., account executive WFMY-TV Greensboro, N. C., appointed commercial manager. He replaces ROBERT M. LAMBE [Broadcasting • Telecasting, Feb. 12].

BUD WHEELER to sales staff CKXL Calgary.


DICK BAKER, sales staff WJNO West Palm Beach, Fla., to active duty with Air Force, as captain. ROY PARKER, station's sales-service representative will take over Mr. Baker's duties along with his own.

DR. M. POTOSKI appointed president CKDM Dauphin, Man., new 250 w station on 1230 kc. K. S. PARTON named managing director. GEORGE GALLAGHER, CIGX Yorkton, named sales manager, and JOHN M. HENDERSON, CKRM Regina, appointed production manager. Station is represented by Broadcast Representatives Ltd., Winnipeg, and Radio Representatives Ltd., Toronto and Montreal.

LEM C. HALL, Los Angeles zone manager retail sales promotion Life magazine, to Columbia Pacific Network and KNX Hollywood as account executive.

HOWARD S. MEIGHAN, vice president and general executive CBS Hollywood, in Hawaii on month's vacation. . . . D. L. PROVOST, business manager WBAL-AM-TV Baltimore, appointed to volunteer emergency stabilization cooperation committee for city by Mayor Thomas D'Alesandro Jr. . . . JEN CRAIG, executive assistant to general manager WBEM Chicago, returns to work after two weeks illness. . . . GEORGE HEINEMANN, TV operations chief NBC Chicago, appointed civilian defense coordinator in television by Mayor Martin H. Kennelly. . . . KING MICHIE II, account executive KOMO Seattle, father of boy, King Jr. . . . MORT WERNER, manager KVEN Ventura, Calif., in New York for 10 days.

SAM ROSS, assistant manager CKWX Vancouver, elected director of advertising and sales bureau of Vancouver Board of Trade.


ORVILLE F. BURDA, general manager KDIX Dickinson, N. D., elected president of city's Chamber of Commerce. . . . WALTER HAASE, station manager WDBC Hartford, re-elected member of board of directors of Greater Hartford Community Chest. . . . HARRY BUTCHER, manager KIST Santa Barbara and JACK R. WAGNER, manager KDB Santa Barbara, named mayor to serve on Emergency Price Stabilization Committee. . . . D. M. BALTIMORE, general manager WBER Wilkes-Barre, Pa., elected president Wilkes-Barre Advertising Club.

FRANK D. SCOTT, 72, retired radio attorney, died last Monday at Palm Beach, Fla., after a brief illness. Funeral services were held Friday at his hometown, Alpena, Mich.

Mr. Scott had closed his radio law practice two years ago, devoting his time to travel with his wife, Jane, who survives him. He had been spending winters at Palm Beach and San Diego, summering at his Alpena home.

Among his clients had been WOR New York, KMBC Kansas City, WRKBO Buffalo, WRVA Richmond, WHO Des Moines and the McClatchy stations.

Born Aug. 25, 1878, he was educated in the Alpena public schools and U. of Michigan. He was graduated from the Michigan law school in 1901. After practicing law and serving as city attorney he was elected in 1911 to the Michigan State Senate, serving two terms.

In 1914 Mr. Scott was elected to Congress from his native district, serving in seven Congresses. He was a member of the House Committee on Merchant Marine and Fisheries which wrote the original Communications Act in 1926-27.

Mr. Scott set up a law practice in Washington in 1927, concentrating on a relatively small number of radio clients. He served as special counsel to the Federal Radio Commission in one of its first court actions. He was a leading citizen of Alpena and was an ardent supporter of civic enterprises in that city. While in Washington he lived at the Raleigh Hotel.

He was a member of the first board of directors of the Federal Communications Bar Assn.

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**‘VOICE’ NEEDS**

Get Defense Priority

PRIORITY ratings may be assigned by the State Dept. to any materials or equipment essential to the Voice program. Heretofore, the Voice technically had been blocked by military DO orders in its quest for procurement of steel to meet overseas antenna and transmitter needs authorized by the 81st Congress [Closed Circuit, Nov. 27, 1949].

NPA did not specify types of materials and equipment required to operate and expand the Voice but said they include those used in radio and electronics, motion picture, and press and publication equipment.

The State Dept. was not among the previously-designated claimant agencies for assignment of DO ratings. These are the Dept. of Defense, Atomic Energy Commission, Coast Guard, National Advisory Committee for Aeronautics and the Civil Aeronautics Administration.

Specifically, the Secretary of State is empowered to (1) apply ratings to direct contracts and purchase orders, and (2) transfer that right “to persons placing orders for materials.”

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**NEWSPRINT**

20% Production Cut Seen

NEWSPRINT production may be curtailed as much as 20% this year because of the “acute” shortage of sulphur or some other factor, but the government plans no controls over the supply at present.

These opinions were expressed by the National Production Authority before the House Interstate & Foreign Commerce Committee which opened hearings on newsprint and how it will be affected by the nation’s mobilization program.

Authorities have agreed that rationing of newsprint could have far-reaching implications on broadcast advertising budgets, touching on national network and spot billings, rate structures and other phases. Additionally, about 25% of the nation’s radio-TV stations are newspaper-owned [Broadcasting • Telecasting, Jan. 8].

Gabriel J. Ticoulat, director of NPA’s Pulp & Paper Div., told the House group that while the government contemplates no controls now, the nation’s publishers face a shortage of 130,000 tons of newsprint notwithstanding the sulphur shortage. Continued curtailment of sulphur, he added, would mean at least a 20% cutback in newsprint production.

NPA ordered paper mills, however, to set aside about 5% of monthly newsprint output (and up to 10% of other types of paper) for government use. The directive, NPA explained, “is not expected to reduce the amount of paper available for civilian production.”

Appearing before the House committee were representatives of the American Newspaper Publishing Assn., National Editorial Assn. and Newsprint Service Bureau.

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From where I sit

by Joe Marsh

**Slim and His “Ali Species”**

Slim Baker, who’s always doing something crazy, had a lot of people smiling last week because his entry won a ribbon in the Women’s Club Annual Pet Show.

Seems as though Slim saw a strangely-colored alley cat with no tail over at Central City and brought it home. He washed, combed, and brushed it and put a collar on it with a card reading “Ali Species.” Then he enters it in the show.

*Hanged if the ladies didn’t think it was some rare kind of cat and gave it a special award! When one of them asked Slim where she could get one like it, he said, “It’s all yours, M’am—I can get an ‘Alley Cat’ anytime I want!”*

From where I sit, some of us are pretty easily “taken in” just because someone else says it’s so. Whether it’s awarding prizes or passing judgment on a person’s right to enjoy a temperate glass of beer—let’s take a good look from stem to stern, and learn what it’s all about before making up our minds.

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INCOME RISE

Noted by Commerce Dept.

PERSONAL income in December 1950 was at an all-time high with an annual rate of $240.7 billion, compared to a rate of $232.9 billion in November of the same year. Total personal income in 1950 amounted to $223 billion, $17 billion higher than 1949's total of $206 billion, according to the U. S. Dept. of Commerce Business News Reports.

Wage and salary receipts in December were at an annual rate of $153.5 billion, $1.4 billion higher than November. Total wage and salary receipts amounted to $142 billion in 1950 an increase of more than $10 billion over 1949.

Total nonagricultural incomes amounted to $205.6 billion in 1950, a substantial increase over the $188.2 billion set in 1949. Total agricultural income however, dropped slightly to $17.6 billion from the $17.9 billion of 1949. Federal, state and local government payroll showed an increase of $2 billion over 1949, totaling $22.4 billion in 1950. Factory payrolls showed the largest increase, amounting to $5 billion (12%) more than in 1949.

GOODYEAR Tire & Rubber Co., sponsor of ABC's Greatest Story Ever Told, has given permission to schools, religious and civic groups to tape record the broadcasts off the air and play them back on a non-commercial basis.

Have you Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grade" style that gives you the low-down on this tremendous market as concisely CKLW. Reading time: 2 minutes! Uses: Unlimited! Write today . . . it's FREE.

50,000 WATTS • 800 KC
CKLW
Guardian Bldg., Detroit 26

Adam J. Young Jr., Inc.
National Representative
J. E. Canfield
President

Shown at the speakers' table at the ABA winter meeting are (1 to r) John Eau, Tulsa, NAB board member; Tom Mull, educational director, Arkansas Fish & Game Commission; Jim Cox, BMI, New York; Sam W. Anderson, retiring president of ABA; C. Hamilton Moses, president, Arkansas Power & Light Co., and Oliver Gramling, assistant to the general manager for radio, Associated Press, New York. Not present when the picture was taken was Arkansas Governor Sid McMath.

ABA ELECTS

KGRH's Stevenson President; Other Officers Named

FRED J. STEVENSON, KGRH Fayetteville, was elected president of the Arkansas Broadcasters Assn. at the annual ABA winter meeting in Little Rock last fortnight. Others elected included S. C. Vinsonhaler, KGHI Little Rock, vice president, and Storm Whaley, KUOA Siloam Springs, secretary-treasurer.

New board of directors is composed of Sam W. Anderson, KFPA Helena; Harold Sudbury, KLCN Blakelyville; Ted Rand, KDRS Paragould; Julian Haas, KARK Little Rock; John Welever, KTHS Hot Springs, and Leon Sipes, KELD El Dorado.

The delegates heard Ralph Hardy, director of government relations, NAB, describe the overall operation of NAB and its recent reorganization and significance. Jim Cox, BMI, New York, explained BMI program directors clinics.

Oliver Gramling, Associated Press, New York, told his audience that news broadcasting is still radio's prime service to listeners.

Major Cari Martin, Arkansas director of civil defense, lauded radiomen for their willingness to cooperate in civil defense preparations.

Attending

Among those who registered at the meeting were: Melvin Spann and June Spann, KWAK Stuttgart; Glen Robertson and Leonard Cole, KYLC Little Rock; Harold Sudbury, KLCN Blakelyville; George Frazier and L. B. Toole, KXAR; None; Dick Crane, KNEA Jonesboro; S. C. Vinsonhaler, KGHI Little Rock; Adrian White, KPOC Pocahontas; Robert Wheeler, KHZX Harrison; Lloyd L. Bryan and C. H. Horne, KXXJ Russellville; Ray Dexter and Ted Rand, KDRS Paragould; Ben Wood and Sgt. Ted Woods, KORS Osceola; Sam W. Anderson and Bill Biley, KFFA Helena; Fred J. Stevenson, KGRH Fayetteville; Frank Browne, KWFC Hot Springs; Leon Sipes and W. N. McKinney, KELD El Dorado; Carroll Ewester and Richard Tucker, KVMA Magnolia; Walcott Wylie, KBBR Springdale; James P.

Caldwell Meets Press

MILLARD F. CALDWELL JR., chief of the nation's Federal Civil Defense Administration, was scheduled to appear on NBC-TV's Meet the Press yesterday (Sunday), 4:40 p.m. Mr. Caldwell, former governor of Florida, returned early last week from England where he confered briefly with British civil defense officials on mutual problems. He was expected to review national progress in defense planning on the show under questioning by Lawrence Spivak and other reporters.
AIR RAID ALARM

Supersonic System Planned for D. C.

Plans for a supersonically-controlled air raid warning system to blanket the nation's capital—utilizing a 260 w FM transmitter and 34 high-powered amplifiers—were revealed last Wednesday by the District of Columbia's Civil Defense Communications Advisory & Planning Committee.

The blueprint was disclosed at a meeting Feb. 9 of District officials and local civil defense representatives, including Ross Beville, WWDC Washington [BROADCASTING • TELECASTING, Feb. 12]. Plan still must be approved by the D. C. board of commissioners.

Purpose of the plan, according to Mr. Beville and Herbert A. Friede, D. C. communications superintendent and committee chairman, is to increase the efficiency of civil defense by "providing it with an instantaneous medium for mass public communication before, during and after air raids."

Three radio frequencies in the 40-40mcs band made available to local civil defense by FCC, will be used for the District air raid warning system. Equipment is now on order for the construction of the 260 w transmitter plant at the Communications Command Center, already designated by the local Office of Civil Defense.

Three frequencies still (1) connect the command center with the 34 supersonically-controlled amplifiers, to be activated by special FM receivers controlled at the center in the event of warnings and for mutual aid purposes; (2) permit communication between the command point and four control centers, to be equipped in turn with 50 w FM transmitters; and (3) permit reservation for special services such as "walkie-talkie" communication, pack receivers and other mobile equipment.

Officials pointed out that installation and operation of supersonically-controlled devices, a new departure for air raid warning systems, makes it unnecessary to use telephone and other lines now in demand for other uses. Moreover, such lines are vulnerable during emergency, they added.

Hook Up Plans

While the 34 amplifiers (described as modified public address horns) are to be located in the District proper, other communities have been consulted and invited to "hook up" with the network by installing similar equipment. Permission also would be granted to private industry, it was explained.

Officials also noted that while supersonic devices are new for air raid warning applications, the development is the outgrowth of experimental work in transit radio and other specialized FM broadcast services. WWDC-FM is the capital outlet for Transit Radio Inc.

Mr. Beville has been supervising broadcast phases (AM, FM, TV, transit radio) in current District planning and will consult periodically with station executive and engineering personnel.

VOA BOOSTS TIME

More Programs, Languages

VOICE OF AMERICA last week boosted its daily program output to 36 hours and number of languages to 28 with the addition of Lithuanian, Amoy (Chinese) and Mandarin dialects to its expanding schedule. Lithuanian is the first of three Baltic republic languages to be added, with Estonian and Latvian slated later.

The new daily schedule calls for 16 minutes in Lithuanian consisting of news and commentary beam from the U. S. and abroad; 30 minutes of Amoy with news and features on American-Par Eastern relations, emanating from New York and relayed by shortwave transmitters in Manila and Honolulu, and 16 minutes of Mandarin, bringing the Voice's China output to five hours daily.

RANDAU NAMED

Assumes New CDA Post

APPOINTMENT of Clem J. Randau, radio and newspaper executive, as executive director of the Federal Civil Defense Administration was announced last Wednesday by Administrator Millard F. Caldwell Jr. Mr. Randau has been serving as assistant to Mr. Caldwell since the first of the year [BROADCASTING • TELECASTING, Feb. 5].

The CDA official, who is a member of the board of directors of WNEW New York, also is chairman of the CDA Policy Committee. In his new capacity he is expected to supervise all management phases of civil defense at the government level, working directly with the administrator under James J. Wadsworth, acting deputy administrator.

Mr. Randau formerly was associated with United Press and Field Enterprises Inc., including the four Field-operated stations and its newspaper, the Chicago Sun-Times. After 1947 he was president and director of KPFI Wichita and also Illinois-Wyoming Oil Co. He was retired to a federal appointment, though he still retains interest in the New Milford (Conn.) Times.

ENGINES

'Womanpower' Needs Cited

Interesting in the radio-electronics field has increased substantially since the outbreak of the Korean war last year, according to the Capital Radio Engineering Institute, Washington, which reports an influx of requests daily from both industry and the armed forces.

The growing shortage of manpower will stimulate the need for women, who are being encouraged to enter the radio-electronics field, CREI added. The institute called attention to positions opened during World War II to the women who filled defense jobs. Present mobilization may re-open such positions, CREI said, citing its own course which may be completed in 30 months.

SECURITY PLAN

Joint Hill Group Urged

A PROPOSAL urging a joint Senate-House Un-American Activities Committee, to replace the present standing committee in the lower chamber, was sponsored Feb. 8 by Rep. Jacob Javits (R-N. Y.).

Rep. Javits' plan was in the form of a concurrent resolution which would set up a combined unit to study administration of the McCarran subversive-control law, espionage, sabotage, international security and other phases now handled by the House Un-American Activities Committee. Group also would probe Communist and Fascist propaganda and individual rights.

Needs Copper

SHORTAGE of available copper wire has become so acute among communications firms that at least one has advertised its willingness to trade with manufacturers.

In a recent ad in the Wall Street Journal, Federal Telephone & Radio Corp., Clifton, N. J., said it is offering "large quantities" of switchboard and magnet wire, cable, non-ferrous metals and other items in return for 20,000 lbs. each of certain types of soft bare and soft tinned copper wire. Federal also reportedly needs plain enamelled magnet wire and cold rolled steel sheet.

Profits Tax Returns

BUREAU of Internal Revenue has released schedules and instructions dealing with corporation filing of returns under the new Excess Profits Tax Law. The tax applies to corporations for tax years ending after June 30, 1950, but not to tax years that ended prior to July 1, 1940. First returns are due by March 15. All corporations must file the returns even though not subject to the tax. Revenue collectors have been instructed to be "sympathetic" to "meritorious requests" for time extensions.

Voices of America's new languages: Lithuanian, Amoy, and Mandarin.

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POLITICAL LIBEL

BEST HOPE of solution to the broadcaster's predicament from the ban on censoring political broadcasts and possible resultant libel suits rests in appropriate state legislation such as exists in California, Florida and certain other states, according to Carl L. Shipley, Washington broadcast attorney.

Writing in the current issue of the Federal Bar Journal, (Vol. XI, No. 2), Mr. Shipley states that since Congress has been aware for nearly 25 years "of the confused interpretation surrounding Section 315 of the Communications Act (requiring stations to give all candidates for an office equal access to the air if one is granted time, while also prohibiting censorship of material aired)" and is in the process of taking action, it is reasonable to suppose that ultimate clarification must rest with the courts.

Until the U. S. Supreme Court does clarify Sec. 315, which it may do in the Felix v. Westinghouse Radio Stations Inc. case involving Westinghouse's KTW Philadelphia as well as WCAU and WPIL there, [BROADCASTING • TELECASTING, Feb. 12; Jan. 22; Dec. 25, 1960], "broadcasters can best protect themselves by requiring as a condition precedent to providing time that copies of political speeches be submitted in advance, and, if defamatory material is found, politely pointing out the possible consequences," he says.

Might Post Bond

"Without censoring," Mr. Shipley writes, "this may evoke cooperation from the speaker. If not, the only alternative may be to require political speakers to post adequate bond, or to sign an agreement to indemnify the radio station against defamation suits, or for the station itself to carry defamation insurance." Mr. Shipley explains the underlying problem is the "reach" of state laws and the "confines" of federal laws "operating in the same general field." He notes FCC's Port Huron decision (warning that stations censoring political talks in violation of Sec. 315 could lose renewal license) concluded the federal government had so occupied the field that state laws must be subordinated to federal.

The courts have differed over FCC's interpretation of Sec. 315, however, he states.

The problem is further confused, he says, by the conflict in statutes among various states as to the basic liability of a station broadcasting a defamatory political speech. One aspect is whether radio defamation is libel or slander, the latter makes it more difficult to prove and hence an advantage to stations in jurisdictions where this rule applies.

Another aspect, he says, is whether the liability is to be based on the law of defamation or negligence. Mr. Shipley explains that under common law an original publisher of defamatory material is absolutely liable, "even in the absence of intent or negligence." In this class, he points out, fall

State Law Is Best Answer—Shipley

NEW YORK—Mr. Shipley adds that "It is the principle that has been applied to news vendors, bookellers, telephone and telegraph companies, libraries and publishers of 'canned news.' Here again, the law as applied to broadcasters in the various states goes both ways."

Application

"The weight of existing judicial authority points toward application of the rule of absolute liability," Mr. Shipley says, "even to the extent of holding the broadcaster liable for defamation on a network program which originates in another city."

California, Colorado, Florida, Georgia, Illinois, Nebraska, Virginia, Wyoming and Hawaii are the only states and territory which "have squarely treated with political defamation as such" and for "political purposes," he concludes, "the problem of enacting statutes absolving station operators from liability for political defamation, he states. Some other states have tended to favor the subject."

Kansas, Oregon, Iowa, North Carolina and South Dakota have statutes providing the broadcaster shall not be liable unless he has been negligent, while Indiana adds the requirement that a retraction must have been aired, Mr. Shipley indicates. Montana and Utah have statutes protecting the station from liability unless there is actual malice.

North Dakota adds to the broadcaster's difficulty with a statute making radio defamation a crime, he says. "Thus, if a broadcast licensee censors a political speech he commits a crime under the federal act, if he doesn't, he commits a crime under state law."

Protection Scope

The Washington state statute only protects the broadcaster from liability if he has required a written script in advance and cuts the speaker off the air when he deviates from it, Mr. Shipley writes. He points out, however, that since FCC rules forbid such measures, "the backhand effect of the statute is to make certain that the broadcaster is liable for defamatory political speeches made over his facilities."

FACILITIES are the same but the motif is different for the new "Radio Cottage" equipped by WEAU Eau Claire, Wis., and a permanent installation. The "cottage," located in the lobby of a local hotel, is equipped with control board, two turntables and remote lines to the hotel grill room. (Above) Bob Montgomery, WEAU disc jockey, holds forth from 11 p.m. to 1 a.m. and 2 p.m. to 5 p.m. Newscasts and other programs also originate at the installation, created by Program Manager Bob Nelson and Station Manager Harry Hyett.

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tv buyers—did you know?

1. That WOR-tv, channel 9, is tops in local sports,* Tues. thru Sat.?

2. That WOR-tv—the newest tv station in New York—is 4th in national spot business? That WOR-tv clocks more spot business than the two leading independent tv stations and one leading network outlet?

3. That 10 WOR-tv shows attract audiences of more than 1/4-million viewers per broadcast?

4. That WOR-tv's wrestling matches are the top-rated for real sock-seeing in New York?*

5. That one WOR-tv program, "The Merry Mailman", has averaged at least 2,000 pieces of mail per week during the past two months?

... that's selling! that's getting tv audience! that's why you are losing tv money if you're not using

WOR-tv

*January 1951 Pulse
Here are some of America’s most successful salesmen. They sell scores of products to thousands of eager customers. They are invited guests into these customers’ homes ... invited because they are homemaking experts and entertainers. Their endorsement of the products they sell gives people confidence in buying. Their record of sales successes is impressive.

Here are the salesmen who are setting sales records for delighted advertisers in the most vital markets of the land. They are leading spot television personalities who are unusually equipped to sell your product too. They sell when people buy ... by day.

**NBC SPOT SALES**

NEW YORK | CHICAGO | CLEVELAND | SAN FRANCISCO | HOLLYWOOD

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1. Kathi Norris . . . . WNBT New York
2. Herbie Mintz . . . . WNBQ Chicago
3. Chef Milani . . . . KNBH Hollywood
4. Ernie Kovacs . . . . WPTZ Philadelphia
5. Polly Huse . . . . WBZ-TV Boston
6. Mildred Funnell . . . . WNBK Cleveland
7. Nancy Osgood . . . . WNBW Washington
8. Bob Stone . . . . WRGB Schenectady—Albany—Troy
CONSERVATION TECHNIQUES

By FRED FITZGERALD

This week, the nation's set makers have been working hard to conserve scarce materials and reduce costs, resulting in the development of new techniques for television sets. Here are some of the advancements:

- **Philco's New Receiver**: Philco has unveiled a new television receiver that is more efficient and economical. It uses less aluminum, copper, steel, and other critical metals.

- **RCA's Developments**: RCA has been working on new ways to use scarce materials, focusing on developing new techniques for television sets. It has promised new products that will maintain high-quality standards.

- **Mr. Folsom's Note**: Mr. Folsom noted that manufacturers have been able to maintain a substantial level of production by finding new ways to use scarce materials. He mentioned that the length of time during which the current production rate can be maintained will depend on the restrictions imposed by the nation's mobilization program and on manufacturers' continued ingenuity in meeting conservation needs.

- **snow Crop Sales**: Snow Crop, which is a sponsor of television shows, has been sponsoring its own show. Mr. Hamilton, the advertising manager of Snow Crop, has mentioned that the company is interested in being a part of the TV industry.

This week, the trend in sales of frozen coffee, which was introduced and promoted through television, has risen steadily.

Snow Crop Marketers has been sponsoring "Your Show of Shows" and "Your Show of Shows," which are TV shows that promote the company's products. In March, the network will air a film, "The Great Snow Crop Hunt," which will be shown twice a week on a weekly basis.

**SCIENTIFIC LIFE**

**Sight, Sound, and Speed**: New research has been conducted on the speed at which light travels. Scientists have discovered that light travels faster than previously thought. This discovery has implications for the way we understand the universe. In the future, it may be possible to travel at the speed of light, opening up new possibilities for transportation and communication.

**A NEW DIMENSION**

**The Future of Televising**: As the technology of television continues to evolve, there are new possibilities for the way we interact with the world. Televising, which once was limited to the home, is now expanding to new venues, such as businesses and schools.

**TELECASTING**

**Preparing for the Future**: TELECASTING has been working on new ways to prepare for the future of television. They are focusing on developing new techniques for television sets that will be more efficient and economical.

**CONSERVATION THROUGH CREATIVITY**: TELECASTING is committed to conserving scarce materials, and they have been working hard to develop new techniques for television sets. This week, they have unveiled a new receiver that is more efficient and economical.

**Mr. Folsom's Note**: Mr. Folsom noted that manufacturers have been able to maintain a substantial level of production by finding new ways to use scarce materials. He mentioned that the length of time during which the current production rate can be maintained will depend on the restrictions imposed by the nation's mobilization program and on manufacturers' continued ingenuity in meeting conservation needs.

**snow Crop Sales**: Snow Crop, which is a sponsor of television shows, has been sponsoring its own show. Mr. Hamilton, the advertising manager of Snow Crop, has mentioned that the company is interested in being a part of the TV industry.

This week, the trend in sales of frozen coffee, which was introduced and promoted through television, has risen steadily.

Snow Crop Marketers has been sponsoring "Your Show of Shows" and "Your Show of Shows," which are TV shows that promote the company's products. In March, the network will air a film, "The Great Snow Crop Hunt," which will be shown twice a week on a weekly basis.

**SCIENTIFIC LIFE**

**Sight, Sound, and Speed**: New research has been conducted on the speed at which light travels. Scientists have discovered that light travels faster than previously thought. This discovery has implications for the way we understand the universe. In the future, it may be possible to travel at the speed of light, opening up new possibilities for transportation and communication.

**A NEW DIMENSION**

**The Future of Televising**: As the technology of television continues to evolve, there are new possibilities for the way we interact with the world. Televising, which once was limited to the home, is now expanding to new venues, such as businesses and schools.

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Mass Auto Sales With a Personal Touch

When 17-year-old Jim Moran opened his own filling station in 1936, he adopted a simple get-ahead formula. He said to each and every customer: "Good Morning (Afternoon or Evening)," he asked: "How are you?" whether or not the patron liked it; he closed with: "Hope you drop in again."

Men who have watched the progress of low-headed James Moran, president of Chicago's Courtesy Motor Sales Inc., say his manner hasn't changed one iota in 15 years.

"It isn't what Jim Moran says to you, it's the way he says it," is the comment of one of Jim's first customers. "At that Sinclair station up in Rogers Park where I first met him, he was always quick to check my car for oil and water, wash the windshield—even before he was asked to do so. But a lot of station attendants did that. The difference between Jim and the average salesman was that he looked you in the eye when he talked to you. You felt that you were transacting business with a friend. You found yourself going back to see him again."

This friendly approach, which Jim calls common courtesy—the name he gave his Hudson automobile agency in 1948—has carried Jim Moran to phenomenal heights in the automotive sales world. His sales volume totaled $20 million in 1950.

Jim is the first to acknowledge that, were it not for television, he would be "just a neighborhood success."

Today, two years after Courtesy Motor Sales bought its first TV time, a few Chicago advertising men still are asking what makes the Courtesy TV campaign click. The answer is: It has Jim Moran's personal touch. A "nice guy" to everyone he meets—shoeshine boys, elevator operators, mechanics, grease monkeys, and doormen and waiters at the Illinois Athletic Asm., where he often dines with fellow members—Jim is the perfect example of a low-pressure salesman.

It is his simple charm, together with husky good looks (175 pounds, 6 feet, engaging grin, close-cropped, curly, blond hair) that puts him over.

When he first took television seriously in the fall of 1946 (automobile dealers then were having to do a selling job for the first time since World War II), he at once sensed its "auto showroom" possibilities. But he also saw in the new medium an opportunity to project his comparatively quiet, subdued technique of selling, which had brought him success.

LARGE sign, featuring likeness of Jim Moran donning his hat, lets motorists on Chicago's West Grand Ave. know where Courtesy Motor Sales does business. View is looking east on Grand Ave. at Central Park.

Page 58 • February 19, 1951

Quick to sense the "auto showroom" possibilities of television, Jim Moran personally handles Courtesy's commercials. With the informality of an in-store salesman, he points out the best features of his cars during each announcement period.

Friday night Courtesy Hour, a 60-minute daily show with himself as m.c., at WENR-TV's Civic Studio. This show is interrupted only 2 minutes and 58 seconds for commercials, which approaches Jim Moran's ideal of "no commercials at all—Courtesy can speak for itself."

From the beginning of his TV activities Jim has worked with Account Executive Hal Barkun, of Malcolm-Howard, Chicago agency, who spends much of his time on the Courtesy account.

Mr. Moran's 1950 expenditure of $36,000 monthly for TV paid off handsomely. Last May, he sold 1,436 new and used cars. His sale of 600 new Hudsons that month topped every other auto dealer in the United States. During a contest last spring, Jim was awarded Hudson Motor Car Co.'s "Oscar" for having sold more cars than any other Hudson dealer, exceeding his quota by 218%. Presentation of the award was made July 15 in Chicago by Robert Smith, district manager of Hudson Sales Corp. Currently, he sells more Hudson "Baby Hornet" models than any other because he is pushing this exclusively Courtesy development. The car is really a Hudson Pacemaker souped-up and improved by Moran mechanics.

Courtesy Motor Sales, which
open for business May 1, 1948, in a 40-foot storefront at Grand and Central Park Avenues, on Chicago's west side, now occupies three blocks with facilities valued at $1,820,000. This includes a $500,000 service center, where 61 cars can be "Courtesy-conditioned" at one time, and an "assembly line" where used cars are reconditioned and given a 6,000 mile guarantee. Courtesy has 167 mechanics, and a total of 346 employees, as compared with 14 in its pre-TV days.

Hudson officials in Detroit think so much of Jim Moran's merchandising and advertising methods that they are sending personnel from time to time on national policies, and send groups of dealers to Chicago to study his far-flung operations.

One of the Courtesy Man's most commendable practices is to campaign for the automobile industry as a whole. He has never been known to rap a competitor. His reputation for square deals has spread far beyond the borders of Chicagoland, attracting orders from as far as the East and West Coasts and south to Florida. He has shipped cars to England, France and Norway.

**Courtesy Noted For Community Service**

Locally, Courtesy Motor Sales distinguishes itself by contributing heavily to the Community Fund, Boy Scouts, Christmas Clearing House, and giving benefit TV shows for such causes as the annual Cancer Campaign. Many churches and charitable groups raffle off Hudsons because Courtesy furnishes them at cost.

In December, Santa Claus was on the job at Courtesy headquarters every night during the week before Christmas from 7 to 10 p.m. He gave away toys valued at $9,850 to deserving children. Courtesy's pony cart, drawn by cap ponies, "Honey" and "Sugar," appeared in Chicago's big pre-Christmas parade on State St. Jim Moran spent a total of $14,000 during the Christmas season on various charitable projects. A large amount went toward a gala Christmas Eve party which was telecast.

The Moran organization has had the same set of officers since its beginning. Jim is president, Stanley Dorie, secretary, and Peter De Met, treasurer.

**KTSI Goes CBS April 1**

KTSI (TV) Los Angeles, which CBS bought last Dec. 31, becomes the network's Los Angeles TV outlet April 1, when the CBS affiliation with KTTV (TV) Los Angeles, in which the network owned 49% of the stock, terminates. Merle S. Jones, general manager of KTSI, KNX and the Columbia Pacific Network, said that about 22 hours of network programs would be added to the KTSI schedule on that date.

**PETRY MANUAL**

*Gives Full TV Sales Data*

SALESMEN of the TV division of Edward Petry & Co. have just received a 226-page sales manual containing complete descriptions of the 287 local programs currently being telecast by the 15 TV stations represented by Petry. Also included are market data sheets and coverage maps of the stations, program pictures and success stories.

The book is prepared in looseleaf form so the salesman can leave, with the advertiser or agency the pages on any station or program as "tangible, factual, sales-conducive reminders of each station's availability" (to quote from the manual).

Publication of the sales manual is the fourth step in a long-range program to improve, expand and standardize all sales service materials of the company's TV division. First step, made last September, was a survey of key timebuyers to determine what kind of material they wanted from TV station representatives, the form in which they wanted it and the preferred method of delivery. Next, facts about each station were collected and published as standardized single-page station market data sheets. Third, program information was gathered and processed along the lines indicated as preferences by the bayers. Thus, all this information was collected in the manual, which will be kept up-to-date by a weekly bulletin, "TV News in Review."

**WAAM SEMINAR**

*102 Students Register*

REGISTRATION of 102 students for the first annual Regional Television Seminar, held in Baltimore last Friday and Saturday, was announced late last week by WAAM (TV) Baltimore. The seminar represent 18 colleges and universities from Pennslyvania to North Carolina. The educational institutions are co-sponsoring the project with WAAM [Broadcasting * Telecasting*, Feb. 6].

Four of the major addresses at the seminar were slated to be telecast. WAAM reported it had cleared time for talks by representatives of three networks and one leading advertising agency.

Seminar officials said time had been cleared for addresses by Charles Underhill, general manager, CBS-TV; William I. Kaufman, casting director, NBC-TV; Robert Sauder, vice president, ABC, and a script editor from BBDO.

Titled "Career Opportunities in Televison," the seminar was to conclude with a summing-up session in which students and broadcasters reviewed results of the meetings and the outlook for careers in TV. All meetings were held at the WAAM building.

**On the dotted line...**


**FINAL negotiations for renewal of Hoffman Hayride on KGO-TV San Francisco are set by (1 to 1) Gayle V. Grubb, general manager, KGO-AM-TV; Walter Epstein, general manager, Hoffman Sales Corp.; Robert Selby, vice president, Walter McCleery Inc., agency representing Hoffman in San Francisco, and Duke Martin, program star.**

**HERMAN MARGERI Jr., owner of bowling alley chain, takes sponsorship of WCPQ-TV Cincinnati's Midday Merry-Go-Round. L to r: Wilfred Guenther and David Brown, pres. and v. p., respectively, Guenther, Brown & Bee Inc., agency; "Big Jim" Stacy, program m.c.; John Patrick Smith, WCPQ-TV representative, and Mr. Magerd.**

More than ever, television-wise sponsors are giving TV news shows their close scrutiny... then snapping up the choice availabilities fast.

News today is a hot commodity!

 Freedoms to View

Choice Limited, Hennoch Says

DECLARING that people have no freedom to choose what they want to view, Comr. Frieda B. Hennoch last "only the choice of viewing what is shown nothing at all."

Comr. Hennoch, guest of honor at a dinner of the Philadelphia Adult Educational Council last Thursday when she received a special award for her espousal of the educational cause in radio and television, went on to cite educational stations as the answer to this problem.

"The establishment of educational television stations will, in effect, be giving the public an alternative—"long delayed freedom of choice," she said.

Comr. Hennoch described TV as "perhaps the ultimate mass medium of communications. It is a combination of radio, the press and the film; it is superior to each and all of them."

She cited the "great" effect of video upon the culture and mores of our society and labeled the medium "the educators" challenge, maintained "we must work with television and not in competition with it."

Some critics of the plan for reservation of TV channels for educational use have maintained that education has operated television "without television's benefits," Comr. Hennoch asserted. She continued:

To answer this we need only to examine the history of our country. Though education we have developed the world's greatest democracy. This democracy has in turn helped to develop the greatest and most productive forms of industry. This industrial structure has created television. To complete the cycle, television must

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WOC-TV Sells! It is now pulling more than 1,000 proofs of purchase a month (4,698 in January) for a cracker concern using a 1/2-hour local live show a week!

WOC-TV Sells! It enabled an auto dealer, sponsoring a weekly wrestling film, to move into third place last summer—and the dealer’s car is an independent make NOT in the low price field!

WOC-TV Sells! It helped a potato chip maker, using two one-minute live announcements a week, increase his sales 400% a week.

WOC-TV Sells! And it has a host of success stories like the above to prove it sells! If you want sales in the rich Quint-City market, you want WOC-TV! Get the facts from your nearest F & P office—or from WOC-TV direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The QUINT CITIES

B. J. Palmer, President
Ernest C. Sanders, Resident Manager
MORE network TV time was aired during the Pulse survey week in January 1951 than in December 1950. Multipulse program trends indicate. Most of the increase went to comedy-variety, musical-variety and interview programs.

In the order of average ratings, the 10 top-ranking program types for January were:

- Comedy-variety
- Musical Variety
- Drama
- News
- Children's Shows
- Westerns & Serials
- Basketball
- Pr. Trial
- Animation (all nets combined)
- Boxing (all

Comedy-variety shows lead the listing of Multipulse program types in the period Jan. 3-8. Top 10 types follow:

<table>
<thead>
<tr>
<th>Type</th>
<th>Avg.</th>
<th>Hrs. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy-variety</td>
<td>66</td>
<td>25.1%</td>
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<tr>
<td>Children's Shows</td>
<td>132</td>
<td>13.3%</td>
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<tr>
<td>Drama &amp; Mystery</td>
<td>77</td>
<td>16.8%</td>
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<tr>
<td>Quiz-answers</td>
<td>67</td>
<td>10.3%</td>
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<tr>
<td>Women's Interest</td>
<td>60</td>
<td>3.9%</td>
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<tr>
<td>Musical Variety</td>
<td>315</td>
<td>12.9%</td>
</tr>
<tr>
<td>Animation</td>
<td>20</td>
<td>15.1%</td>
</tr>
<tr>
<td>Basketball</td>
<td>18</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

- 'Star Theatre' Tops Nielsen Report

NATIONAL Nielsen ratings of television programs for the two weeks ending Dec. 29 show Texaco Star Theatre in first place. Your Show of Shows was in second place.

Today . . . . .

In May 30, 1949, there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . .

120,000 Sets in use

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERAGE BY WFBM-TV.

Represented nationally by The Katz Agency Inc.

Network Programming Trends

Reported by Pulse

(Report 151)

Weekly Television Summary—February 19, 1951, Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOV-TV</td>
<td>7,000</td>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>78,583</td>
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<td>Ann Arbor</td>
<td>WTVN</td>
<td>67,986</td>
<td>Memphis</td>
<td>WMCT</td>
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<td>Baltimore</td>
<td>WALA, WBAL-TV</td>
<td>264,885</td>
<td>Milwaukee</td>
<td>WTM-LTV</td>
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<td>Bangor</td>
<td>WNBF</td>
<td>25,711</td>
<td>Kansas City</td>
<td>KSD-LTV</td>
<td>268,550</td>
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<td>Birmingham</td>
<td>WARM, WBRC-T</td>
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<td>Nashville</td>
<td>WSM-TNY</td>
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<td>Boston</td>
<td>WTSU</td>
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<td>WJAF</td>
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<td>WLSI</td>
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<td>Oklahoma City</td>
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<td>62,508</td>
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<td>Phoenix</td>
<td>WLTV</td>
<td>105,319</td>
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<td>Cleveland</td>
<td>WEWS, WWSX, WQAL</td>
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<td>Providence</td>
<td>WPRO</td>
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<td>Columbus</td>
<td>WCVB, WLWC, WTVN</td>
<td>132,000</td>
<td>Richmond</td>
<td>WVTX</td>
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<td>Dallas</td>
<td>KTAS, KTXA</td>
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<td>Rock Island</td>
<td>WWJF</td>
<td>346,688</td>
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<td>70,000</td>
<td>Shreveport</td>
<td>WJSB</td>
<td>35,250</td>
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<tr>
<td>Quad Cities</td>
<td>Include Davenport, Moline, Rock Is., E. Moline</td>
<td>105,199</td>
<td>Sacramento</td>
<td>WAGA</td>
<td>36,000</td>
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<tr>
<td>Dayton</td>
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<td>405,000</td>
<td>Salt Lake</td>
<td>KSL-TV</td>
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<td>Detroit</td>
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<td>San Antonio</td>
<td>KTXL</td>
<td>40,124</td>
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<td>Erie</td>
<td>WICW</td>
<td>107,297</td>
<td>San Diego</td>
<td>KSDK</td>
<td>40,124</td>
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<tr>
<td>Ft. Worth, Dallas</td>
<td>WHWA, KLIF, KTVI</td>
<td>43,450</td>
<td>Springfield</td>
<td>WGME</td>
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<td>Grand Rapids</td>
<td>WLAV, KALM</td>
<td>45,258</td>
<td>Spokane</td>
<td>WDBN</td>
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<td>Keansboro</td>
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<td>Spokane</td>
<td>KPUX</td>
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<td>KTVH</td>
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<td>Springfield</td>
<td>KOMA</td>
<td>67,750</td>
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<tr>
<td>Huntington-Charleston</td>
<td>WSAV, WCLY</td>
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<td>Seattle</td>
<td>KING-TV</td>
<td>48,300</td>
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<tr>
<td>Indianapolis</td>
<td>WFTV, WZMI</td>
<td>132,000</td>
<td>Syracuse</td>
<td>WHKN</td>
<td>36,000</td>
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<tr>
<td>Jacksonville</td>
<td>WAKR</td>
<td>27,500</td>
<td>Syracuse</td>
<td>WHEN, WSBF-TV</td>
<td>101,405</td>
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<tr>
<td>Johnstown</td>
<td>WJQN</td>
<td>46,125</td>
<td>Tulsa</td>
<td>WSPD</td>
<td>120,000</td>
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<tr>
<td>Kalamazoo</td>
<td>WJTV</td>
<td>35,250</td>
<td>Utica-Bowling</td>
<td>KTVY</td>
<td>101,405</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF, WALT</td>
<td>105,199</td>
<td>Washington</td>
<td>WGBS</td>
<td>120,000</td>
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<tr>
<td>Lancaster</td>
<td>WOLX</td>
<td>35,250</td>
<td>West Palm</td>
<td>WPSD</td>
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<td>Los Angeles</td>
<td>KTLA, KNX, KTTV</td>
<td>35,250</td>
<td>West Palm</td>
<td>WPSD</td>
<td>101,405</td>
</tr>
</tbody>
</table>
| RCCA, KCII-T, KLAC-TV, KKNM | WDAF, WALT | 877,421 | *Markets on Air 65 Stations on Air 10,959,400 Estimated Sets in Use 10,959,400

Editor's Note: Totals for each market represent estimated sets within televiewing 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 company and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximates.

TELECASTING • BROADCASTING
Sunday Evening February 18th marks the 171st consecutive time that the Century Shoe Repairing spot has flashed on WMAR-TV's Channel 2 just before Ed Sullivan's much loved "Toast of the Town." That the Century people are pleased with their spot is self-evident.

Spot business is good business—premium time guaranteed by contract. Within the range of any budget, the client makes quite sure his message reaches and stays with a vast audience.

Century Shoe Advertising is placed on WMAR-TV by Dundon & Rosenbush Company.
They’re buying a new product

The show is sponsored by a new brand of toothpaste. And tomorrow, the housewife will be asking her druggist for it. So will thousands like her. We know. We planned it that way.

Radio Sales TV analyzed this advertiser’s sales and distribution problems in a major metropolitan market. Recommended a homey, live-talent show on the Radio Sales-represented TV station. A show built to hit home with children and adults alike.

So well did we fill the bill for this sponsor that he wrote, “We have had phenomenal success with the sale of the toothpaste. In checking drug stores, we have found many instances in which customers asked for the toothpaste ‘mentioned on the program.’”

By getting an early start in television... by getting to know the medium from every angle, Radio Sales TV has learned all the ins and outs of selling all kinds of products...yours included. As you will see when you call...

Radio Sales

Radio and Television Stations
Representative...CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KTLA, Los Angeles; WTOP-TV, Washington; WBTN, Charlotte; KSL-TV, Salt Lake City; WAFM-TV, Birmingham; CPN and the leading (the CBS) radio station in 13 major markets.
The results of a television ownership survey conducted among Memphis television set owners by the Psychological Service Center have just been released (the Psychological Service Center is a survey and research organization directed by W. R. Atkinson, Ph.D.).

The findings of this study prove conclusively that approximately 50% of WMCT's more than 70,000 television homes have their sets tuned in between 12:00 Noon and 6:00 p.m. The survey employed the usual coincidental manner, Telephone calls to set owners were scheduled on a half-hour basis, and the results carefully tabulated. Between December 4 and December 10, 1950, the survey compiled 3,840 interviews during the hours of 12:00 noon to 6:00 p.m. The following high percentages for half-hour listenership are significant: 92% high Monday through Friday, 62% for Saturday, and 79% for Sunday. The survey establishes the following overages:

1. 38.3% of the more than 70,000 television sets in this area were in use from 12:00 noon to 6:00 in the afternoon . . . Monday through Friday.

2. 41.6% of these 70,000 sets were in use on Saturday afternoon.

3. 53.2% of these 70,000 sets were in use Sunday afternoon.

Here is an assured audience of tremendous proportions, which you can reach in the daytime. In Memphis, this takes on extra importance for you, in that this television audience is unbroken. WMCT is the only television station in the Memphis market area—the one and only station telecasting to the entire Memphis area.

A Sales Demonstration in these Memphis homes at only $0.015 each

This survey proves that you can show your product to an assured audience in the Memphis market area at a cost of $.015 (fifteen one-hundredths of a cent) per home. In other words, you could make 648 such sales demonstrations for only $1.00.

Day and night, here is the entire television audience in Memphis and the Mid-South, ready to receive your sales message. May we suggest that you call or wire your nearest Branham office for availability. They're going fast!

Based on the WMC-TV one minute class "C" weekday rate.

TV CHANNELS
Educator Wants to Share

EDUCATIONAL and commercial television do not conflict, and can live side-by-side as supplements, in the opinion of Dr. Dallas W. Smythe, an associate in the Institute of Communications Research at the U. of Illinois.

Dr. Smythe, who co-directed the New York video study which based an educational TV program to the FCC in solicitation of educational channel allocations, spoke to members of the Chicago Television Council last Thursday.

"Despite contrary impressions in the press, education wants to be friends with commercial television," Dr. Smythe said, decrying "the popular intellectual prejudice against television." Pointing out that educational and commercial telecasting need not be competitive, the speaker suggested that two functions are supplementary in nature.

Regarding sources of income for educational institutions which want to support a TV station, he said "something new and original" could be tapped. These might include foundations, tax support or contributions.

Outlining highlights of the recent New York study, in which Dr. Smythe and his colleagues checked programming on all seven stations from sign-on to sign-off for a week, the speaker concluded that advertising and educational telecasters can work together "in terms of program ideas, experimenting with new forms and program schedules" and profiting mutually "by living together in the same community and on the same bands."

TELEVISION was variously described as the most powerful teaching weapon ever created and as an educational liability during debate on the Town TV Meeting of the Arts program on ABC last Tuesday, 9-9:45 p.m.

Participants in the discussion were Ralph W. Hardy, NAB governing the relations director; Charles A. Siepmann, head of communications, New York U. School of Education, and Telford Taylor, counsel for Joint Committee for Educational Television. His questions at the trio were Robert J. Landry, editor of Space & Time, and Edwin A. Falk, counsel for Television Broadcasters Ass'n.

Program was under the auspices of the National Assn. of Secondary School Principals and was sponsored cooperatively. Topic was, "Is There an Asset or Liability to Education," with George V. Denny as moderator.

On the premise that TV is "the greatest teaching tool ever put in the hands of man," Mr. Hardy said all of man's creative genius is needed to develop the medium's potentialities. He placed this responsibility squarely on the TV licensees, who are selected by the FCC. He termed Mr. Taylor's remark: "We need a network of channels a great waste of facilities.

The basic challenge, Mr. Hardy said, is to make the blessings of knowledge and enlightenment available to the largest number of people. "I like to think of educators worrying about their Hooperating," he concluded.

Says TV Price High

Mr. Siepmann, co-author of the FCC "Blue Book," said he felt the price of TV is too high and claimed it could not offer much that films cannot offer. Time is not important, he felt. He put TV "low on the list of priorities among media of education." TV, he feared, "will compound radio's felonies" and "make us a nation of passive gapers." He advocated the reserving of channels wholly dedicated to educational purposes.

Mr. Taylor said TV is a "tremendous potential asset to education" but now offers very little of true educational value. He called for development of educational programming, with improved service for children in after-school hours, better adult programs in the evening and social material for farm areas and other groups. Universities should operate stations, he declared.

Mr. Siepmann agreed with Mr. Falk that plenitude of the blame for some of TV's weaknesses on the medium was like blaming the printing press "for all the trash published."

'ASSET OR LIABILITY'
'Town Meeting' Weighs TV as Teaching Tool

'ATT PROBE'
Postponed Until Aug. 20

INVESTIGATION of AT&T rates for interstate and foreign communications services has been postponed until Aug. 20. In the original order of Jan. 19 (Broadcasting • Telecasting, Jan. 22), AT&T and 22 Associated Bell companies had been given until March 23 to show why present rates should be held "unjust and unreasonable" and why interim regulation should not be ordered pending completion of the probe. Hearing was to start April 16.

In its order last Thursday, to which Acting Chairman Paul A. Walker and Comr. Freida B. Hennock dissented, the date for filing questions by the telephone companies was also extended to July 16.

Investigation is seen as having an effect on TV owning with any possible reductions that might materialize accruing in longdistance message charges. Rates for intercity TV service are already in hearing and that proceeding was not consolidated in the general hearing.
Tops in over-all rating

WBAL-TV scored 16.4 against 13.3 for its nearest competitor.

Tops Monday thru Friday—daytime

WBAL-TV polled 7 out of 7 firsts in highest rated daytime programs.

Tops in number of 15 minute periods

WBAL-TV scored 145 firsts against 90 for its nearest competitor.

Tops in total programs of the week

6 out of 7 days .... daytime
4 out of 7 days .... nighttime
5 out of 7 days .... over-all

It all adds up to this: The greater the audience . . . the greater the potential market . . . the more reason to use WBAL-TV in Baltimore.

*While all stations were televising—Jan. 15, Quarterly Survey

Ask Your Petry-TV Man
... He'll Tell You More

THE AMERICAN JEWISH Committee has produced three animated ballad cartoon films especially for television and is making them available free of charge for use during Brotherhood Week, Feb. 18-25.

RADI L. GODAL-HOFFMAN ASSOC., New York, is a new production firm specializing in animated cartoon films for TV. Of

COAST BASEBALL
Telecasting Limited

ONLY three Pacific Coast League baseball clubs will permit telecasting of games this season. Los Angeles team has granted rights, on a limited basis, to KLAC-TV Los Angeles. Hollywood Stars club is holding out for a $150,000 guarantee based on sliding attendance figures and will permit no telecasts unless attendance figure hits 600,000 or more.

The Portland club is working on arrangements to duplicate last season's set-up of telecasting Wednesday and Thursday night games as well as Sunday afternoon doubleheaders.

San Diego club tested on KFMB-TV last season and, according to Bill Starr, club president, found telecasting impossible on a limited scale last season and blame the medium for poor gate attendance. Hence no TV this year. Sacramento and Portland location of other PCL teams, have no TV outlet.

Eastside Beer Sponsors

KLAC-TV for $40,000 acquired TV rights to 87 Los Angeles Angels home games and a contract was expected to be signed this past weekend with the Los Angeles Brewing Co. (Eastside beer) to sponsor the series at a similar figure, plus station time and facilities. Beer company has first refusal.

Under the contract, only day games will be completely televised, with Friday night contests eliminated because KLAC-TV has prior commitments. KLAC-TV will start telecasting night games at 9 p.m. 45 minutes after regular starting time of 8:15 p.m. Television rights for last season went to KFI-TV for $25,000.

Eastside beer, it is understood, would also like to sponsor the Hollywood Stars games but shied-off because of the price.

SHOW'S SPONSOR

SWIFT & Co., Chicago, has bought the 9-9:30 p.m. CT portion of Show of Shows on NBC-TV starting March 10 for 13 weeks, through J. Walter Thompson, also Chicago. The company's current contract for two participations weekly in the Jack Carter Show ends March 3. Meats and other Swift products will be advertised on the full, live and cable NBC-TV network lineup.

New TV Series


THE AMERICAN JEWISH Committee has produced three animated ballad cartoon films especially for television and is making them available free of charge for use during Brotherhood Week, Feb. 18-25.

RADI L. GODAL-HOFFMAN ASSOC., New York, is a new production firm specializing in animated cartoon films for TV. Of}

nothing but smiles under our umbrella!
for telecasting... for research... for merchandising... for industry...

there's nothing finer than

DUMONT

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range... wherever you wish to have many eyes see a closeup... whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.
SECURITY

Internal Problems Under Study; Broadcasters Mull Implications

THE NATION's internal security together on several fronts last week, few immediate practical applications within the radio and television industry. The Communist issue cut

(1) The newly-created Senate Judiciary Subcommittee on Un-American Activities, which prepared to probe enforcement of the Subversive Activities Control Act.

(2) The House Un-American Activities Committee, which hinted it may inquire into Communist influence in the entertainment field.

(3) The Nimitz Commission on Internal Security, which last Monday was presided over by President Truman to look into security and individual rights without "witch-hunting."

(4) The Subversive Activities Control Board, with the Chief Executive sending to Congress formal nominations of members now serving under recess appointments.

Out of the maze of developments on the governmental level came only an indication that the Communists during the radio industry may be broached inadvertently during the course of possible hearings on entertainment talent in general.

Fresh Expense Fund

Authorities at the House Un-American Activities Committee, newly armed with a fresh $200,000 expense fund, said last week that no probe is contemplated for the industry specifically, although it is understood that the issue may arise in individual cases.

Authorities declined comment, in view of controversy within the radio-TV industry the past year, on whether the issue had arisen in any corresponding responsibility between broadcasters and the committee. Previous reports committees had served in

COLOR TUBE

Also Receives Black and White

A TV manufacturer and a university professor announced last week that they have developed a color television tube which can replace the black-and-white tube in any present set.

The researchers are Eugene Singer, the manufacturer, and Dr. Irving Rehman, X-ray expert and anatomist at the U. of Southern California School of Medicine.

The professor said that his tube will receive either colorcasts or black-and-white telecasts.

Dr. Rehman said the tube uses the color transmission method of CBS which is also adaptable to RCA's system.

In the Rehman-Singer plan, a color phosphor disc rotates within the vacuum of the tube. The color information is created electronically within the tube on the disc and then is projected by lens onto the TV screen. The scientist added that there is no limit to picture size.

FCC REVOCKES

Amateur Station License

AMATEUR operator and station licenses of John Mark Vanding were revoked by FCC last week on grounds he participated last fall in operation of an unlicensed TV station at Williamsport which picked up and rebroadcast programs from WCLF-TV Philadelphia.

FCC indicated other involved were the manager of a local electrical appliance distributor and the proprietor of a radio service company. The Commission reported the "illegal" station was located on a farm and that it was operated on Channel 2 during September, October and November, when it was stopped. FCC said its investigation showed the station had been built in order to "bring television to Williamsport" and to sell TV receivers.

FCC stated it learned 30 sets had been sold with the "guarantee" that programs would be supplied for five days of the week.

Mr. Vanding was given 15 days in which to request a hearing and should such a request be made, the revocation order would be held in abeyance pending disposition of that proceeding, FCC said.

Nov. 20, 13, 1950] at the insistence of Pilot Radio Corp. and in the heat of the post-color decision controversy.

It was said that these files are the only material supplied the Small Business Committee by Sen. Johnson, which bear directly on controversial aspects of the color issue.

Sen. Sparkman told the committee that he was during the executive session that the committee should "keep its eye" on color developments, but that no further investigation or hearing would be conducted.

DOROTHY DOAN (seated, 1), star of the CBS-TV show Vanity Fair, admires a souvenir program designed by WCAU-TV Philadelphia before attending a dinner-meeting of The Philadelphia Club of Advertising Women last month at the Poor Richard Club. With her are (1 to r) Gladys Webster, WCAU-TV star and chairman of the meeting; Robert N. Pryor, vice president of WCAU-TV, and Alice Lynne Mooney, club president.

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Another great new G-E triode for FM and Television

**Presenting**

- Has an output over one-third higher than the famed GL-9C24, its predecessor.
- Requires 1,100 W less filament power, or a 75-percent reduction.

**Plenty of output**... Two GL-6039's will put out 25 kW in FM—10 kW in television. Here's sufficient final power for medium-size transmitters...or output to spare for the intermediate stage of large commercial installations.

**Low operating cost**... The modest 5-v, 78-amp requirement of the GL-6039's filament, slashes by three-quarters the watts needed for Type GL-9C24, itself a pioneering FM-TV triode with fine performance. Thoriated-tungsten construction, among other filament features, cuts your power bills materially.

**Real v-h-f operation**... 220 mc at max plate input gives you full FM-TV band coverage.

**Easy to install**... The GL-6039 needs no neutralizing, when employed in a properly designed grounded-grid amplifier circuit. Features which help make the tube so efficient, are its low lead inductance, the fact that all outer metal parts are silver-plated to cut r-f losses, and the large terminal-contact areas made possible by G-E ring-seal design.

**Sturdy, dependable**... Newest of a family of modern G-E power tubes for FM-TV that has proved its worth in hard station service, Type GL-6039 is engineered to stand up! The tube is trim, with real built-in structural strength—mounts solidly and closely in today's compact transmitters. You can rely on its full-time, full-life performance. Ask for a visit by a G-E tube engineer, to prove that the GL-6039 will give your new circuit peak power, improved economy! Electronics Department, General Electric Company, Schenectady 5, New York.

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**RATINGS**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament voltage</td>
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<tr>
<td>Filament current</td>
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<td>Grid-plate transconductance</td>
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<td>Inter-electrode capacitances:</td>
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<tr>
<td>Grid-filament</td>
<td>24 micromicrofarads</td>
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<tr>
<td>Grid-plate</td>
<td>15.7 micromicrofarads</td>
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<tr>
<td>Type of cooling</td>
<td>Water and forced air</td>
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**Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):**

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<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max voltage</td>
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</tr>
<tr>
<td>Max current</td>
<td>2.25 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>13.5 kW</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>7 kW</td>
</tr>
<tr>
<td>Peak output, typical operation</td>
<td>(at 5,000 V and 2.2 amp, band width 5 mc)</td>
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</tbody>
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**Plate ratings per tube, Class C r-f power amplifier (key-down conditions without amplitude modulation):**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
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<td>Max voltage</td>
<td>7,500 V</td>
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<tr>
<td>Max current</td>
<td>2.25 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>16 kW</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>7 kW</td>
</tr>
<tr>
<td>Peak output, typical operation</td>
<td>(at 7,000 V and 2.08 amp)</td>
</tr>
</tbody>
</table>

*Includes power transferred from driver to output of grounded-grid amplifier.*

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**General Electric**

Telecasting • Broadcasting

February 19, 1951 • Page 71
For the best tubes, ask your Distributors at large.

Dependability and versatility are yours in the RCA Electron Tubes line. RCA pioneered the electron tube and led the way in its development. RCA is the only manufacturer with complete research and manufacturing facilities. These factors contribute to the dependability and operating economy of every RCA television tube. To get all the performance you pay for...buy RCA quality tubes.

School Series

Set For March by WBAL-TV

WBAL-TV Baltimore is collaborating with 12 leading universities and colleges in Maryland on a series of college-level educational telecasts, tentatively set to get underway about March 1. Announcement was made by the station last Monday following a luncheon meeting with educators at the WBAL-TV studios.

The weekly program will be under the auspices of a different school each week, with the institution stressing its scholastic specialty in each presentation. Plans call for dramatics, visual displays, film clips and working models. It was agreed that every effort should be made to inject showmanship into the series to hold audience interest. A script-writer will be assigned by WBAL-TV to work with each school.

The Maryland State Department of Education will serve as liaison between the institutions and the studies for the project, which is designed to offer educational opportunities to an unprecedented multitude of people through the medium of television.

Schools participating in the series are: U. of Maryland, Johns Hopkins U., St. Johns College, U. S. Naval Academy, U. of Baltimore, Maryland State Teachers College, Loyola College, Morgan State College, Peabody Conservatory of Music, Western Maryland College, Hood College and Goucher College.

Helpful techniques and ideas for TV programs

This new book shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newscasts, all types of commercials; how to edit and splice, how to light correctly for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what is bad in movies for television, and why.

SEE IT ON APPROVAL

T he Maranello Co., 50 St. Ave., New York II

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or the balance of 10 days.

Address

Signed

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RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.
To see it... again For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber
magazine, separate synchronous motor
drives for sprocket-and-shutter and film
transport mechanisms, unique lens and
shutter features. Camera records
directly from monitor receiving tube.
Available in two versions
—for image recording only,
or image and sound recording.
For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.
A COLLECTION of 13 radio scripts, already "well received by a general audience and most acceptable for educational broadcasting," comprises the text of the forthcoming publication, Prairie Schooner On the Air. The scripts are adaptations of 13 stories selected from the U. of Nebraska’s literary quarterly, Prairie Schooner, and among those accorded recognition as the best short stories of 1950.

Included in the series are three scripts appropriate for holidays and other special occasions; seven adaptations of modern short pieces by well known writers, and three others representing contributions of new men. Collection touches on such qualities as comedy, fantasy, tragedy, drama, history and others. The scripts are described as "a genuine challenge to interpretive imagination and acting ability" of students, and the artistic and creative direction" of producers. Sheets are perforated so that scripts may be removed to serve as copies for drama casts.

LISTENERS BACK WFCM Sets Subscription Plan

SUBSCRIPTION plan calling for listener sponsorship of certain BBC and other classical music programs on WFCM (FM) Washington has been announced by the Listener Committee for Better Radio in the capital area. The committee plans to send out non-commercial promotion sheets in the hope that it may raise an estimated $10,000 this year to pay for a weekly four-hour Sunday afternoon series of programs. The booklets were mailed to stockholders in January at one station, recipients of regular program guides and other listeners. The series would last 52 weeks and also feature drama fare. The plan was formulated, the committee said, because BBC-originated programs cannot be commercially sponsored and WFCM is unable to carry them as underwriters.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plot, Obituaries Announcements, Man-on-the-street Interviews, Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk insurance.

Use caution—lady luck is a deserver! It costs little to be sure with INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. Kansas City, Mo.

ROY STORY, KCVN Stockton, Calif., to KTUR Turlock, Calif., in sports department.

BOB EDELL, director of news and special events WSDR Sterling, Ill., to WROX Rockford, Ill.

BILL STERN, NBC sportscaster, receive a certificate of appreciation from National Foundation for Infantile Paralysis for "outstanding work as radio, sports chairman in the March of Dimes."

GENE GOSS, news department KLRA Little Rock, father of girl, Iris Elaine.

JOHN ALLEN, newsmen WKNK Kane-kakee, Ill., and Mary Bohemer married.

JONATHAN RICE, news editor KTFL (TV) Hollywood, father of girl, Kathy May.

PARKING BAN WLOK Forum Ends Dispute

WLOK Lima, Ohio, has been complimented by the Lima City Council for its round-the-air on the banquet that ended in settlement of a two-month controversy over a proposed downtown parking ban.

The ban, passed by the city council, evoked strenuous opposition from civic groups. Lyel Lee, news editor of WLOK, arranged a forum featuring representatives of the opposition and the seven city councilmen.

The round-table was originally scheduled for half an hour, but ran to an hour and seven minutes, with commercial programs cancelled. Near the end of the forum the council voted a traffic control compromise that made everybody happy.

WRUL Transfer BID has been filed with FCC for approval to assign the license of international broadcast station WRUL Boston from World Wide Broadcasting Corp., to World Wide Broadcasting System Inc., new owner of WRUL. Holding of President Walter Lemon would be increased from 4,000 shares to 28,000 shares while that of Radio Industries Corp., controlled by Mr. Lemon, would be upped from 6,000 shares to 42,000 shares. Total stock authorization would be 100,000 shares. Remaining 30,000 shares would be unissued at present.

Do you want to sell something in Grand Rapids? Write to—

"The People's Station" WGRD
BERNAYS AWARD
Will Be Made Sept. 15
FIRST annual Edward L. Bernays Foundations radio-television award, a $1,000 U. S. government bond, will be presented Sept. 15 by the American Sociological Society to "the individual or group contributing the best piece of research on the effects of radio and/or television on American society." Originally scheduled for inauguration last year, the lack of suitable papers for consideration caused postponement of the initial award until 1951.

Regulations for entrants include: Any research study completed since Jan. 1, 1949, and submitted in duplicate before June 15, 1951, with both published and unpublished studies eligible for consideration.

Further inquiries should be addressed to Clyde W. Hart, National Opinion Research Center, 4901 S. Ellis, Chicago 15, Ill.; or Executive Officer of American Sociological Society, New York U., Washington Square, New York 3.

CITE NANCY CRAIG
Gets Understanding Award
NANCY CRAIG, women's commentator of ABC, and Anne O'Hare McCormick, special writer for The New York Times, were presented the 1950 Better Understanding Awards of the English Speaking Union last Thursday afternoon, in a presentation ceremony that was broadcast on Miss Craig's program at 4 p.m. Awards are given to women of radio and press in recognition of outstanding contributions toward greater friendship and understanding between peoples of the United States and of the British Commonwealth of Nations.

In addition to the main awards, the English Speaking Union awarded better understanding citations to Julie Benell, WFAA Dallas; Evadna Hammersley, KOA Denver; Mary Wilson, WTTM Trenton; Margaret Parton, India correspondent of the New York Herald Tribune; Honor Balfour, London correspondent of Time magazine. Special commendations went to Ann Ford, WSM Nashville, and Pearl Baum, WCSC Charleston, S. C.

EARL GODWIN, Washington news commentator, celebrates his birthday with the help of the WRC Washington staff. Looking on are (l to r): Miss Henriette Young, Mr. Godwin, Leif Eid, Jay Royan, Arthur Barriault, Richard Harkness and Morgan Beatty.

BOOK 'LARNIN' IS GOOD
ACEJ Employer Reaction Survey Shows

THAT old saw that journalism, audible or otherwise, cannot be learned in college is being systematically disproved by the American Council on Education for Journalism, which released a report last week emphasizing the progress and improvement being made in the preparation of students for careers in the radio, publishing and advertising fields.

Alfred H. Kirchhofer, president of the council and vice president of WBEN Buffalo, released the report, emphasizing that "not only have journalism graduates found ready employment in their respective fields, but... many employers rate them well above average. This finding contradicts the time-worn theory still held in some... offices that the fundamentals... cannot be learned in college."

Mr. Kirchhofer also said that the study, prepared by Dr. Karl English, associate dean of the Missouri School of Journalism, shows "that many employers regard the journalism graduates about whom they comment as having exceptional qualifications, well prepared for the work they have undertaken."

He said that "the American Council is seeking to promote better selection of students and better college training in the field to the end that schools participating may turn out better qualified graduates for service in journalism."

In his report to the ACEJ on the status of the "Employers' Appraisal Project," Dr. English explained that "the 58 institutions accredited by ACEJ issued undergraduate degrees to 2,728 students. Of these, the accrediting committee is currently investigating the success of 2,003 employed in some phase of mass communications. For the past four years, the accrediting committee has been gathering data on the success of journalism graduates at the end of their first six months of employment. Employers have cooperated almost unbelievably well in returning completed evaluations."

The employer evaluations of 136 radio news journalists recommended for their positions by their alma maters, ranged from "average" to "above average," being judged on more than 20 points. One radio employer's comment was that the graduate had been "on the job for about three months... We... believe him to be competent and we are most satisfied with his background, character, and ability to work well with others. He is developing and I believe that in another year he will be a well rounded radio news reporter."

"Evidence is mounting," Dr. English continued, "that journalism schools, perhaps partly as a result of the employer appraisals, are placing more emphasis on placements that prove satisfactory to both employer and graduate. And demand for graduates is high "as the actual employment records reveal. Schools are reporting many more requests for help than they are able to fill."

CANADIAN RATINGS
U. S. Programs Dominate

OF THE FIRST 10 evening programs heard in Canada in January, only one originated in Canada, according to national ratings of Elliot-Haynes Ltd., Toronto. The sample in January was enlarged to cover 23 English language urban centers where all English-language networks were heard, with 2,000 calls made. Previously 1,600 calls had been made in 15 Canadian cities. There has been no change in the French-language sample, but the English-language change was necessitated by the growth in stations and doubling of networks since the sampling method was started in 1944.

First 10 most popular evening programs in January were Charlie McCarthy, 37.4; Amos 'n' Andy, 34.4; Radio Theatre, 33.9; Our Miss Brooks, 31.3; Twenty Questions, 29.6; My Friend Irma, 28.8; Your Host, 24.5 (Canadian program); Aldrich Family, 24.5; My Favorite Husband, 24.1; Roy Rogers, 24.1. Leading daytime programs were Miss Perkins, 59.9; Right to Happiness, 58.3; Pepper Young's Family, 58; Big Sister, 57.5; Life Can Be Beautiful, 56. Leading five evening French programs were Un Homme à Ron Peche, 33.3; Radio Carabin, 29.3; Metropole, 28.9; L'Epervier, 28.3; La Peau Qui Retraîche, 27. Five leading daytime shows were Rue Principale, 27.5; Jeunesses Dorees, 22.4; Maman Jeanne, 22.3; Tante Lucie, 22.3; Quart D'Heure de Détente, 22.9.

WESSELLS
ERIE

PA

BERNAYS AWARD
Will Be Made Sept. 15

CITE NANCY CRAIG
Gets Understanding Award

BOOK 'LARNIN' IS GOOD
ACEJ Employer Reaction Survey Shows

CANADIAN RATINGS
U. S. Programs Dominate

February 19, 1951 • Page 75
TWENTY-FIVE stations reportedly have bought the syndicated package, Tune-Test, from Walter Schwimmer Productions, Chicago, within the past two weeks. The musical giveaway show, which has been tested on WGN Chicago for the past year, has been offered only in a multiple piece this far, Mr. Schwimmer said.

Stations which have bought the show are:


SPARKY, who comes into creation under the talent of hands of M. Pan- ton been running, jumping, and otherwise amusing himself through daily and weekly newspapers in his primary market for the past three months with amazing success.

Mrs. Mary Akerberg

MRS. MARY AKERBERG, mother of Howard A. Akerberg, CBS vice president in charge of station relations, died Feb. 11, after a long illness in her home in Worthington, Ohio. Funeral services were held Feb. 13 in Worthington.

Advertising succeeds with continuity.

Continuous advertising in Printers' Ink develops a cumulative impact that creates a vivid picture of your station and market in the minds of the leading buyers of advertising and helps you sell more advertising.

As 'Top Dog' Symbol of CKNW

SPARKY, the "Top Dog" symbol of CKNW New Westminster, B. C., is a lovable canine who would bow his head in humility had he been thought of as only a publicity hound.

Owner-manager Bill Rea's cartoon-pup to tell his tale of sales and listener promotion story after deciding that an animated character like Sparky would smooch along the trail to listener loyalty and possibly tree an advertiser of two.

The cartoon canine character is the brain-pup of Vancouver Artist-writer Peter Carter-Paton, who describes him with Walt Disney. He has featured Sparky in situations ranging from spinning records as a disc jockey to tending goal for New Westminster's Royals of the Pacific Coast professional hockey league.

Sparky's feats are invariably phenomenal and performed with mirth-provoking ease, and are tied in with a plug for the station.

FTC COMPLAINT

Cites Health Spot Shoes

MISREPRESENTATION in certain advertising claims of Health Spot Shoe Co., Oconomowoc, Wis., on behalf of its shoe products is charged in a complaint issued against the firm Feb. 7 by the Federal Trade Commission.

The complaint specifically mentioned "false and misleading" claims used by the firm in broadcast continuities and in printed media advertisements, but did not identify the stations. FTC contended that Health Spot shoes are "stocky" items and their effect in "preventing or correcting common foot ailments is insignificant," contrary to the company's claims.

Hearings will be held in Milwaukee March 6-8 before FTC Trial Examiner Clyde M. Hadley.

Strictly Business

(Continued from page 19)

The use of Keystone's facilities supplementing TV in those areas having no television coverage.

During the past several months, Keystone reportedly has added more new accounts than in any like period in the company's history. Included are food products, flour, drugs, hosiery, jewelry and toilet preparations. Several accounts involve 15-minute, five-a-week shows; while others have spot announcement campaigns.

Edwin Rubin Peterson was born 55 years ago in St. Paul. His father, Gustaf, now 83, was coachman for the fabulous Jim Hill, builder of the Chicago, Milwaukee & St. Paul Railroad—in fact, Pete was born on the Hill estate. When the elder Peterson moved to Chicago where he became a construction superintendent for a steel erecting concern, his son was enrolled in Harrison School on the city's south side. At Wendell Phillips High School, Pete distinguished himself at basketball.

A year at the Watson Business College, "to keep from being a laborer," preceded Mr. Peterson's invasion of the city's financial district when barely out of his teens. His war service was confined to this country, but he rose from a private in artillery to a first lieutenant in the motor transport corps.

Mr. Peterson married Dorothy Metzger of Chicago in 1922. There are two sons—Robert, 26, veteran of nearly three years in a Navy LST in the Pacific who is now taking his master's degree in English at Drake U., and Edwin Richard, 20, a sophomore at Lake Forest College. The family lives on the far south side of Chicago.

A former member of the board of governors of Chicago's Merchants & Manufacturers Club, Mr. Peterson is active in that organization, as well as in the American Legion.

TECHNICAL information on ground conductivity, effect of terrain on transmission and tests of various types of equipment was sought by a College of the Pacific radio crew, on a mobile tour March 18-22.
HAT CONTEST ● ● ●

WWOD Lynchburg, Va., conducted contest for Woods Bros. Coffee Co. in connection with firm’s program, Breakfast at the Pony, heard on state network basis. Hats entered in contest could be made out of any material, only requirement being that H & C Coffee bag had to be used as base. Don Jarvis, program manager, judged entries.

EYE OPENING SERIES ● ● ●


THE MUTUAL GAIN ● ● ●

MBS last week placed full-page advertisement in New York Times; sent richly decorated Valentine mailing piece to 7,000 advertising and agency executives, and used space in trade publications for Valentine’s Day message pointing out that network’s average for commercial programs had gained 10% in number of homes listening from December 1949 to December 1950. Advertising theme was based on Nielsen average audience data, and Mutual said that it was only network to show such a gain in audience.

ALL AROUND CALENDAR ● ● ●

ASSOCIATED Program Service has issued APS Program, Promotion and Merchandising Calendar for 1951, listing all important merchandising events, special days and weeks, birthdays of noted personalities, events, noting daily 13-week expiration dates and mentioning special APS programs tying in with various times and dates. Calendar is part of overall sales, field service and merchandising plan developed by Maurice B. Mitchell, vice president and general manager of APS division of Muzak Corp.

COLLEGE SHOWCASE ● ● ●

WMZQ Macon, Ga., Georgia College Showcase, Sun., 2:23 p.m., Macon Kraft Co. (wood pulp processor.) Series designed to foster better understanding and appreciation of various colleges in area. Featured live broadcast Feb. 11 from Wesleyan College Conservatory Chapel, including 100-voice glee club.

LOW COST OFFER ● ● ●

WMQ Chicago offered sponsors special radio bargain last week. Sales Manager Howdee Meyers pinned price tag of $85.95 on five-minute news package, complete with announcer. The show, aired six days weekly, 7:55-8 a.m., is sponsored by Talman Federal Savings & Loan, on week days, when News Chief Bill Ray handles news-casting chores. The Saturday slot, still available, was given benefit of “cut-rate.”

INDIAN SHOW ● ● ●

KPIX (TV) San Francisco, Powow Indians, Wed., 4:45 p.m., West Coast Soap Co., San Francisco (Powow Cleaners), featuring Staff for Regis as Chief Powow and Kenton King as Chief Powie. Six children chosen each week to visit Chief Powow and tribe on “Indian reservations” and participate in dances, stories and games. Glenn Heyward, ventriloquist, and his dummy, Pale Face Pat, are featured on show.

SHOES FOR BABIES ● ● ●

WGY Schenectady, Feb. 5, extended Disc Jockey Earle Pudney’s morning show, due to popular demand. To observe new addition, station giving shoes to every baby born in WGY’s listening area. Each name submitted will be enrolled in “WGY Stork Set” with booties and card of congratulations going personally from Mr. Pudney. Shoes supplied by Ed White Shoe Co., Paragould, Ark.

WDTV (TV) SALUTE ● ● ●

WDTV (TV) Pittsburgh opened its studio facilities to a Sea Scout division for live demonstration Feb. 8, when station’s public service department saluted 41st anniversary of Boy Scouts of America. Victor Skaggs directed show. Kathy Rosser was coordinator.

GETTING READY ● ● ●

WNAX Yankton broadcasting informational series of public service announcements based on government publication Survival Under Atomic Attack. Twenty-four one-minute lectures covering various phases will be presented over four week period.

‘A GUY NAMED JOE’ ● ● ●

WARD Johnstown, Pa., sending advertisers promotion booklet entitled “A Guy Named Joe,” plug its star personality, Joe Cavanaugh. Booklet gives information on his program, The Joe Cavanaugh Show. Each page has different picture of Mr. Cavanaugh during local shows or promotions. Back has rate card and map showing station coverage.

KOREAN VETS SPEAK ● ● ●

VETERANS of the Korean and other overseas campaigns were heard Feb. 11 on a new program, Your Serviceman Speaks, over WTOP Washington. Taped interviews made at hospital beds furnish source material. American Building Assn. sponsors new Sunday program through Mellor & Wallace Agency. Dick Powell is producer for WTOP. Ted Lingo tapes interviews and serves as emcee.

THE DRAFT ● ● ●

WAAAM (TV) Baltimore, Lawyer’s Briefcase, Feb. 18, discussed sub- ject of “Who and When in Current Draft Legislation.” State director of selective service and two local young attorneys discuss the present draft situation. All prospects for persons covered by current law we’re to be discussed, as well as outlook for future changes in the law.

FOOTBALL CLINIC ● ● ●

WCOJ Coatesville, Pa., plans delayed broadcasts of football clinic beginning there today (Feb. 19). For second year, broadcasts will be sponsored by Lukens Athletic League. Coaches Paul Bryant, Kentucky U.; Charlie Caldwell, Princeton; Frank Kavanagh, Cornell, and many others are scheduled to participate.

immediate revenue produced with special promotions

23 years of service to the broadcasting industry

HOWARD J. McCOlLISTER COMPANY

66 ACACIA DRIVE

ATHERTON, CALIFORNIA

DAVENPORT 3-3061

23 years of service to the
broadcasting industry

experienced sales
personnel will sell community
programs throughout
your coverage area

sells

beer & wine!

LANG-WORTH FEATURES PROGR...

110 W. 57TH STREET NEW YORK 19, N. Y.

BROADCASTING ● Telecasting

February 19, 1951 ● Page 77
Tuned By Ear

AT THE SOUND of the metronome—listeners know they're tuned in to WDRC Hartford. The station goes on the air officially at 6:30 a.m., but while the engineers are warming up the transmitter about 6:15 a.m., a metronome begins ticking away.

THE DOOR'S WIDE OPEN
TO
NEW ORLEANS'
LUCRATIVE NEGRO MARKET

Reach more than 1/2 million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

600KC. "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
JOHN E. PEARSON CO.
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

CARYL COLEMAN, freelance radio and motion pictures writer in L. A., to Photo & Sound Production, S. F., as radio and TV director.

JOHN BALCH, assistant to director of relations. Video at J. M. Mathes Inc., N. Y., to staff Asst. of National Advertisers Inc., N. Y., as editor of weekly newsletter for newsmen by radio.

COFFIN, COOPER & CLAY Inc. announces additional organizations have signed for San Francisco Tele-Que television audience rating service. They are: KGO-TV; Abbott-Kimball Co. and BBDO, advertising agencies; Hoffman Radio Corp., all San Francisco.

PHILIP VON LADAU, special analysis coordinator in radio-television division A. C. Nielsen Co., Chicago, to Nielsen client service staff.

LANNON, ROMAN & THOMPSON Inc. taking over wholly by J. A. LANNON Inc. to conduct creative service. Mr. Lannon was art director on Lucky Strike account when it was handled by Foote, Cone & Belding.


Equipment...

W. L. ROTHBERGER, assistant general sales manager RCA Tube Dept., appointed manager of sales operations. L. J. BATTAGLIA, assistant to renewal sales manager, appointed manager of renewal sales field force. L. R. LEBERAN, manager of sales administration for Tube Dept., named manager of sales administration. G. C. BREWSTER appointed manager of sales planning section, and M. H. STOECKER named manager of production distribution. JULIUS HABEL, advertising and sales promotion director for all RCA technical-products, will, in addition, be acting manager of advertising and public relations for Tube Dept. LAWRENCE LEKASHMAN, assistant to advertising manager, appointed manager of advertising and sales promotion section, reporting to Mr. Habel. HOWARD S. GWINNE appointed assistant to general relations manager.

JOHN S. MILLS, Stromberg-Carlson, Rochester, N. Y., elected vice president in charge of production Tele-Tone Radio Corp., N. Y.

GENERAL ELECTRIC Co. Owesboro, Ky., has under construction $2 million additional facilities for manufacture of electron tubes.

SIMPSON ELECTRIC Co., Chicago, producing new type oscilloscope, Model 476 "Mirrorscope," designed to save space on testing benches.

ALIRED ARTS

RCA VICTOR, Camden, N. J., has established Specialized Employment Division, with responsibility for supervising and coordinating program to develop job opportunities for present employees seeking experienced engineering personnel. ROBERT E. MCKISTON, veteran personnel administrator, has been appointed manager of the new division.

CLAROSTAT MFG. Co. Inc., Dover, N. H., has developed new precision-buit potentiometer. It has tapered winding held to tolerance of plus-minus 11/4% tolerance measured at 10 test points. Mechanical tolerances reportedly are held as close as plus-minus 0.00025 inch.

J. BERKELEY DAVIS, manager, General Electric's receiving tube division, Owosso, N. Y., has accepted commendation plaque on behalf of division employees. Plaque was given by leading U. S. airlines. Presentation made by F. C. Dyer, vice president of engineering for Aeronautical Radio Inc.

SUN RADIO & ELECTRONICS Co., Inc., N. Y., announces 3-speed stereo model with a completely self-contained 3-speed phonograph. Standard model equipped with Automatic LQ-D wide range crystal pickup, while second model equipped with G. E. BPX-050 triple crystal cartridge and built-in G. E. UPX-003 pre-amplifier. Corporation also announced new 132-page catalog of radio-television-electronics components available from its offices, 122-124 Duane St., N. Y.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces development of new studio picture monitor Model M-104. It reportedly features high resolution in excess of 500 lines; 18" kinescope; excellent vertical and horizontal linearity; lightness of weight, and a minimum of maintenance.

PLCO-MASTER Corp., 541 Madison Ave., N. Y., now distributing Harmonic Record Library of mood, bridge and background music. Catalog free on request.

PHILCO Corp., Philadelphia, has announced new expanded program of factory supervised service on all its products, it was announced by Henry T. Amsden, Jr., vice president, quality and service.

IRE CONFERENCE
Fink and Sterling Slated
KEYNOTE address by Donald G. Fink, editor of Electronics magazine, on the "New Frontier in Electronics" is scheduled for the Western Conference of the Institute of Radio Engineers to be held April 20-21 on the Southern Methodist U. campus in Dallas, Tex. [BROADCASTING • TELECASTING, Dec. 4, 1956]. Also scheduled to speak is FCC Comr. George Sterling.

Tweleve technical papers will be read by leading authorities, including Dr. Cornelius Lonczos, National Bureau of Standards, Institute of Numerical Analysis, U. of California, who will speak on the "Radiation of a Cylindrical Antenna." Also to be featured is a large engineering exposition where many of the newest developments in radio and electronics will be displayed.

Technical...

JOHN GASKIN appointed studio technician WMTY Charleston, S. C.

CHARLES H. COLMAN, technical director KECA-TV Hollywood, leaves March 6 for duty with Air Corps in communications and radar.

RAY KUBLY appointed chief engi- 
eering KXST San Diego. Calif., 
replacing GENE FARNSELL, now with KPQA Honolulu.

MICHAEL KONICHIK, chief engineer WPTI Pittsburgh, father of boy.

CHARLES E. HASTINGS, Hampton, Va., named new chairman of North Carolina-Virginia section of Institute of Radio Engineers, succeeding C. M. Smith, Winston-Salem. Other new officers are Victor R. Carnes, Raleigh, vice chairman; and Philip F. Hedrick, Winston-Salem, secretary-treasurer.

Facsimile Course

DAILY transmission of a facsimile newspaper, carrying news from one part of the campus to another, is one of the features highlighting a new radio production by the radio now being offered by the journalism division of Emory U., Atlanta, Ga. Students who produce the radio newspaper obtain valuable experience in editing, makeup and "writing under pressure," according to Milton Krueger, university instructor. Course was made possible by the Atlanta Journal (WSB-AM-FM-TV), which donated the facsimile equipment.

NEW NEARLY 30 YEARS
E. ROLAND HARRIMAN (1), national chairman of the American Red Cross, realizes the value of radio to the upcoming funds drive. Here, Mr. Harriman is interviewed over KGW by announcer-producer, Von Haefen. A New York banker, and president of the Union Pacific Railroad, Mr. Harriman is appointed president of the American Red Cross to succeed Gen. George C. Marshall, who resigned to become Secretary of Defense.

All Accounts

(Continued from page 12)

Mr. Von Zehle has built his agency into an imposing entity. A few of his accounts include the Brotherhood of Railway Trainmen, Pluto Water and Romans Ravioli.

Mr. Von Zehle also operates a subsidiary firm known as Package Shows Inc. He personally produces one of its programs, "It's In the Bag," on the DuMont Television Network.

The Von Zeblings—she is the former Dorothy Benson, an ex-model and actress—have been married since Oct. 17, 1947. They live in Manhattan.

Sailing is Mr. Von Zehle's favorite hobby. He owns a 76-foot schooner called Tondelayo, which sleeps 10 people.

PHILADELPHIA Fire Department's new two-way mobile radio communications system KGB-476, was placed in operation Feb. 13. Mayor Bernard Samuel officially threw switch that put RCA Victor engineered and built station on air. It is designed as one of the key measures in city's civilian defense set-up.

BROADCASTING • Telecasting

‘TOO MUCH ADVERTISING?'

Kleppner Answers Ad Budget Critics

In the lifeblood of U. S. economy, advertising encourages incentive, assures the consumer of a quality buy and tells him so in the fastest way possible.

That is the way Otto Kleppner, part-owner of The Kleppner Co., New York advertising agency, answers the question, "Is There Too Much Advertising?", title of his article printed in Harper's Feb.

In a scholarly approach, Mr. Kleppner counterpoints repeated criticisms lodged against national advertisers, objections heard more often now because of the defense economy.

Most basic objection, Mr. Kleppner says, is the claim that national advertising echoes the clamor of competitors who "merely swap customers . . . at the customers expense."

Actually, according to the author, advertising goes further than that. The basic value of advertising, Mr. Kleppner believes, is that a maker tells of some development affecting the quality, price, design, packaging or special flavor of his product. He goes on to show how "there has been a growth of values of all products in a [given] field today, compared with those of some years ago."

"Fastest Way"

Advertising is the fastest way of telling many people about these developments at the lowest cost per message. Mass communication is as important to our economy as is mass production. That it is available on a nationwide scale to anyone with a price of an . . . advertisement, and not merely to government bureaus or state trusts, is evidence of democracy at work," Mr. Kleppner writes.

Another charge is that "product differentials" breed monopolies. He answers that to take away a man's right to be known for the quality of the product he offers to the public and deny him benefits of being recognized for an improve-

ment in the product, is to reduce incentive to make further improvements. "It is just as important to preserve this incentive, as it is to provide a way in which an individual can discover the products available to him."

Any curtailment or limit on advertising expenditures, Mr. Kleppner observes, is to usurp the liberty of an individual to tell about his product.

"An advertiser must assume responsibility for what he says, but to curb how much he may say about his product when newspaper is available and radio and television stations have time, to sell is an invasion of freedom of speech."

Fraud in advertising is disproved point by point by Mr. Kleppner. He cites an FTC examination of over a million newspaper, magazine, radio and television advertisements, of which less than 3% were seen as possibly misleading. Referring to the "double your money back if not satisfied" guarantee, Mr. Kleppner opines "we could well ask that politicians and statesmen keep their promises nearly as well as do national advertisers."

He makes the salient point that "the more a man has invested in advertising his trade-marked product, the more will he protect his asset by guarding its quality. (The larger the advertising appropriation, the larger usually is the investment in product research and in quality control.)"

It is true, Mr. Kleppner says, that the consumer pays the cost of advertising as does he for everything else—but, the author asks, does he get more or less for his money because of that advertising?

According to Mr. Kleppner, the answer depends on whether advertising lowers production costs, reduces selling costs and what management does with resulting profits.

He notes that advertising helps reduce personal selling to the consumer, which is costly; that it enhances additional orders for the product thus increasing business volume which is needed to lower the cost of the product. How much the businessman decides to pass on to the consumer via the product and in what form it fits in with the function of advertising. That function "is to help create and distribute the better values a business offers in competition for the buyer's selection," Mr. Kleppner concludes.

Mr. Horace Hagedorn
Kleewetter Associates, Inc.
New York City

Dear Horace:

These boys at WCHS share done a job we 'potent' in for SHARE THE WAVE. WCHS, when he hit town for West Virginia, was the "big city" au-

phile packed with the best, but Peter Donald with several shore hit later thru the 'big city' in two weeks. "Mr. Hagedorn report shows that in this after-

hours when SHARE THE WAVE was on, WCHS has 61.5 percent of the audience—more than as much as 100 stations on there's five sta-

tion in town" Now ain't that something, Horace? Your show and your program on WCHS in Charleston is as dry as dust in a paper bag when march infinitesimal."

Mr. Burgman, who reportedly broadcast over a station located in Berlin while representing its origi-

nation point as in the Midwest, was convicted in November 1949 and later sentenced to federal prison for a 6-to-20 year term. He had listed nine exceptions in his latest appeal for reversal of the conviction.

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nation point as in the Midwest, was convicted in November 1949 and later sentenced to federal prison for a 6-to-20 year term. He had listed nine exceptions in his latest appeal for reversal of the conviction.
Dallas and enrolled in Southern Methodist U. Graduating with an A.B. in government, he became his university's candidate for a Rhodes scholarship. A vote of the candidates among themselves gave him the scholarship, but the judge had decided differently. So he stayed on a year teaching fellowship to take a degree of Master in Arts in government.

Leaving Southern Methodist in 1938, he entered Columbia U. Law School and earned an editorship of the Columbia Law Review before graduating in 1940. Admitted to the New York State Bar shortly thereafter, he joined the law firm of Sullivan & Cromwell in downtown New York; and remained there until 1942, gaining experience as a trial lawyer before the courts and before government bodies such as the Securities & Exchange Commission and the Federal Trade Commission.

With the advent of World War II, Mr. McDaniel was appointed special counsel to the late James V. Forrestal, then Under Secretary of Navy, and was later promoted to lieutenant (jg) of the Naval Reserve in 1942 and assigned to the Office of the general counsel of the Navy. Promoted in 1945 to lieutenant and to lieutenant commander, successively, Mr. McDaniel worked on procurement of aircraft for the Bureau of Aeronautics. In 1945 he was retired to inactive duty to become chairman of the Navy Board of Contract Appeals. At this time also he received an official commendation from Secretary of Navy Forrestal for his "unremitting efforts, astute judgment, and ability to handle an extraordinary volume of business" which the commendation said, had "contributed greatly to successful prosecution of contracts.

Mr. McDaniel left the Navy Board in January 1946 to become general counsel of RCA Communications Inc. In 1948 he was elected a vice president of RCA, where he served on the staff of the chairman of the board and the president. "I got glovered at when things go wrong in Washington," he says with a smile, by way of explaining that he was brought into RCA because of his trial experience to coordinate its legal and business relations with the federal government.

Unacquainted with the radio-television industry before joining RCA, Mr. McDaniel since has developed an extensive knowledge and interest in its affairs. Representing RCA Corporation and its affiliates, he has negotiated in South America and in Europe, where in 1948 he met with the International Telegraph Consultative Committee to plan for the World Telegraph Conference in Paris the following year.

Cites TV Future

Television in America, he believes, "has given us only a hint of what it will become. It has the greatest potentials, particularly as a force for democracy. Too often television is looked upon solely as a device for amusement. Actually it holds forth the prospect of an enormously wider and more intimate participation by the public in national affairs."

As RTMA's new president, Mr. McDaniel is hopeful of "contributing in some way toward making the radio-television industry as useful as possible in the national emergency." The civil defense authorities have called for the training of 20 million Americans in first aid. "How can this be done except by television?" he asks.

"It would be a great tragedy," Mr. McDaniel points out, "if increased costs and penalizing excise taxes should make television sets too expensive for the Louis Cy press without sets to buy." The federal government, he feels, instead of hindering production and ever-wider distribution of TV sets should "affirmatively sponsor" such developments.

Mr. McDaniel assumes his new office with a demonstrated capacity for solving intricate problems. While working on Navy aircraft contracts, he was credited with developing the incentive-type contract to replace the cost-plus-fixed fee type of contract. Effect of the new contract was to save the government millions; for example the cost of one type of airplane dropped from $70,000 to $35,000.

In 1942, Mr. McDaniel married Dorothy Sandlin of Dallas, well-known in light opera and concert fields, who has appeared on the Ford Sunday Evening Hour and in the Los Angeles Light Opera Assn., Paper Mill Playhouse and others. The McDaniel's have a house in Putnam County, Carmel, N. Y., and are members of the families who pursue hobbies of oil painting and occasional fresh-water bass fishing.

Other leisure interests of the new RTMA president include Columbia U. Law School, where he lectures occasionally, and the Ad- ministrative Law Committee of the New York Bar Assn. The committee's study of relations between independent radio companies and Congress particularly has absorbed his interest. The nightshirt has been replaced by the toga.

WWVP to Liberty

WWVP Vidalia, Ga., last Thursday was slated to affiliate with the Liberty Broadcasting System as the network's newest southeast Georgia outlet. WWVP also plans to carry baseball broadcasts during the 1961 season. Licensed to Vidalia Broadcasting Co., the station operates on 1450 kc with 250 w. Owners are M. F. Brice and B. E. Ledford. Howard G. Cilreath is general manager. KWIN Ashland and KFIR North Bend, Ore., also have signed as affiliates of Liberty.
WAGE-PRICE LINE
CED Urges New Program

A FOUR-POINT program for effective wage-price controls—accepting twin needs of increased production and checked civilian demand for goods and services—was urged last Tuesday by the Committee for Economic Development in a policy statement prepared by its Research and Policy Committee.

"Price and wage controls will not by themselves stem the tide of inflation," CED warned. "They deal with symptoms rather than with underlying causes. They can be helpful provided other steps are taken... They will be harmful if we are lullled into a false sense of security and fail to take... others.

In the policy statement, "Conditions Necessary for Effective Price-Wage Controls" (also see separate story), the committee suggests four-pronged approach to advocating: (1) Reduction of non-essential government expenditures; (2) a "sharp and prompt" tax increase; (3) check on expansion of bank credit, and (4) inauguration of a national savings program.

Evil Effects
"So long as the total demand for goods and services is greater than the supply, the evil effects of inflation will operate throughout the economy," CED asserts, tracing its expression in higher prices and wages, black markets, deterioration of goods, distortion of production distribution pattern, weakened efficiency and reduction of incentives.

Increasing production is essential though "not enough," the committee adds, suggesting the U. S. bring women and older men into the working force, lengthen the work week, expand output and improve productive techniques.

Regarding government expenditures, the committee recommends a "rigorous screening" to hold down waste of materials, manpower and money; at the same time taxes should be raised substantially to restrain consumers' expenditures as well as to increase revenues. Further and more extensive excise taxes, already proposed by the administration, "should be imposed," CED felt.

Other proposals:
(On bank credit)—"It is of the utmost importance that... power to check... expansion be used to reduce inflationary pressure... The contribution that (such a) monetary policy can make... and the holding down of the cost of the defense program is more important than the preservation of an existing pattern of interest rates in the security market.

(On savings)—"A national program of education is needed to bring home to our people their individual responsibility to save. As part of such a program we should enlist the cooperation of the leadership... in our communities... The program should be more than a drive for savings bonds—all forms of savings should be encouraged."

(National policy)—"We need a clear and consistent national policy... that will convince our people that our government is facing the realities of the situation... so that direct price and wage controls will have a reason-able chance of success.

With such a policy, the committee concludes, "we can then proceed first to live with controls and later, as production rises and demand is stabilized, to live without them."

Members of the Research and Policy Committee include Gardner Cowles, Des Moines Register and Tribune and Cowles Broadcasting Co. (KRNT Des Moines; WNAK Sioux City-Tyankton; WCOB Boston; Philip D. Reed, General Electric Co.; Philip Graham, Washington Post; WTOP-AM-TV-FM Washington); and Eric Johnston, ESA administrator.

SHOW TRAIN
WTIC, NBC Back Special Trip

NOW it's a Big Show "Show Train"—the first time the New Haven Railroad's run to New York was made for radio fans exclusively. WTIC Hartford and NBC cooperated with the railroad to supply passengers with free tickets to the Sunday night hour-and-a-half extravaganza at NBC's Center Theatre studios, scheduled for yesterday (Sunday).

More than 200 Big Show fans were to be aboard as the train left Hartford, and passengers who made reservations were to be picked up at nine cities along the way.

The Connecticut audience was to arrive at 4:25 p.m. in New York, in time to get to the Big Show studio at 5:30 for the performance at 6:7:30 p.m. The "Show Train" was scheduled to leave for home at 9:30 p.m. The Big Show "Show Train" idea was conceived by Anne Norman, radio-TV editor of the Hartford Times.

THE PHILADELPHIA INQUIRER has started complete TV and Radio Section, which will appear every Sunday. It will include entire week's pro-grams, description of programs and Inquirer's own column of TV news and criticism. The Philadelphia Evening Bulletin also has started special Sunday TV section.

KSWM
JOPLIN, MO
REACHES 446,600 PERSONS WHO SPEND...
$285,500,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline route to metropolitan centers. Graphic unduplicated CBS service to the KSWM market.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

February 19, 1951 * Page 81
CHURCH COUNCIL
Expands Broadcasting Unit
THREE specialists in the field of religious broadcasting were added to the staff of the Department of Broadcasting and Films of the National Council of Churches (formerly Protestant Radio Commission) last week.

Rev. Charles Schmitz, chairman of the Radio and TV Committee of the American Baptist Convention, has been named education director of the department. Dr. Schmitz will head planning and conducting of radio and TV workshops and institutes for the organization. Arthur Austin, former production director of NBC and Compton Adv., New York, has been appointed special events director to develop special radio and TV programming concerned with religious activities. Richard M. Gray, British TV and film director, has joined the department to handle special production assignments.

Rev. Gold Cleary, former special events director with Protestant Radio Commission, has resigned to return to the parish ministry, it was also announced.

GEORGIA PRESS
Ethridge to Address Meet
A HOST of distinguished speakers, including Mark Ethridge, publisher of the Courier-Journal and Louisville Times (WHAS-AM-TV), has been announced for the 23rd annual Georgia Press Institute to be held on the U of Georgia campus Feb. 21-24.

Other prominent speakers scheduled for the Institute are Jonathan Daniels, editor of the Raleigh News and Observer (WNAO-AM-FM); Edward Weeks, editor of the Atlanta Monthly; Sylvia Porter, syndicated financial columnist; Ernest Vacarro, AP White House correspondent; Grant Wilson, general manager, American News Paper Publishers Assn.; Robert Low, assistant to the publisher of Life, and Robert Brown, editor of the Columbus Ledger and Sunday Ledger-Enquirer.

WGES
Chicago, Ill.

USE MAGNECORDER
PROFESSIONAL TAPE RECORDERS

PT58-A shown has 3 separate heads—monitors from the tape. Unit selection permits portable or rack mount operation.

Write MAGNECORDER, Inc.
310 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5202
P. O. Box 7037
Kansas City, Mo.

FEBRUARY 9 TO FEBRUARY 15

CP-construction permit
DA-directional antenna
EM-effective radiated power
STL-studio-transmitter link
synchron., synchronous
STA-special temporary authorization
C---condition grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 9 Applications...

ACCEP TED FOR FILING
CP Amended
WKDZ Muscle Shoals, Ala.—CP to change power from 5 kW-1 to 5 kW-1 and AMEND-claim request to 5 kW-1 D-1 kw-DA.

Modifications of CP

KSCJ-FM Kansas City, Iowa—Mod. CP new FM station for extension of coverage.

APPLICATIONS RETURNED

WLDB DeKalb, Ill.—RETURNED application for reassignment of control of DeKalb Radio Stations Inc. licensee, by Theodore A. Lane; EFC ROUNDUP, Feb. 5.

Alma, Mich.—RETURNED application for assignment of license from Alma Beigie Co., Inc., to WYFC Roundup, Feb. 5.

KSJJ Gladewater, Tex.—RETURNED request for CP to change from 140 kw to 1 kw D-1 3000 kcs.

MEETINGS SET

By Electrical Engineers

H. H. HENLINE, secretary, American Institute of Electrical Engineers, has announced three district meetings to precede the summer general meeting of the institute in Toronto, Canada, June 25-29.

Southern district meeting is scheduled April 11-13 at Miami Beach, Fla. Included are Kentucky, Tennessee, North Carolina, South Carolina, Louisiana, Missouri, Arkansas, Texas and Florida.

Northwestern district will convene May 2-4 in Syracuse, N. Y., with engineers and scientists from New York, Vermont, New Hampshire, Connecticut, Massachusetts, Rhode Island and Maine.

The Great Lakes District meeting, May 17-19 in Madison, Wis., will bring together delegates from Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, North Dakota and a large portion of South Dakota.

FEBRUARY 12 Decisions...

ACTION ON MOTIONS

By Comr. Ross H. Hyde
WLCK Campbellsville, Ky.—Granted continuance of hearing from Feb. 19 to Mar. 12, re its application and that of Clark-Montgomery Broadcasting, Inc., to change call letters and type of programming.

White Oak, Kan.—Granted to intervene in hearing April 26 re applications of WKBZ, Leavenworth, Kan., and WKPR-Pulaski, Tenn., to change call letters and type of programming.

KHCJ El Paso, Tex.—Denied without prejudice of application for mod. CP.

By Examiner J. D. Bond
KBDJ Deadwood, S. D.—Granted continuance of hearing from Feb. 6 to Mar. 19 and that of Minnesota Valley Broadcasters Assn., Inc., to change call letters and type of programming.

By Examiner Elizabeth M. Eximian

WPAQ Mount Airy, N. C.—Denied as moot petition requesting severance, removal from hearing docket, and immediate grant of new application.

WMOR-AM-PM Atlanta, Ga.—Denied, because at the time of filing, the applicant does not have license to change requesting severance, removal from hearing docket, and immediate grant of new application.

WBMA-AM-PM Cleveland, Ohio—Denied, because the applicant does not have license to change requesting severance, removal from hearing docket, and immediate grant of new application.

By Examiner Theodore H. Kukla
KBLC-AM-PM Longview, Tex.—Granted in part motion that further rehearing application be continued from Feb. 12 to Feb. 20.

By Examiner Fannye N. Litzin
FCC General Counsel—Granted in part petition for correction of transcript, to examine radio Bcstg. applications for WBCF Boston and KQA Denver, and application of WZKW Albany, N. Y.

February 13 Decisions...

BY THE COMMISSION

CP to Replace CP
WDPR Benton, Ill.—Granted CP to replace expired CP in change of call letters and type of programming.

CPs for AM new stations

KQBQ Beaver Dam, Wis.—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

KBBH-KBBR Des Moines, Iowa—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

BY THE SECRETARY

KBRK-AM-PM Santa Barbara, Calif.—Granted voluntary assignment of license to American Radio Broadcasting Co., new partnership of same name, through transfer of property in association with J. H. B. Stars, Chicago.

KRKL-AM-PM Lewiston, Idaho—Granted CP to replace expired CP in change of call letters, type of programming, and Division.

KBBH-KBBR Des Moines, Iowa—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

KBBH-AM-PM Des Moines, Iowa— Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

KBBH-KBBR Des Moines, Iowa—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

KBBH-AM-PM Des Moines, Iowa—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

KBBH-KBBR Des Moines, Iowa—Granted construction permits for construction of AM station for 90 days from Feb. 3 to operate trans. at temporary location with 5 kw.

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
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1359 Wisconsin Ave., N. W.
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26 Years Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for expertise

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710 14th St., N.W. - Metropoliton 4477
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WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

McIntosh & Inglis
319 BOND BLDG. REPUBLIC 2151
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JOHN C. HUTCHESON
1100 W. ABBAM ST. AR 4-8721
ARLINGTON, TEXAS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1320 Washington 6, D. C.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
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RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C.
Member AFCCE*

Kear & Kennedy
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON, D. C.
Member AFCCE*

WEDEON & CARR
WASHINGTON, D. C.
1065 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Wood St.
4742 W. Ruffner
Member AFCCE*

Lynne C. Smeby
"Registered Professional Engineer"
920 13th St., N. W.
EX. 8073
Washington 5, D. C.

GUY C. HUTCHESON
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

February 14 Applications...

WOPA-FM Oak Park, Ill.—Granted license new FM ch. 272 (102.3 mc) 1 kw.
WWDJ Montevale, Ala.—Granted mod. CP to change trans.
KIRI Honolulu—Granted mod. CP for extension of completion date to 4-3-18.
WPAB Seattle, Wash.—Granted license new FM station ch.

February 13 Applications...

NETWORKING ACPplication for FILING
License for CP
KEME Boise, Idaho—License for CP change frequency, power etc.
KTBW Emperata, Kan.—License for CP new trans. etc.

APPLICATION TO AMEND
WBEN-TV Buffalo, N. Y.—Application to AMEND CP new FM station to request change in ERP from 16.2 kw in 10.2 kw at 0.2 kw. CP no.

APPLICATION RETURNED
KFET Lamesa, Tex.—RETURNED application for voluntary assignment of license to new partnership.

8: WAB-L FM Arlington, Va., to 3-31: WEPFM-M Martinsburg, W. Va., to 6-30: WRLB-W Columbus, Ga., to 8-1; WCCH Greenwich, Conn., to 4-8; KKKF Festus, Mo., to 3-25.
KOEI Oskaw, Iowa—Granted license for new AM station 500 kc 500 w DA.
WMDB Peoria, Ill.—Granted license for increase in night power, install new trans. and DA etc. 1470 kc 5 kw DA 2 units.
RKCJ Spencer, Iowa—Granted license install new trans.
KRMG Tulsa, Okla.—Granted license for increase in night power, install new trans. cond. (740 kc 50 kw 25 kw—N.B.)
WWFY Pickaway, Minn.—Granted mod. CP to change trans.
KVUL Lafayette, La.—Granted license for change in frequency, power etc. (1320 kc 1 kw DA N unit.)

BROADCASTING • Telecasting
Help Wanted

Classified Advertisements

Help Wanted

Managerial

North Carolina station wants manager, plus commercial sales ability. Must be available immediately. Good opportunity for right person. Good record, no bad habits. Box 802H, BROADCASTING.

Sales manager western New York full-time regional station. Large market. Submit resume and picture. Box 838H, BROADCASTING.

Stanton manager-salesman wanted 250 watt network station. Attractive New England single station market. Want experience and good sales ability. Call Bob Zander at a local station operation, interested in career opportunity in a pleasant community. Starting pay $400 plus commission. Box 796H, BROADCASTING.

Manager, thoroughly experienced, strong on sales and sales management to direct established morning drive program, 2400 watt independent. Very good production area. Also desires Regional Sales Manager. Must be available immediately. Write Bob Foster, Manager, Box 838H, BROADCASTING.

Sales

Salesman: Pennsylvania independent operator needs capable salesman who can produce! Network affiliate. Only station in prosperous market. Send all details, photo, salary expected. Answer in confidence. KJFR, Miles City, Montana.

Twelve to twenty-five percent is yours by cutting 2000 on west coast network affiliate. Guarantee. Box 866H, BROADCASTING.

Time salesman: Good deal for man who can produce! Network affiliate. Only station in prosperous market. Send all details, photo, salary expected. Answer in confidence. KRJF, Miles City, Montana.

Experienced salesman wanted. We want a top man and will pay accordingly for excellent sales. An excellent opportunity for a capable experienced salesman. Write RR 1, Box 100H, BROADCASTING.

New Hampshire's fastest growing station, WKSR, Manchester, has openings for experiencedatisfactory salesman. Good market with big potential where work can be done. Salary plus commission. Must have car and use it. Write KKSR, Manchester, New Hampshire.

Small market in Florida, WORZ, a progressive NBC station in Orlando, Florida offers permanent, excellent opportunity to a capable experienced salesman. Requirements: Initiative and ambition. Contact immediately.

Progressive station in Virginia's largest market in Market Manager position. Salary, background and disc experience. Apply Box 777H, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer, long established commercial station in Midwestern state. Many openings for weekend and light weekend auditions for April 1st. Graduates preferred. Talent, voice training and serious interest in broadcasting and photo, to Box 726H, BROADCASTING.

CBS affiliate in large midwestern market requires experienced, experienced and qualified and status. Box 838H, BROADCASTING.

Wanted: Combination announcer-engineer, immediate opening, South Dakota. Box 837H, BROADCASTING.

Morning combo man to do news and traffic, 2500 watt drive program. Must have good voice, open five short hours, send full particulars or apply in person. Box 859H, BROADCASTING.

Experienced announcer with first class license, fifteen years experience. Good voice, appearance, experience, salary reasonable. Box 838H, BROADCASTING.

Wanted immediately. Two announcers with first class licenses and status to work 2000 watt time. Excellent opening. Box 859H, BROADCASTING.

Announcer-engineer. Experience on announcing. Good salary. Car necessary. Box 888H, BROADCASTING.

Excellent opening on established station in the middle west. Good working conditions. Excellent salary. Box 860H, BROADCASTING.

Announcer, ticket. One year experience. Must have license, as part time. Experience in six months. J. B. Menke, KHDB, Detroit, Michigan.

Wanted 250 watt local independent. Permanent, good working, living conditions. Box 870H, BROADCASTING.

Wanted by small market station in Hawaii, two experienced announcers with first class licenses. Good working conditions. Pay and status. Box 871H, BROADCASTING.

Wanted, for station soon to go fulltime. Need two announcers, one experienced and one with training. Send resume and pay. Hammond organ. KTTB, Tyler, Texas.

Exempt announcer-engineer. Going up in a very progressive and fast growing station. Interview necessary. Stu Sanders, Manager, KWIN, Boise, Idaho.

Two experienced two-way announcers for 250 watt drive time only. Immediate openings. Send disc, photo, WAPP, Box 604, McComb, Mississippi.

Experienced, draft exempt announcer-engineer wanted by large market, 250 watt FM station. Good pay, real opportunity. Must be available immediately. WIBO. Forest City, N. C.


Production-Programming, others

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity for qualified experienced writer. Rush sample copy, qualifications. Box 751H, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer for 1000 watt daytime drive program. Box 807H, BROADCASTING.

Reference. Immediately.

Wanted: A good morning and good straight announcer. Reply immediately to Manager, WDBL, Springfield, Tenn.

Combination announcer-engineer, first phone license, with emphasis on announcing and good status. Starter $850. ABC affiliate carrying CBS, NBC, ABC. Send time, references, photo to Manager, WDBL.

Wanted: Top radio station, local station, 1000 watt drive program. Good opportunity. Factory paid. Box 781H, BROADCASTING.

Midwestern TV station wants thoroughly experienced, aggressive TV time salesman, with drive imagination. Unlimited opportunity. Photograph and character experience. KVTU, Tulsa, Oklahoma.

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management. Excellent character and references, available reasonable notice. Prefer managerial. Box 860H, BROADCASTING.

Twenty years of constructive radio background as commercial manager. With the very best of references as to character and salesmanship. Seeks job as manager or general manager of substantial station. Married, 45 years of age. Box 870H, BROADCASTING.

Commercial manager. Has held fourth station in 100,000 watt market within past 18 months and looks forward to the same. In good standing with the SHJ, local and national organizations and salesmen for a number of years. Has enjoyed success and offers interesting, open position. Box 860H, BROADCASTING.

Manager, sales manager. Two years of experience on top fourth station in 100,000 watt market within past 24 months. Interests and contacts, plus 10 years, both metropolitan and small market requires good character and public background, having managed and sold out the two stations. Desires mid- west, or west coast location. Complete information as to character and business negotiations held confidential. Write Manager, WKBR, 1550 West 25th Street, Kansas City, Missouri.

Five years successful independent sta- tion managerial experience. Strong on sales, production and news. Mind and announce a real worker. Box 868H, BROADCASTING.

Commercial manager. Now employed 250 watt midwest station. College background, five years experience. Excellent sales record in large market. Draft exempt. Write Box 845H, BROADCASTING.

Manager-chief engineer-experience 20 years radio. Married, 41, children. Soup, only. Box 862H, BROADCASTING.

Manager at present directing two stations in separate regions. Desires to locate with station offering pleasant living atmosphere. Eight to 12 years background. Family man, sober, and contented. Top money, total draft exempt. Salary plus perks. Box 867H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 862H, BROADCASTING.

Management. Now employed with twenty years experience radio and television with opportunity to build up and get results for a well known and respected leader. Box 870H, BROADCASTING.

Sales manager currently in AM-TV operation wants similar connection with larger AM or TV operation. Experience in radio, TV, for many years. Experience public relations, sales, sales meetings, etc. Also interested in radio station manager set-up. Good national contacts. Address or phone: E. M. REWETT, 686H, BROADCASTING.

Manager, executive placement service has several experienced, well qualified managers. Also have several of the best present managers. These men have been carefully investi- gated and placed in successful stations. Box 875H, BROADCASTING.

Some station needs me in some capac- ity, manager or management. Sales, programming, production, MC and morning drive. Need to secure public service. Director, ABC Central Division. Vice-President, Central Division of Gressevek Broadcasting System. Robert B. White, 2506 Sheridan Rd., Chi- cago, Illinois.

Announcer: Presently employed PD. Small operation desires change, benn- ed cost conscious. Will travel. Box 885H, BROADCASTING.

Radio newsman, 30, now employed, wants change of scene, new challenges. Veteran, 8 years experience (newspaper and radio) to- tal 15 years. Box 889H, BROADCASTING.

A-1 announcer, emcee, program director, over all phases. Excellent references. Box 890H, BROADCASTING.

Announcer: Two years experience draft exempt. Handle all types of shows. Good on news, sports, disc shows. Operate both rewrited voices, references. Box 892H, BROADCASTING.

Experienced announcer all phases, mar- ried, draft exempt, employed, desires personal, collegiate graduate, future. Box 898H, BROADCASTING.

Announcer-saleman, pleasing voice, sales ability. Will travel. Married. Box 894H, BROADCASTING.

Announcer, MC, actor. Experienced club work, TV, radio, in New York City. Desires expansion or change in new- morning man, audience participation. "Live box." Box 55H, BROADCASTING.


Topology baseball announcer available because sponsor lost bid. Midwest References. Box 824H, BROADCASTING.

No claim to fame. No specialist. Just staff announcer with four years experi- ence. Draft exempt. Now located in eastern territory. Box 858H, BROADCASTING.

Announcer: 28, draft exempt- vet. 7 years experience news. DJ, staff. Hand- le any console. Currently announcer, program director metropolitan inde- pendent station. Six years experience available immediately. Box 859H, BROADCASTING.


Announcer available. Experienced all phases radio and television. Ten years background. Experienced, full time, in broadcasting. Disc jockey, references available. Box 865H, BROADCASTING.

Announcer, Tolin, age 52, experienced play-by-play sportscaster. 22, college graduate, vet, married, draft exempt. Box 866H, BROADCASTING.

Announcer-program director, 1000 watt southern station, desires opportunity permanent change and advancement out of south. Formerly instructor speech and radio. Experienced in all aspects of the equipment. Married. Hard worker. Box 867H, BROADCASTING.

Sports announcing and play-by-play positions available in major eastern stations. Desires play-by-play, television and radio work. Box 868H, BROADCASTING.

Announced,va 46 is but on for competi- tion. Interested in, able to excel in live and recreated play-by-play positions available. Box 869H, BROADCASTING.

Experienced announcer. Two years' experience, two years in major sports. Experienced play-by-play sportscaster. 22, college graduate, vet, married, draft exempt. Box 866H, BROADCASTING.

Announcer-program director, 1000 watt southern station, desires opportunity permanent change and advancement out of south. Formerly instructor speech and radio. Experienced in all aspects of the equipment. Married. Hard worker. Box 867H, BROADCASTING.

Experienced announcer: Sports play-by-play, Staff announcing and sales work. Experienced. Very much interested in, capable of making complete, full use of, radio, television. Have excellent references. Box 864H, BROADCASTING.

Announcer available. Experienced all phases radio and television. Ten years background. Experienced, full time, in broadcasting. Disc jockey, references available. Box 865H, BROADCASTING.

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Announcer-program director, 1000 watt southern station, desires opportunity permanent change and advancement out of south. Formerly instructor speech and radio. Experienced in all aspects of the equipment. Married. Hard worker. Box 867H, BROADCASTING.

Experienced announcer: Sports play-by-play, Staff announcing and sales work. Experienced. Very much interested in, capable of making complete, full use of, radio, television. Have excellent references. Box 864H, BROADCASTING.

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PRODUCER •

**Federal Electric**

Located in Lancaster, Pa., this well-established, thriving, and highly progressive station is available. Full details may be obtained by writing or telephoning Mr. W. A. Moffett, public relations director; W. H. Case, senior vice president in charge of eastern operations, New York office; Mr. Ewald and Mr. Rothman. Many floral and telephone greetings also were received by the company’s officials.

**Situations Wanted**

Managerial

**COULD YOU USE A GOOD MAN?**

If your station is located in the midwest... or if it, or a controlling interest is for sale... or, if you’re looking for a manager with 20 years fully rounded radio experience, then I’m available for your consideration. Write, wire or phone.

John D. Hymes

632 State St.

Lancaster, Pa.

**Experienced Manager available**

**OPPORTUNITY**

For men with experience as radio announcers.

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your mental training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for envelope information. Please give personal details. All replies confidential.

**BOX 661H, BROADCASTING**

A REVIEW OF THE TWO-ACRE HISTORY as one of Detroit’s oldest and largest advertising agencies and a toast to television and other “new horizons” for advertising highlighted the 40th anniversary celebration of the Campbell-Ewald Co. in Detroit Feb. 6.

Attending the celebration, held in the Statler Hotel, were more than 300 employees of the company, including representatives from the agency’s five branch offices.

Henry T. Ewald, agency president, outlined the company’s future plans, expressing optimism over the immediate future of business because of the country’s greater capacity and facilities for producing armament in the present emergency.

The agency’s 40-year history was traced in slides, running commentaries, recounting of outstanding achievements and honors the company has received throughout its existence.

**Cites Letters**

Mr. Ewald acknowledged thousands of congratulatory telegrams and letters, some of them stressing the growth of the agency in relation to that of the automotive industry. Campbell-Ewald today has over 400 employees on its payroll in six cities—Detroit, New York, Chicago, Los Angeles, San Francisco and Atlanta—and boasts billings of over a half billion dollars over a 40-year period.

The company’s role in the automotive picture was likened to that now emerging in its relationship to the television field, which Mr. Ewald cited as an example of “new horizons.”

“Campbell-Ewald’s 40 years of accumulated skills are at work carving out a future in this exciting new industry just as the agency did in the automotive industry,” he asserted.

A transcription voiced by H. G. Little, executive vice president, and aired prior to Mr. Ewald’s talk, viewed the future of the agency, of advertising and the country with rose-hued optimism.

Other sessions included talks by 16 department heads who explained the functions of their departments in the overall operation plan of the agency. E. E. Rothman, vice president and general manager, served as moderator.

Another was devoted to prizes awarded by Mr. Ewald to members of the organization for outstanding service, essays, company advertisements and symbols in the 40th anniversary contest; for perfect employee attendance in 1960 and for those veterans who have served 25 years with the company.

A reception and dinner were held in the Grand Ballroom after the afternoon sessions.

Campbell-Ewald was founded in 1911 by Mr. Ewald and Frank J. Campbell. Since 1922 it has served as the agency for Chevrolet Div. of General Motors, heavy user of radio and TV and one of the largest single advertisers in the industry.

**CATHOLIC MEET**

**Radio-TV Trends on Agenda**

SPECIAL emphasis on new trends in radio and TV will be the keynote of the Annual Summer Convention of the Catholic Broadcasters Assn. to be held at Seton Hall U., South Orange, N. J. All Catholic radio-TV workers, whether clergy or laity, are invited to attend. The date has not yet been set.

The Rev. Thomas J. Gilhooley, head of Seton’s speech and radio department, and Lewis Arnold Jr., member of the radio staff, are official hosts and convention leaders. Those interested are invited to send their names and addresses to the association at P. O. Box 1873, Wilmington, Del. Dates and further details will be mailed when available.

**‘LIFE BEGINS AT 40’**

**Campbell-Ewald Looks to ‘New Horizons’**

**BROWSING THROUGH THE 1,000 or more messages received by Campbell-Ewald are (l to r): W. A. Moffett, public relations director; W. H. Case, senior vice president in charge of eastern operations, New York office; Mr. Ewald and Mr. Rothman. Many floral and telephone greetings also were received by the company’s officials.**

**A REAL OPPORTUNITY**

To enter the TRANSCRIPTION BUSINESS

**$1,000.00**

is all you need; your first two sales should return your investment. Inquiries invited from all stations. Unless you are really interested in a money-making proposition and have $1000, please don’t write.

**Box 821H, BROADCASTING**

**Western Radio-TV Meet**

THE 1951 Western Radio-TV Conference will be held March 2-3 in Hollywood. This will be the fourth in an annual series of the conferences. William Sener, manager, KUSC U. of Southern California, will head the program committee in the Los Angeles area. John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., is chairman of the board of directors of the conference.

**Attention Educational and Religious FM Stations**

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for erecting (GW-5). By W. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.
Applications Cont.: for CP new TV station.

Application RETURNED

KCMJ Palm Springs, Calif.—Returned application, granted for new CP station.

April 15 Decisions

BY COMMISSION EN BANC

License Renewal

KYOU Greeley, Col.—Granted renewal of license.

AM-1600 kc

Madison Bstg. Co., Richmond, Ky.—Granted for hearing April 15 application new station 1400 w 250 w. km, and made WREI Elizabeth, Ky., party to proceeding.

AM-1460 kc

KJAY Toppenish, Wash.—Designated for hearing April 15 application change to 3 kw D 1 kw N 5 kw S with 1460 kc, made KEK Kepotolot, Ida., and also on Knersville, Calif., parties to proceeding.

Change DA

WMAK Nashville, Tenn.—Granted CP to change DA; cond.

Reinstatement of CP

WCEN New London, Conn.—Granted reinstatement of expired CP change from 1490 kc to 1 kw LS 500 w N-A on 1150 kc.

Application Denied

KLW Mountain View, Calif.—Denied application for CP new FM station, for six-month extension of expiration of CP.

CP to Replace CP

Following were applications for new CPs bearing expiration dates of six months from date to replace CPs.

GWT-FM Atlanta, Ga.—WCOH-FM Newman, Ga.—WHBI New Haven, Conn.

February 15 Applications

ACCEPTED FOR FILING

Modification of CP

Following request mod. CP for extension of completion date: WDMJ-AM, Detroit, Mich.—Granted CP new 1050 kc station.

KHSB-FM San Bernolino, Cal.—Granted CP new 1490 kc station.

KTYY Brownfield, Tex.—CP change from 1490 kc to 1015 kc to 1 kw D.

Modification of License

WSV-FM Cape Girardeau, Mo.—Granted License.

License for CP

KFVM-FM San Diego—License for CP new TV station, specifying 12 kw.

APPLICATIONS RETURNED

Covent Garden Bstg. Co., Opp., Ala.—Returned application, granted for CP new AM station 1000 kc to 1 kw.

AM-1300 kc

APPLICATIONS RETURNED

Covent Garden Bstg. Co., Silver City, N. M.—Returned application CP new AM station 1500 kc to 1 kw.

WALT Tampa, Fla.—Returned application for license renewal.

KFRO Longview, Tex., reports it had gross over-all increase of 17% for 1950 over 1949.

The LITTLE Station with the BIG WAlLOP!

BROADCASTING & TELECASTING

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Another BMI "Pin Up" Hit—Published by Duches

(What God Can Do)

On Records: Jo Stafford—Col. 20828; Three Sibs—Cap. 16707; Bill Kenny—Dave 2733; Bob Houston—RCA 17055; Lon. 111; Stuart Hamblen—Col. 20734; Ode—Col. 1509; Bud Harvets—Col. 21607; Rosalie Allen & Elton Britt—Vic. 14945; Joe Allman—Cap. 1068; Hank Garland—Decca 20551; Kit Galloway—Hawes Haynes 5544.

On Transcriptions: Lenny Herman—Langworth; "Jim Lewis—Standard; Hank Snow—Theatre.
deal with excess profits taxes and the new potential excise taxes on radio and TV sets. Ten of the 11 board members are expected to attend today's meeting with one, Robert D. Swesey, WUPS-TV New Orleans, unable to take part. Others besides Chairman Thomas are:

Campbell Arneux, WYAR-TV Norristown, Pa.; Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Rial, KPIX-TV (San Francisco); W. D. Rogers Jr., KEYL-TV (San Antonio); Frank M. Russell, NBC Washington; George Walker, Fort Industry Co. and Chris J. Witting, DuMont TV Network.

At NAB headquarters plans were moving forward to stage the annual equipment and service exposition during the April convention. Arthur C. Stringer, former NAB staff director, has been retained to manage the show, which he has handled for over a decade.

The heavy equipment show in the basement of the Stevens Hotel will be almost as large as last year despite defense developments, judging by 3,600 registrations. The fifth floor exhibits, however, promise to set an all-time record. NAB associate membership rules have been broadened to admit a number of new types of equipment and services.

In explaining to the NAB membership, the changes proposed in the proposed rule on broadcast. Judge Miller recalled that broadcasters have been talking for several years about the idea of bringing all industries together and standardizing "the way we speak and act for all segments." Otherwise wires get crossed, industry elements fight each other, and "nasties" and adversities gleefully pick us off and capitalizing on our inter-factional differences, just as Russia is trying to do between the free nations of the world.

Recognizing that some broadcasters don't want to change the association's name, Judge Miller said: "Times change in this civilization of ours, and we, who represent the world's newest and most important medium of communication, are the first to recognize such growth and development."

"Although the word 'broadcasting' can be so defined as to include TV along with AM and FM, most people do not understand that fact. Members of Congress and others in the field do not frequently ask, just what does NAB represent? The new name leaves no doubt. The TV operators, themselves, naturally want a name which makes it explicit in the addition. The manufacturers have changed the old RMA to RTMA; BROADCASTING magazine added TELECASTING. These are significant signs of change.

Freedoms Seen

"The by-law and charter amendments upon which you are to vote provide the framework upon which we will build a new and greater national association for all broadcasters. It will assure, on the one hand, freedom of action for the radio licensees and for the TV licensees regarding matters which are not governed by rules. On the other hand, it will provide a combined governmental structure available to both groups where this is needed for united action in defense of the industry and in the public interest.

"Equally important, the new structure and new processes will make it possible for all broadcasters to contribute — according to their ability — in financing the services which the association provides to the members."

A summary explanation of proposed by-law changes [BROADCASTING • TELECASTING, Feb. 12] appeared in Judge Miller's letter and the ballots.

DAYLIGHT TIME

Proposed On Hill For D. C.

LEGISLATION to give the District of Columbia daylight saving time has been introduced in the House by Rep. Arthur G. Klein (D-N.Y.) and has been referred to the House District Committee.

Rep. Klein introduced two measures (HR 2611 and 2612). The first would set up DST in Washington, beginning the last Sunday in April and ending the last Sunday in September each year. Second measure would set the time change for this year only.

Name Stewart Agency

APPOINTMENT of the James A. Stewart Co., Carnegie, Pa., as its advertising agency was announced last week by Harry A. Hackmeister, president of Hackett Inc. The agency will employ a full complement of media including radio and television. Corporation manufactures plastic construction materials and tile flooring.

HARVEY ISSUE

Subsidies on Hill

CONTROVERSY over the security case involving ABC Commentator Paul Harvey's "unauthorized entry" into the grounds of the Argonne National Laboratory, an atomic experiment plant, appeared to subside last week in government circles.

Sen. Brien McMahon (D-Conn.), chairman of the Senate-House atomic energy committee, reversed himself and said his group does not plan to hold special hearings on the incident. The committee will, however, study the proposed increased rule by both the FBI and the Atomic Energy Commission [BROADCASTING • TELECASTING, Feb. 12]

Government authorities generally absolved Mr. Harvey from any criminal intent and expressed belief that the commentator was in nocturnal quest of broadcast ma-terials with security precautions.

The issue took a turn last Monday when Rep. F. E. Bushey (R-Ill.) voluntarily linked himself with Mr. Harvey, stating: "I have been Mr. Harvey's position from the time of his seizure and he has since said that the issue will be cleared in due time.

PRESS BILLS

Ga. Senate Passes Two

LEAVING in their wake a fierce debate, two of Gov. Herman Talm-age's proposals to "monopolize" weathered stormy Georgia Senate sessions last week while a third bill founded in the House.

Gov. Talmadge's action in part was allegedly aimed at two of his severest critics, the Atlanta Journal and the Atlanta Constitution [BROADCASTING • TELECASTING, Feb. 12]. Both papers are owned by former Ohio Gov. James Cox. The papers operate WSB-AM-FM- TV Atlanta.

The House bill, considered the most stringent, would have declared all newspapers and other periodicals "clothed with a public interest and subject to regulation by the state." Amid pleas to preserve the freedom of the press, this measure was dropped down, 97 to 56.

Meanwhile the Senate bills, which must pass the House, had a choppy cruise through the state upper chamber. One of these bills would subject the state's larger newspapers to libel suits in any county where they have at least 100 subscribers, instead of in their own county as at present. This passed, 28 to 19, giving it the bare constitutional majority required. The other got through, 30 to 19.

Feb. 17-24, Fifth Annual AAAA Examinations, administered by regional directors.

Feb. 18-25, Brotherhood Week, attendance by national officials.


Feb. 20: President, Broadcasters Ass’n of Washington, D. C.

Feb. 21: Hearings on radio-TV signal control bill. Senate Interstate & Foreign Commerce Committee, 10 a.m. room G-16, Capitol, Washington, D. C.


Feb. 23-24: Radio Sales Clinic, Royal American Hotel, Asbury Park, N. J.

Feb. 24: San Francisco Chapter of Academy of Television Arts & Sciences awards dinner at Fairmont Hotel, San Francisco.

Feb. 25: Broadcasters Ass’n of Florida and Florida State General Extention Division Sports Clinic, Gainesville, Fla.

GIVEAWAY PRIZES

Stocked by Schwimmer

ALTHOUGH many packagers of giveaways are feeling the squeeze in their attempts to get merchandise prizes [BROADCASTING • TELECASTING, Feb. 12], Walter Schwimmer Productions, Chicago, is "fully prepared" to meet the crisis. Walter Schwimmer, president of the company which syndicates radio and TV shows, predicts he will have a "high-level sales organization" to handle promotions and clients. "Six months ago" he said, "we took the cue from foreboding headlines and solidified our inventory of any lack of merchandise. As a result, we have two warehouses stocked to capacity with electrical appliances... We also have luggage, silverware and wrist watches in abundance."

The Schwimmer organization has its own prize-gathering department, rather than working with a professional brokerage merchandise promotion concern.

It packages Tello-Test and Tune- Test on some 300 stations, and Foto-Test and Miss U. S. Television contest for TV, all of which feature merchandise awards.
and playing to a national network, and which provide certain enforcement machinery in the".

Another section provides that "any third party" is included in the word "producer" as used in the following:

Producers under this code and AFRA agree to submit to arbitration any and all controversies or disputes between or among any of them and AFRA relating to this code, the interpretation of breach thereof, or any matters requiring amplification on which have not been covered in the recording field by the code. The producers and AFRA further agree to submit to arbitration in a Union master agreement any and all controversies between or among any of the producers and any member of AFRA relating to the engagement of artists in the recording field. In such latter case, however, the producer is hereby notified that AFRA's rule that no AFRA member may institute an arbitration without AFRA's consent. AFRA shall have the right to bring an action in the courts that such controversies as amicus curiae with all the rights of a party thereto. . .

Lang-Worth further objected, Mr. Socolow said, to AFRA's insistence that the code category of "singers" include performers who, in addition to singing, play instruments and are therefore members of the American Federation of Musicians. Effect of this, he said, would be a raid upon AFM membership. Under a radio union, larger scales under the new code were higher than instrumentalist scales under past AFM contracts. The transmitter was the only person who would be "caught in the middle."

An AFM spokesman in New York said that the matter had not been brought to that union's attention and therefore there was no comment to be made.

Multiple Jobs

An AFRA spokesman said that it was commonplace in the entertainment field for one person to have several occupational activities bringing him within the jurisdiction of several unions, each of which customarily insisted upon its joining it. He said that it would be both ways: That an AFRA singer who turned instrumentalist would be required to join AFM.

Each side has filed charges against the other with the National Labor Relations Board.

Mr. Socolow pointed out that Lang-Worth is prepared to provide service to noncontract stations indefinitely. The latest master and subcontracts were recorded with AFRA performers during October and November in preparation for any contingency, he said.

McCorrick Leaves SEC

EDWARD T. MCCORMICK is resigning as a member of the Securities & Exchange Commission, effective April 1. Mr. McCormick will become president of the New York Curb Exchange. President Truman accepted the resignation last Thursday. As the new president of the exchange, Mr. McCormick will succeed Francis Adams Tru- slow, retiring.

CBA MEET

Set for March 19-20

CURRENT broadcast programs and civil defense will highlight the Colorado Broadcasters Assn. convention March 19-20 at the Broadmoor Hotel in Colorado Springs.

A program clinic the first day will feature such speakers as Ted Cott, WNBC New York general manager, "Building Station Personality Through Programming"; Reggie Schuebel, of the newly-created Wyatt & Schuebel agency, "How Would You Spend the Advertiser's Dollar?"; Robert J. Burton, BMI vice president in charge of publisher relations, "History and Applications of Copyright Law in Broadcasting"; and Robert Saudek, ABC vice president and assistant to the president, "Radio and Television Programs Worth Paying For."

Civil defense will provide the keynote for the second day. Discussion will explore the broadcaster's role in civil defense, political rate policies, broadcast rights for sports events, manpower shortages, and other pertinent topics.

CBA President Rex Howell, KGLN Glenwood Springs, has invited broadcasters in nearby states to attend the convention in order to participate in the BMI clinic.

HOME OWNERS

Outnumber Renters—Census

MORE families owned their homes than rented, as of April 1960, reversing a historical trend, according to Director Roy V. Peel of the U. S. Census Bureau.

Owner-occupied dwelling units in the United States numbered about 23.4 million compared to 19.1 million renter-occupied units, preliminary census data show.

Home ownership increased 54%, or 8.2 million units, after 1940 as the result of new construction and the sale of existing rental homes for owner occupancy. The shift from renter to owner occupancy was so great, Mr. Peel said, that even with the large volume of rental units constructed since 1940 there was a net decrease of about a half-million in the number of renters.

Mortgage Data

Data on occupancy have been collected by the bureau since 1890. Over 8.5 million nonfarm homes occupied by their owners were free of mortgage debt last April, the census shows, or more than half of the owners in structures containing one to four dwelling units. In urban places about half of the owner-occupied units were free of debt while in rural nonfarm areas about two-thirds of such units were mortgage free.

Average rent for nonfarm dwelling units was $32 a month in 1959, it was found, an increase of 62% over the 1940 figure of $24 a month. Average rents in urban areas were about 50% higher than rural rents. Some 290,000 auto trailers were being lived in last April, the census shows, 169,000 in urban places and 121,000 in rural areas. About 234,000 were occupied by owners and 66,000 by renters.

CD Planning

(Continued from page 28)

booklet and carries no absolute authority.

Another point arising in the wake of last week's meeting was discussion of the nation's air raid warning system. Some delegates questioned the wisdom of the present plan, which embraces two public alerts—"red," meaning attack is imminent, and "white," indicating "all clear." They felt the public should be given more warning in the event of a successful air attack—a system more nearly approximating the one for confidential alerts.

Under this plan, "yellow" and "blue" alerts are provided for key civil defense personnel. They tie in with proposed use of coded or sub-audible signals over broadcasting frequencies, and indicate, respectively, "planes approaching continent" and "attack likely."

Military officials, in the light of present warfare, however, believe that little advance warning could be extended in any event, and feel more advance public warning would only induce more panic.

In that connection, the directors were told that the government is printing "alert" cards for distribution to the public. Cards give air raid warning signals and rules for individual behavior in the event of atomic attack.

Meanwhile, prospect for adequate national civil defense preparations this year was summed up by CDA Administrator Millard F. Caldwell Jr. after a conference with President Truman last week. Mr. Caldwell, who just returned from England for discussions with British officials, felt that "by the end of the year, we can take it."

New School Courses

NEW SCHOOL for Social Research, 66 West 12th St., New York, is offering four courses on radio and television. The courses are conducted by Dr. Arno Huth, radio expert, writer and lecturer, with the participation of leaders of public opinion and specialists in the fields of communications and international information.
TIDE of international radio battle has turned and Voice of America is no longer losing the propaganda war, Edward W. Barrett, Assistant Secretary of State for public affairs, stated in Friday talk. He showed how Communism is nowhere a great factor.

New techniques are big factor in reversal of trend, he said, explaining scientist team recruited from industry has been working on broadcast problems. Anti-jamming techniques and new equipment suggested by scientific advisors rapidly being put into operation.

Story of Voice is told to be told at joint hearings of Senate Foreign Relations subcommittees, slated March 5 (early story page 32).

RTMA GROUP FORMED TO CONSERVE MATERIALS

TEN-MAN policy committee to cooperate with national defense agencies in conservation of critical materials used in manufacturing was created Friday by Robert C. Sprague, retiring president of Radio-Television Mfrs. Assn.

Chairman of committee is Glen McDaniel, RCA, elected Thursday as first RTMA paid president (story page 23). Other members are Benjamin Abrams, Emerson Radio & Phonograph, General Electric Co.; Paul V. Galvin, Motorola Inc.; L. F. Hardy, Philco Corp.; Leslie Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; R. G. Zender, Lenz Electric Mfg. Co. Mr. Sprague is ex-officio member.

BAB URGES ACTION

HUGH M. P. HIGGINS, director of Broadcasting Advertising Bureau, told stations Friday that American Newspaper Publishers Assn. has prepared series of strip films depicting alleged breakdown of business in Pittsburgh during autumn newspaper strike. Films follow full-page ads carried in newspapers. Mr. Higgins urged stations to supply BAB booklet answering Question, "What Happens When Newspapers Don't Hit Town?"

CBS COLOR SHOWN


BOLLING ADDS KXLW

THE BOLLING CO., station representative firm, has added KXLW to its station list. Ed Lawlor, assistant classified advertising manager for Chicago Herald-American, has joined Chicago staff as account executive, working with Manager John Stebbins.

BENJAMIN L. WEBSTER, in theatrical and industrial design fields 15 years, appointed Friday to be assistant to Fred Shaw, NBC-TV director of production services.

VOICE OF AMERICA BATTLE ABROAD, SAYS BARRETT

WWBM-CBS TO REINSTATE THREE ENGINEERS

WWBM-CBS Chicago to reinstate three engineers fired Jan. 3 because of stuff on air. Action taken few hours before arbitration board acceptable to CBS and IBEW was scheduled to begin conferences.

Arthur Maus, Kendall Davis and Paul Kalbfleisch, engineers at WWBM for 18, 19 and 10 years, respectively, will return to jobs next Sunday for six-month probationary period. Terms of agreement provide resumption of original jobs at same money, without payment for two-month inactive period when union-management negotiations took place. Final terms were agreed by Walter Thompson, president, Illinois, and Maury Rosenfeld, attorney for H. Leslie Atias, CBS Central Division vice president. Men were discharged on charges of carelessness after obscene language was broadcast during station break New Year's Day.

NLRB ELECTION SET AT CBS FOR WHITE COLLAR WORKERS

NLRB election set March 7 in New York for CBS white-collar employees to choose union for bargaining purposes. New York Newspaper Guild (CIO), Local 183 of Office Employees International Union (AFL) and Local 50 of District 75 Service Employees International Union of America (independent) have complied with NLRB requirements and will be on ballot.

Newly created independent union group has until Feb. 26 to qualify. Another AFL union, Local 68, Home Office Employees Union, IATSE, has dropped out. One union must get simple majority of votes for certification. Arthur Goldberg, NLRB hearing officer, is in charge.

TV A ACCEPTS KTLA SCALE

TV's Western Section accepted wage scale offers of KTLA (TV) Los Angeles after separate negotiations for basic contract, and authorized strike against six other Los Angeles TV stations if contract with them is not concluded in near future. KTLA agreement calls for $35 for 15-minute program, $45 half-hour, and $60 hour, for performers having five or more lines; rehearsal fee to be $4 per hour; special weekly strip rates $113.25, $146.25, $195 for those time categories respectively. Group of TV stations from which KTLA withdrew will continue negotiating. TVA national board to determine strike date.

TOMPKINS APPOINTED

GEORGE TOMPKINS, McCann-Erickson, New York, to Lennen & Mitchell, New York, as television director. He was with McCann-Erickson for past four years and before that served in Navy two years.

VAIL GETS B&B POST

C. R. VAIL, former director of marketing research for Crossley Inc., joins Benton & Bowles, New York, as account executive on Walter Baker chocolate products.

Dobbert, NAB's labor expert, but assignment wouldn't take him away from association work.

INTERESTING data on mileage separations in flat terrain might come out of TV signal measurements to be made by one station in Texas. According to unofficial reports, findings will be passed along to Bureau of Standards by the TVA, and other agencies evidence an interest. At present time, FCC's television allocations have no flexibility as to mileage separations in flat terrain.

BBDO, NEW YORK, looking for daytime radio strip for American Tobacco Co.

BIOW CO., New York, preparing daytime TV strip to submit to one of its major advertisers.

CLUETT, PEABODY & CO., New York (Arrow shirts), will start co-sponsorship of Holiday Hotel, starring Don Ameche, on ABC-TV, Thursday, 9-9:30 p.m., in mid-March. Program announced Friday as Package 1 in Cluett, Peabody & Motor Co. Firm will continue to co-sponsor show.

STRICTLY unconfirmable is suggestion that NARTB (NAB) presidency might be offered Harold Stassen, U. of Pennsylvania president and political figure.

FCC RENEWAL PROPOSAL DRAWS LITTLE COMMENT

Only two favorable and one unfavorable comment received by FCC on its proposal to change license renewal procedure to geographic expiration system rather than present frequency schedule, Commission reported Friday. (Broadcasting • Telecasting, Dec. 25, 1950).

ABC, attacking clear channel situation, and KLUF Galveston, Tex., indicated approval while WKDN Camden, N. J., said geographic plan wouldn't achieve goal because of congested East. FCC sees less paperwork and expense for it and stations through modifications.

ABC suggested all Class I (clear channel) stations be grouped together since signals cross state boundaries. "The reason being, in carrying out decision in clear channel proceeding, network explained. Basic defect in present assignment of clear channel frequencies rests in fact most sufferers are in the deep layers of overlapping signals which merely duplicate one another." ABC suggested assigning its clear channel case data NBC service was duplicated in large important areas as well as elsewhere, as much as 11 times. ABC and MBS provide little secondary service, to Maxon lack of stations, ABC said.

By having licenses expire at same time FCC could approve use being made by all clear channel stations "to determine whether or not the maximum service is being realized." FCC was contented, "If any clear channel station contributes excessive skywave duplication of a program service, the Commission would be in a position to examine the renewal applications of that station and of the other stations whose assignments are involved to determine whether the renewals applied for are really in the public interest. When one clear channel does not occupy the frequency with one or more additional stations...."

MARCY JOINS NBC-TV

LEWIS M. MARCY, former assistant to managing director of Advertising Research Foundation, appointed supervisor of Sales Planning Division of NBC Television Network. He replaces Lance Ballo of WJAC, Harrisburg, Pa., who has become member of network's sales staff.

MCCULLOUGH TO MAXON

FRANK McCULLOUGH, merchandising and account executive, Young & Rubicam, New York, to be account executive, NBC-TV, New York, as merchandising executive.
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in Dayton..... MORE local and national spot advertisers buy MORE time on WLW-D to sell MORE products to MORE people... ...than any other TV station in Dayton

in Columbus... MORE local and national spot advertisers buy MORE time on WLW-C to sell MORE products to MORE people... ...than any other TV station in Columbus

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