We hope you're not forgetting that...

1. WOR has the largest audience, during the day and during the night—from Maine to North Carolina—of any station in America.

2. During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

3. WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%)

4. WOR's average daily audience is greater than the weekday circulation of any newspaper in America.

5. In Metropolitan New York, WOR's audience each night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIERS, TIME and NEWSWEEK!

frankly, how can you not buy WOR to sell what you want to sell?

our address is

that power-full station at 1440 Broadway
in New York
Listeners have paid nearly $1,500,000 to see the NATIONAL BARN DANCE broadcast from Chicago's 8th Street Theatre!

In the eighteen years since the NATIONAL BARN DANCE was moved to the 8th Street Theatre (it was a studio broadcast for eight years before that) 2,008,065 loyal WLS listeners have paid $1,462,750 to see the program broadcast from this one spot alone—an unequalled record in paid admittance for any radio program. And with age, its share of audience has increased—in the last year alone, according to A. C. Nielsen Company, by 49%.

It is more than just another program. The NATIONAL BARN DANCE is radio's oldest continuous, commercial program. It is a tradition—which has maintained—and increased—WLS leadership in developing loyal listeners—and customers. Its list of sponsors is impressive—even more so is the constancy of their sponsorship. It has proven and will continue to prove that radio is the magic touch that turns people into customers.

WLS can introduce you to new customers in the rich Midwest. Write WLS, or contact your John Blair man today for availabilities and facts on how radio's magic touch can sell for you.

And now Pequot Mills, Inc., who began ½ hour sponsorship of the NATIONAL BARN DANCE late last year—another advertiser destined to turn people into customers!
• EXTRA IMPACT FOR YOUR ADVERTISING DOLLAR—WHERE IT COUNTS MOST!

• STRIKE THE BILLION-DOLLAR MARKET OF EASTERN OKLAHOMA—Plus THE RICH FORT SMITH TRADE AREA OF WESTERN ARKANSAS With——

★ ONE OPERATION
★ ONE REPRESENTATIVE
  (AVERY-KNODEL, Inc.)
★ ONE NETWORK
★ ONE BUY—THE BEST

KTUL-KFPW

JOHN ESAU—Vice President—General Manager
AFFILIATED WITH KOMA, OKLAHOMA CITY
ENTHUSIASTIC response of retailers to new point-of-sale technique pitting radio against newspapers—and consistently showing superiority of time over space—will bring proposals to Broadcast Advertising Bureau that it conduct nationwide survey project. Series of 50 tests by Advertising Research Bureau Inc. reveals radio produces more traffic and more tests than other media.

WHEN LINNEA NELSON, dean of lady timebuyers, retires March 31 after 23 1/2 years' service, her post as chief radio and TV timebuyer at J. Walter Thompson Co., New York, probably will go to her team of assistants. They are Jim Luce, Jayne Shannon and Anne Wright. Chief buyer may be appointed later, however.

SOME SMOKE, but apparently little fire, in persistent report that General Tire's Don Lee and Yankee Networks might get together with Liberty Broadcasting System on some kind of amalgamation. There have been conversations, it's admitted, and Liberty also has been trying to get a director of broadcast services is Harry Plotkin, assistant general counsel, FCC's most powerful and controversial staff figure. So far, no others mentioned and Mr. Plotkin himself has not formally announced his candidacy.

SEQUEL to new era of harmony in Radio-Television Market created in unanimous election of RCA Vice President Glen McDaniel as first paid president [BROADCASTING • TELECASTING, Feb. 19], may be affiliation of Admiral—not only top manufacturer outside fold. Admiral's president, Ross D. Sigrusas, understood to like new organization structure, which becomes effective with Mr. McDaniel's assumption of office April 1.

CONVENTION hall will be needed if NAB, NAB-TV and first cousin, BAB, ever bring boards of directors together. Sixty directorships now filled by 54 persons with NAB having 27, NAB-TV 11 and BAB 22 directors.

LESS COMMERCIALISM for Canadian Broadcasting Corp., separate regulatory body for Canadian broadcasting, and divestiture of CBC from regulating industry, are to be recommended by Royal Commission on Arts, Letters and Sciences. Report to be out March 1.

AMERICAN Cigarette & Cigar Co. (Fall Mall) planning to go weekly with Big Story program effective May 6. Program now running alternate Fridays 9:30-10 p.m. on NBC.

(Continued on page 82)
If you ran a single diner

a solo sandwichman might
make a perfectly adequate
advertising campaign

But if you ran a thousand diners

in scores of different markets.. if you had to keep many thousands of chairs occupied, instead of only a dozen.. you'd want to tell the world of your wares. Literally, you'd want to broadcast your story.. to an ever-growing number of men and women and children, at home, at work, in cars, and on vacation. This is exactly what leading advertisers are doing today.. in the rich and populous market-areas of Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland, Oregon.. via Westinghouse Radio Stations. All told, these stations reach areas with a population of more than 23 million. And their audience keeps increasing! For availabilities, check Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA - KYW - KEK - WBZ - WBZA - WOWO - WBZ-TV

National Representatives. Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.

February 26, 1951 • Page 5
**THE NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS**

awarded WOW its 1950 plaque for "OUTSTANDING PREPARATION and PRESENTATION of the NEWS"

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

WOW Newscasts carried 77,237 stories in 1950 — an increase of nearly 2,000 stories over the previous year!

RIGHT NOW NEWS is the Hottest Advertising Buy in Radio.
"What's the right time to cut down on radio?"

"When any other major advertising medium reaches more people per dollar."

CBS reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar

All data latest available; percent of radio homes reached based on Nielsen ratings, Dec. 3-9, '50
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Duration</th>
<th>Show Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Big Show</td>
<td>Hosted by David Letterman</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Late Show</td>
<td>Hosted by Craig Ferguson</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>Late Night with Conan O'Brien</td>
<td>Hosted by Conan O'Brien</td>
</tr>
<tr>
<td>7:30 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Tonight Show with Jay Leno</td>
<td>Hosted by Jay Leno</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Daily Show with Trevor Noah</td>
<td>Hosted by Trevor Noah</td>
</tr>
<tr>
<td>8:30 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Late Show</td>
<td>Hosted by Craig Ferguson</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Show with David Letterman</td>
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</tr>
<tr>
<td>10:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Late Show</td>
<td>Hosted by Craig Ferguson</td>
</tr>
<tr>
<td>10:30 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Late Show</td>
<td>Hosted by Craig Ferguson</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>ABC</td>
<td>60 min</td>
<td>The Late Show with David Letterman</td>
<td>Hosted by David Letterman</td>
</tr>
</tbody>
</table>

**Notes:**
- Each show is scheduled for 60 minutes.
- The shows are broadcast on ABC network.
- The shows are scheduled from Monday to Sunday.
- The time slots for each show are from 6:00 PM to 11:00 PM.

**Additional Information:**
- The shows include talk shows, late-night comedy programs, and music performances.
- The hosts of the shows are well-known figures in the entertainment industry.
- The shows are broadcast from studios located in New York City and Los Angeles.
- The shows feature a variety of guests, including comedians, musicians, and other celebrities.
Radio-TV Audience
Gains In 28 Cities

Radio listening and TV viewing has risen to a new high in 28 of 33 cities, according to the January Hooperatings Pocketpiece just released. In 22 of these cities 40 per cent or more of the homes called were using TV and/or radio in the evening. This is a record high in broadcast audience reception in Hooper's sixteen years of continuous comparative broadcast audience reporting. This high was achieved despite the fact that December, the month reported, is not normally the peak month of the year.

Cities with the highest per cent of evening set-use reported in the January Hooperatings Pocketpiece are:

<table>
<thead>
<tr>
<th>City</th>
<th>Audience Over '48</th>
<th>Dec.-'49 Per Cent of Broadcast Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cincinnati</td>
<td>49.4</td>
<td>38</td>
</tr>
<tr>
<td>2. Pittsburgh</td>
<td>48.9</td>
<td>35</td>
</tr>
<tr>
<td>3. Buffalo</td>
<td>48.5</td>
<td>28</td>
</tr>
<tr>
<td>4. Dayton</td>
<td>48.1</td>
<td>44</td>
</tr>
<tr>
<td>5. Milwaukee</td>
<td>47.4</td>
<td>30</td>
</tr>
<tr>
<td>6. Syracuse</td>
<td>47.3</td>
<td>39</td>
</tr>
<tr>
<td>7. Cleveland</td>
<td>46.9</td>
<td>35</td>
</tr>
<tr>
<td>8. Minneapolis-St. Paul</td>
<td>46.8</td>
<td>11</td>
</tr>
<tr>
<td>9. Philadelphia</td>
<td>46.8</td>
<td>64</td>
</tr>
<tr>
<td>10. Columbus</td>
<td>46.1</td>
<td>28</td>
</tr>
</tbody>
</table>

Compared with 1948, the first pre-tax year, the increase in the percentage in total broadcast audience also is unusually high.

Philadelphia, which boasts three TV stations of its own, shows the highest gain (44 per cent), while Dayton (44 per cent), Syracuse (32 per cent), and Cincinnati (38 per cent), also registered steady gains. The lowest gain is the Minneapolis-St. Paul section, which, although having two TV stations operating in its immediate area, shows only an increase of 11 per cent over 1948.

Philadelphia advertisers—people who know Philadelphia best and who are on the scene to check results—spend more of their advertising dollars on WCAU and WCAU-TV than on any other Philadelphia radio or television station.
MEDIA of exchange vary from one part of the world to another. Some people like to trade with gold, others with dollars, and some primitive folks will even sell you their house for a handful of sea shells. But in Duluth, Minn., they use bottle caps at times.

At least that's the way it was every Saturday morning at the Arrowhead Auction on KDAL Duluth. Kids and grown-ups—anybody who had a few thousand Arrowhead milk bottle caps stowed away in an old sock—used to throng to the studio and bid for skates, bikes, sleds, dolls, Erector sets, using the bits of round cardboard for money.

Crowds got so big at the auctions, bottle caps became so plentiful, the market became so bullish, that KDAL personnel were often marooned out in the street during the weekly program, unable to get through the human log-jam to their offices. The shrewd Minnesota traders didn't help the situation much by hauling their bottle caps to the station in gunny sacks and duffle bags, boxes and bushel baskets, which often made the studio look like an Army loading depot.

As foreign governments have sometimes done, station and sponsor got together and made drastic

(Continued on page 49)

Don Dahl (1) and Hunter Como of KDAL with some of the 100,000 bottle caps received.

* * *

"It's a Law..."

Stuart Finley, the author and voice of WRC's "Capital Scrapbook" unearths unusual Washington for his listeners. Spending long hours to prepare original and spirited copy, Stuart recently intrigued his ever-growing list of fans with the information that—

Any person who shall throw into the Potomac River, or any of the docks, any brickbats, shall forfeit a sum of not exceeding twenty dollars, nor less than one dollar.

—Alexandria, D.C. Corporate Laws, 1844

Finley compiles a 15-minute program of light chatter, music and drall Americana from 1:30-1:45 PM Monday through Friday. The popularity of the series has necessitated a special 45 minute airing from 9:15-10:00 AM on Sundays.

You may never wish to toss around a brickbat in the Washington market... but for a fraction of the above fine, you can forcefully draw attention to your product with thousands of loyal "CAPITAL SCRAPBOOK" listeners.

Mr. DUNCAN

A MIDWESTERN station manager visiting New York asked an amused salesman from the Paul H. Raymer Co. recently, "Do you by any chance have two men on your payroll named Wally Duncan?"

The mild bewilderment of the station manager was understandable. Quite a lot of people among agencies, stations and clients think there must be at least two Raymer executives with the name of Wally Duncan. No one man, they feel, could be in so many different places in such a short space of time.

Walter Irving Duncan, who holds the title of assistant to the president of the Paul H. Raymer Co., station representative, has pretty much of a free hand in promoting new agency contacts and new affiliations for his firm, and covers an enormous amount of territory—70% of his working time is spent "in the field"—calling on the managers of Raymer radio and TV stations.

When in New York, Wally Duncan will nearly always be found in the company of some major agency executive, discussing trends in spot radio and television, local programming, and new services of the Raymer firm. At other times, Mr. Duncan holds what he calls "bull sessions" in his office at 444 Madison Ave. These consist of small-group meetings with the Raymer staff and conducting what amount to advanced seminars in radio-TV advertising techniques.

Wally Duncan, who went to the Raymer firm from the sales management of the New York News TV station, WPIX, even lives in the "storm center" of the advertising business. His New York

(Continued on page 49)
CONLAN'S graph records

They have made personal appearances in 35 states and in most major cities. In 1950 alone, over 350,000 people from coast to coast paid to see the Blackwood Brothers perform.

In addition, the Blackwoods have released 44 phonograph records which enjoy nationwide distribution and their three books of radio's favorite songs are in constant demand.

CONLAN'S??

See Memphis November 1950 Conlan's!

Blackwood Brothers Quartette are heard from 12:15 to 12:30 P.M., which is currently sold out. Program now expanding from 12 noon until 12:30!

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPSE 68 ON YOUR DIAL
Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

---

JULIEN FIELD, vice president and creative director William Esty Co., N. Y. appointed vice president and creative director Grey Adv., same city.

BETTY LANCASTER, MacWilkins, Cole & Weber, Portland, named vice president Alport & O'Rourke Adv., Portland and San Francisco.

TED M. WHITE, manager Beaumont & Homan, Seattle, for past 12 years, named manager of San Francisco office of firm. He succeeds HERBERT D. CAYFORD. Mr. Cayford will continue as Pacific Coast manager of agency. Mr. White will be succeeded in Seattle by CAM BEAUMONT who has been with Los Angeles office for 15 years.

DUANE JONES, board chairman of Duane Jones Co., N. Y., named last week to head promotion of New York City's cancer committee for third straight year.

ROBERT G. GRIAR, traffic manager Maxon Inc., N. Y., named assistant to EARL KENNEDY, on radio and TV production.

A. C. BOYD Jr., creative staff Erwin, Wasey & Co., L. A., named assistant copy chief.

CHARLES B. STRAUS Jr., Federal Adv., N. Y., to Cunningham & Walsh, same city, as service executive.

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IN THE ADVERTISING agency fraternity Stanley C. Boynton is known as a custom tailor.

Mr. Boynton may not be able to run up a double-breasted sharkskin, with a modified drape, but he is handy at the intricate job of putting together custom-tailored radio networks.

That is one of the fortes of the Detroit agency which bears his name. Organized 30 years ago, after Mr. Boynton abandoned his first career as a freelance artist, the Stanley C. Boynton agency began specializing in building custom networks for its clients some 20 years ago.

Among the early examples of this business were broadcasts of professional football games under sponsorship of the Wilson Sporting Goods Co. For the past 10 years Mr. Boynton has planned the annual broadcasts of the national tennis matches and those Davis Cup matches that were played in the U.S., under sponsorship of G. A. Spalding & Bros.

Spalding's agency is Hanly, Hicks & Montgomery, New York, but that firm engages the Boynton organization to arrange the special networks that carry the tennis features.

The reason that Spalding uses a custom network instead of buying time on an established one is that there are only a few markets where the biggest. Spalding retail outlets are situated. Mr. Boynton buys the telephone lines that link the stations on these occasions, and arranges the scheduling of the broadcasts.

The Boynton agency does not confine its radio activities to tailored networks. At present its accounts include the Radio Bible Class, carried by MBS and a number of other stations; the Calvary Hour, America Back to God and the Highland Park Baptist Church program—all of them transcribed and placed on a spot basis.

Mr. Boynton's advertising success came in the city where he was born Jan. 20, 1895, Detroit. His two sons, Stanley Jr., 21, and Bud, 19 appear destined to follow the same formula. Both intend to join their father's agency some day.

Young Stanley is now in the Air Force. Bud, at Michigan State, expects to be called into service.

Mr. Boynton is a member of the Reccees Club and the Orchard Lake Country Club as well as the New York Radio Executives Club.

Lou R. Maxon, president Maxon Inc., Detroit, received hand-illuminated scroll from the Sisters of Bon Secours commemorating his chairmanship of successful drive for funds to furnish and equip the new Bon Secours Hospital, Grosse Pointe, Mich.

Virginia Miller, Biow Co., S. F., to Harrington-Richards, S. F., in media department.

Philip Klein Adv. Agency, Philadelphia, received award from Junior Advertising Club of Philadelphia, for help to young people entering the advertising field.


James C. Campbell, BBDO, S. F., to Mervin D. Field & Assoc., same city.

Frank X. Banko and Frederick W. Payne to G. M. Basford Co., N. Y., as account assistants.

Betty McNeill, Grant Adv., Chicago, to Foote, Cone & Belding, S. F.

Frank C. Peterson appointed creative director Grant Adv., N. Y. He was with Marschalk & Pratt, N. Y.

E. H. Brown Adv., Chicago, announces publication of 1951 Advertiser Rate and Data Guide. The 26th annual edition lists rates, circulation, closing and issuance dates for general, farm, mail order and direct selling magazines. Complete classified advertising information for all leading newspapers is tabulated by states. Guide is available to advertisers without charge upon request. Agency is located at Opera Bldg., 20 N. Wacker Drive, Chicago 6.

BBDO New York held its annual staff meeting last week, with all executives reporting to New York for the event.

Walt Grandburg, art director Joseph Magnin Co., S. F., to art department of McCann-Erickson, same city.

Alfred W. McQuillan, business and government economist, lecturer and administrator, named head of all research activities at Pedlar & Ryan Inc., N. Y. Mr. McQuillan was director of post war planning for Sylvan Products and before that director of market research at Paramount Pictures. He also worked at J. L. Hudson, Detroit, and Acme Steel Co. among others.

Sam Elkins, KVON Valley, to Richard N. Meltzer Adv. Inc., S. F., as assistant radio and TV director.

What kind of a TEST CITY is ROCHESTER, N.Y.?

According to figures in "Sales Management" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

No. 1 in New York State
No. 1 in the Middle Atlantic States
No. 7 in all cities of population from 250,000 to 500,000
No. 15 in all American cities of all sizes

BUT . . .

"Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

What is the BEST RADIO BUY in ROCHESTER, N.Y.?

WHAM—and WHAM outstandingly—the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM's coverage.

FACTS FOR FREE!

Write WHAM—or ask your Hollingerby representative—for a copy of the newest compilation of market figures for the WHAM-lead area. It's in a convenient filefold format, ready to slip right into your market-data drawer.

WHAM

The Stromberg-Carlson Station

ROCHESTER, N.Y.

Basic NBC—50,000 watts—clear channel—1180 kc

February 26, 1951 • Page 15
**new business**

PHILCO Corp., Philadelphia, has prepared 30-second and one-minute radio announcements to be used by Philco dealers and distributors throughout country on local level to promote its television sets. Series features 12 television stars who promote their own shows and sponsors as well as Philco. In effect, performer says this: I hope when you tune in on my show (name of show, time and network) you will watch it on a Philco set because Philco is the finest set . . . etc. The stars lined up to record the announcements are Ralph Bellamy, Joe DiMaggio, Faye Emerson, Bill Garrigan, Groucho Marx, Bob Montgomery, Ken Murray, Ed Sullivan, Paul Whiteman, Peggy Wood, Alan Young, and Art Linkletter. Agency: Hutchins Adv., N. Y.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, appoints United Adv., same city, to handle advertising and public relations campaign for recruitment of personnel. Radio and television will be used.

ART-COPY Adv. Agency, Newark, appointed by Patricia Stevens Model Finishing School, Philadelphia, to handle advertising. Radio, television will be used.

KAYWOODIE Co. and KAUFMAN BROS. & BOND, N. Y. and London (Kaywoodie Pipes and Yello-Bole Pipes) names Grey Adv., N. Y. to handle advertising.


PABST SALES Co. (Palat Blue Ribbon beer), Chicago, appoints Publicity Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.

**Network Accounts . . .**

U.S. STEEL in conjunction with RCA VICTOR will present one and a half-hour special production of *Hamlet*, on March 4 over NBC. Advertiser will use its usual Sunday time, 8:30-9:30 p.m., plus following half-hour for that day only, 9:30-10 p.m. The 90-minute broadcast will star John Gielgud, Dorothy McGuire and Pamela Brown. BBDO N. Y. is agency for U.S. Steel and J. Walter Thompson for RCA Victor.

WILSON ELECTRIC SUPPLIES Ltd., Calgary, Alta. (appliance distributor), starts weekly half-hour transcribed program on four Alberta stations. Agency: Stewart-Bowman-Mcpherson Ltd., Calgary.


LEVER BROS. Ltd., Toronto (Lipton products), starts for 52 weeks French-language program, *Entrez nos Mendames*, on nine CBC French network stations, Mon. through Fri. 10:30-10:45 a.m. Agency: Young & Rubicam, Toronto.

BENJAMIN MOORE Co., Ltd., Toronto (paints) starts for 13 weeks Betty Moore Decoration Talks on 11 Dominion network stations, Tues. 10:30-10:45 a.m. Agency: O'Neill, Larsen & McMahon, Toronto.

**Adpeople . . .**

PAUL H. HILL appointed director of sales Nesco Inc., Chicago.
A great new idea in selling comes to life!

Beginning this month, all APS subscribers will receive regular, instructive talks on radio selling, prepared and delivered on transcriptions by Maurice B. Mitchell. Here's a service every live-wire station manager in the country has dreamed about, but never before been able to give his sales staff. These are complete sales meetings, covering all phases of radio selling, and presenting frequent guest experts who have many important suggestions to offer. The scope of these talks will range broadly through sales fundamentals, facts about important retail fields, selling techniques—everything needed to make a sales staff more aggressive and more productive.

Each month a new meeting...each meeting complete with outline and operating forms so that you can quickly judge its effectiveness through actual selling results.

It's just one more example of how Associated is giving stations what they want!

Think how this series of professional, informative sales meetings right in your station, staged expressly for your staff, can help you plan new business efforts. Then remember that this service is actually yours—at no extra cost—IF you're an APS subscriber.

And you still can be. There's room for a few more stations to share the sales-building potential of the Associated library. If you want to be one of them, wire, write or phone for details today.
'More Such Champions'

EDITOR:
I was delighted to read the account (Feb. 5) of Lloyd Vernard's talk before the SCBA. AM radio needs more such champions whose realistic grasp of the TV-AM controversy can restore the industry's confidence.

As a radio commentator, listener and viewer, I have marveled at the anxious defeatism rampant throughout the profession. Ever since the advent of TV I've watched AM operators, consortiing with worry and fear—chewing their nails and yielding to a defeat which is nothing more than a sorry manifestation of their own chicken-heartedness. AM radio is sound and, in my opinion, far superior to anything yet offered by TV. It can stay on top if its leaders will place their faith in this great entertainment and educational medium and knuckle down to the job at hand.

If station managers would take into consideration the public's reaction to AM listening they'd be comfortably reassured on the question of AM's real power. The imagination factor alone is one of its greatest assets. Can TV, for example, offer the listener anything which equals the wonderful play of conjecture and curiosity which are so important to listening pleasure? An imagined personality is frequently more acceptable than many of those viewed on TV. Another AM triumph lies in its daytime audience acceptance. I cite the American housewife who for years has coordinated her listening habits with her daily home activities. Mr. Vernard's figures on the number of AM sets in the average home dramatically illustrate this fact.

Ewel Grey
78-12 36th Ave.
Jackson Heights, N. Y.

* * *

'Midland Caper'

EDITOR:
I should like to add my comments on the Midland caper and the long gone Mr. Jett...

"All I want for Xmas is my two front teeth" is usually pretty popular around the Yuletide season. If one of the rooked station managers wrote a dirty entitled "All I want is Mr. Jett about two feet away," I am sure it would be a tremendous hit.

Al Tedesco
General Manager
WELK Cloquet, Minn.

* * *

Great Loss

EDITOR:
My hut in Tasmania was broken into and, among a few other things, my highly valued 1949 BROADCASTING & TELECASTING YEARBOOK was taken. Although I got a spot of dough from the Scottish Union Insurance Co., Ltd. in compensation for its loss (the full amount of value, in fact) it did not bring that very, very fine publication back to me. I almost feel as if it had been a Holy Bible stolen from me, though fortunately your YEARBOOK does come out once a year. Please dispatch a copy of the latest YEARBOOK immediately.

R. T. Hargreaves
% The National Bank of New Zealand Ltd.
North Island, N. Z.

GIFT of FM station equipment to Kansas State College (KSDB-FM) by WIBW Topeka is acknowledged by (l to r): George L. Arms of the school's radio department and James A. McCain, president of the college, as they thank former U. S. Sen. Arthur Cooper, owner WIBW and Cooper Publications Inc.

Well, Could You?

FOLLOWING is, in part, a letter sent to "any and all radio announcers" of WROL-AM-FM Knoxville: Messrs: My battery expired in last July, I was listening to the afternoon stories, can you type them for one to read from last July to the present? I mean all the afternoon Stories Live can be beautiful including the Bill Davidson story Barber of Hartville. Yours Respt.

COLUMBIA NETWORK

What a Pulse!

For WGR in Buffalo

Check Buffalo's Pulse Ratings lately? See the record number of top shows on WGR!
Tape Recording gives WIP on-the-spot news coverage

WIP SPECIAL EVENTS DIRECTOR, Sam Serota, covers a fire in downtown Philadelphia with his portable tape recording unit.

BATTERY-OPERATED RECORDING UNIT GOES EVERYWHERE, HEARS EVERYTHING

Dramatic, close-up coverage of all kinds of special events... that's what WIP, Philadelphia, offers its listeners. Using a portable tape-recording unit, WIP staffers get news events on tape while they're still news... cover fires while they're still hot, follow stories and celebrities into moving taxis, elevators, helicopters, blimps.

Tape takes down everything, reproduces it with lifelike fidelity... voices, background noises, music. The tape can be edited and spliced, padded or cut. It can be erased and re-used, or played thousands of times with no noticeable loss of quality.

Want more information about the shortcuts, new twists, savings you can make with sound recording tape? Write to Dept. BT-21, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a sound engineer give you the whole story.

WIP SPORTS DIRECTOR, Stoney McLinn, got more than 80 exclusive interviews with big-league ball players and officials on a single swing through spring-training camps, credits tape recording with making the feat possible. Immediate playback proved invaluable.

"TAPE IS FLEXIBLE—words, sentences can be dropped with the flick of a splicer," says Varner Paulsen, WIP Production Manager. "That's a great asset to me in cutting down production problems. And in addition, tape reproduces the sound QUALITY that enters the microphone."


IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, for matchless fidelity, clarity of reproduction, freedom from mechanical and physical distortion. It's used by all the major networks and recording companies.

Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn., also makers of "Scotch" Brand Pressure-Sensitive Tapes.

Broadcasting * Telecasting

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You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
**RESEARCH SHOWDOWN**

By J. FRANK BEATY

RADIO research, whipping boy of the competitive media field, is starting to fight back.

The whole research structure is entering a period of wide-open analysis in which the merits of different measurement systems will be exposed to field testing and professional scrutiny.

At stake are millions of radio and TV dollars as the three parties most concerned—advertisers, their agencies and the broadcast media—join in a sincere effort to learn the facts about audience research.

Also involved is the share of advertising dollars that competing media will obtain.

A series of developments in the research field includes:

- Completion of a preliminary analysis of radio research by the Special Committee on Audience Measurement, headed by Dr. Kenneth H. Baker, NAB research director.
- Demand by two top time-buyers that radio show who is listening and to what.
- Charge that radio and TV research need housecleaning.
- Growing confusion over differences in research data of different firms measuring the same program.
- Disclosure that radio is vastly superior to newspapers as a medium for retailers, as based on 50 separate point-of-sale studies.
- Announcement by WWDC Washington of point-of-sale research showing radio's powerful impact (see story this page).

For the first time in radio's three-decade history a joint effort is about to be made by agencies, advertisers and radio itself to clear up the whole audience research structure; to reconcile the merits of different measuring systems, and to satisfy the demand for a continuing picture of what listeners and viewers are doing.

This joint action gets its first public airing later this week in the form of a detailed analysis of the radio research problem by the Special Committee on Audience Measurement. Dr. Baker is chairman of the committee, which was formed last summer at the suggestion of Stanley Breyer, commercial manager of KJBS San Francisco.

In an advertisement published in the July 3, 1950, BROADCASTING - TELECASTING, Mr. Breyer threw the whole radio research subject into the open by proposing a special analysis of different program ratings and apparent inconsistencies in their findings.

The report, likely to be couched in the drab, scientific jargon of the professional analyst, is expected to dissect radio research and show the way each method works, what it purports to portray and how such material should be used.

Preliminary answers to these questions would be welcomed by broadcasters and telecasters in meeting powerful and persistent attacks by competing media—attacks that have left their mark in the form of countless millions of dollars of lost radio-TV business.

Besides explaining legitimate differences in survey results covering identical situations, the report is expected to show what comparisons have been made of existing survey services and what additional experiments should be conducted.

It will not be a "this is right, that is wrong" type of report, however, judging by committee discussions.

A principal feature, judging by present indications, will be a recommendation that NAB take the responsibility for initiating a series of field tests in perhaps a half-dozen cities. Committee members are said to feel NAB should provide the initial push to carry out the long-range project.

The committee's report will represent months of study and meetings by a number of top research people.

Even so, signs are apparent that not all firms conducting professional research will approve all phases of the report, and research doctors disagree frequently and violently, committee members are steered for all types of comment.

(Continued on page 60)

**RADIO'S POWER**

SCROLL in appreciation of 24 years of service to advertising was presented to Linnane, former chief timebuyer of J. Walter Thompson Co., by Washington Ad Club at Feb. 20 radio-TV seminar. Taking part in ceremony (1 to r): Walter Compton, WTGW (TV) Washington, seminar co-chairman; William F. Sigmund, Henry J. Kaufman Assoc., club president; Miss Nelson; Ben Strouse, WWDC Washington, also seminar co-chairman.

RADIO advertising outpulled newspapers, producing more customers who spent a great deal more money in two large Sears Roebuck & Co. department stores in Wash- ington, according to a series of tests conducted by Advertising Research Bureau Inc., Seattle, for WWDC Washington.

Scientific studies conducted in Kent's Jewelers and Bates Jewelers, Washington, bore out the basic conclusion that radio is an effective medium for retailers and that it produces more results than newspapers per dollar spent.

A study of transit radio's appeal showed it on a par with newspapers in traffic brought into Julius Lunsbaugh Furniture Co. and only slightly below newspapers in amount of money spent.

The Washington tests confirm findings produced in 50 research projects conducted in Pacific Coast, southwest and midwest markets.

Joseph B. Ward, ARBI managing director, told BROADCASTING - TELECASTING (see story this page).

Ben Strouse, vice president and general manager of WWDC, said, "Radio gets less than a nickel of the retail advertising dollar and has to fight for that. Now we can prove we're entitled to a greater share of store advertising budgets."

"We think the end result will be greater use of radio in the Washington area."

Cites Radio Pull
Mr. Ward said the Washington tests marked "the first move into the highly competitive East" by ARBI with its point-of-sale technique. "Washington has four newspapers, four television stations and more than a dozen AM stations along with about that many FM outlets.

"The Washington tests showed that radio brought into Sears Roebuck and other store test many people who had never been in the stores before, making a much better showing than newspapers in this respect. We added a new question in the Washington studies, designed to show if customers had shopped in the store before. Two transit tests have been completed and they show the importance of transit radio for the first time."

"A higher percentage of radio traffic will buy, and they will buy more than newspaper customers." ARBI began its experimental work in 1948. Mr. Ward said. First actual field tests were started in January of last year in Belling- ham, Wash., and other northwest cities [BROADCASTING - TELECASTING, June 26, 1950].

Mr. Ward said the results show, (Continued on page 60)
VOD CLIMAX

Week-long activities in honor of four young Americans who won the nationwide Voice of Democracy National Radio & Television Week, were climaxd by presentation of awards at a Feb. 22 luncheon held at the Statler Hotel, Washington.

Washington Fetes Young Winners

W. J. Frank Pace Jr., Secretary of the Army, presented $500 scholarship checks to each of the contestants on behalf of the NAB, Radio-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Chairman of the luncheon was Dr. Earl J. McGrath, U. S. Commissioner of Education. The U. S. Office of Education co-sponsored the contest with the three private groups.

Each of the winners received radio-television consoles presented by RTMA member companies, who also joined with dealers and distributors in awarding hundreds of local and regional prizes. Richard W. Kemler, president of the USJCC, presented inscribed Bulova watches to each of the winners.

High government, Congressional, diplomatic and broadcast officials took part in the Thursday ceremony. Speakers included NAB President Justin Miller, James D. Secrest, RTMA, and Robert K. Richards, NAB public affairs director and chairman of the Voice of Democracy Committee. Radio-TV consoles were unveiled by W. B. McNeil, Westinghouse Radio Stations Inc., a committee member for RTMA.

Also receiving console gifts were Secretary Pace and Justice Tom C. Clark, of the Supreme Court, honorary chairman of the committee. The consoles were provided by Philco Corp., General Electric Co., Hallicrafters Co., Stromberg-Carlson Co. and Westinghouse Electric. Winners presented excerpts from their winning broadcast scripts at the awards luncheon. They were introduced by Mr. Richards.

The week’s events included a visit with President Truman at the White House, audiences by Supreme Court justices, reading of winning scripts into the Congressional Record, visits with Cabinet and other high government officers. The winners were chaperoned by C. E. Arney Jr., NAB secretary-treasurer, and Mrs. Arney. Over the previous weekend they had been guests of Colonial Williamsburg, Va.

Numerous broadcasts and telecasts marked the week, as well as transmission of the spoken scripts by Voice of Democracy to the entire world.

Preliminary estimates indicate that the total number of entries in the contest would approach the 2,000,000 mark. The four winners were selected after local and regional eliminations. State and national judgings were done by transcriptions identified only by key numbers.

Contest Finalists

The winners were Robert A. Burnett, 17, St. Mary’s High School, St. Louis; Marcia Anne Harmon, 16, St. Bernardine’s High School, San Bernardino, Calif.; Norita Newbrough, 16, Baton Rouge High School, Baton Rouge, La.; Ricardo Romulo, 17, St. John’s College High School, Washington.

Gen. Carlos P. Romulo, famed diplomat, sat at the head table and heard his son, Ricardo, speak with the skill and ease characteristic of an experienced orator. Mr. Romulo explained that young Romulo had complained his father “got all the credit but he did all the work.”

In the annual contest the winners wrote and delivered five-minute broadcast scripts on the subject, “I speak for democracy.” The contest is in its fourth year.

National judges who selected the winners were Erwin D. Canham, editor, Christian Science Monitor; Rabbi Norman Gerstenfeld, minister, Washington Hebrew Congregation; Frieda Hennock, Commissioner, FCC; H. V. Kaltenborn, NBC news analyst; Croma A. Mowrey, president, N. A. E. A. Assn.; Secretary Pace; W. L. Spencer, president, National Assn. of Secondary School Principals; Lowell Thomas, CBS news analyst.

REALEY' radiation Plans

NATIONAL Assn. of Real Estate Boards is thinking of taking to the airwaves to dramatize home ownership as an integral part of American living. Herbert U. Nelson, executive vice president of NAREB, has revealed that the association at regional boards’ level is seeking approval and fundraising for a 15-minute weekly radio program. It is estimated by the national board that some $600,000 would have to be raised through voluntary pledges from realtors before the radio campaign can get started. Benton & Boules, New York, is the agency.

Clear Young Voices...and the Future

There is so much florid oratory on the misuse of principal of democracy to be heard these days that a thoughtful person must occasionally conclude that deafness can be an asset.

Last week, however, this publication was grateful that its hearing is good. Four winners of the annual Voice of Democracy contest spent the week in Washington. If what they had to say was representative of the 2,000,000 others like them who competed in the contest this year, this nation’s great history is only beginning.

The Voice of Democracy contest has attained about the most admirable level that any promotional effort could reach. The fact that it enrolled 2,000,000 high school students in a healthy purpose is in itself commendable.

That they were engaged in the not-easy assignment of articulating what democracy meant to them seems to us about as sensible a method of encouraging good citizenship as anybody has yet invented.

It is also the very best kind of insurance policy that broadcastors, who through the NAB provide one-third of the stimulus for the contest, could buy. Some of the 2,000,000 youngsters who this year spoke out for freedom will some other year be in a position to defend it or let it expire.

Their defense of it could mean the difference between the kind of society we have today and the hopeless other kinds that are future alternatives—more specifically, the difference between the relatively unshackled radio and television system of today and one indentured to an authoritarian government.

This publication hopes that the Voice of Democracy contests will go on indefinitely. At least once a year the clear, young voices—speaking serious young minds—should be heard above the clamor of the professional and self-serving orators.

AN EDITORIAL

Page 20 • February 26, 1951
HILL DISCS

By Dave Berlyn

FREE use of the airwaves to tout the good name and political fortune of a Senator or Congressman is legal but hard on the pocketbook of the broadcaster, who is assessed as station owner and by the taxpayers.

This is a general view of certain broadcasters who have been approached by their Senator or Congressman to give free time in the broadcast of public services, an approach which, they feel, is putting a strain on interpretation.

Some of the disc offers, these critics admit readily, do serve the public interest and provide an avenue for official information to be passed to the voter at home. But, they add, the line between "public interest" and "propaganda" wears thin at times.

Two events, independent of each other, pose interesting sidelights to the general nature of the broadcaster’s public interest — politics problem. They are:

1. A sampling of Capitol Hill legislators by Broadcasting Magazine which shows 25% of Senators and a like percentage of Representatives turning out records for radio station use.

2. A widely circulated report last week that Sen. George W. Malone (R-Ne.) allegedly has been using his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the government’s expense.

The Senate disclosure reportedly showed news handouts, ranging up to 500 words on at least three of Sen. Malone’s Lincoln Day speeches broadcast early this month, and ones charged to the government.

The report, as published in the Washington Post last Wednesday, also claimed that last month a 300-word national network release b-favored by the Nevada was wired as "unsolicited to about 110 newspapers and broadcasting stations at an estimated cost of nearly $900. This also was Government-charged."

Senate Rules Cited

It was indicated by the newspaper that the Senate Rules Committee would be asked to look into the matter. Senate rules provide for no fixed ceiling on the number of telegrams that can be charged to the Senate but stipulate that only telegrams "on official Government business" can be so charged.

The committee’s regulations say "personal telegrams, the subject matter of which relates to the private affairs of the individual, cannot be sent by Senators and charged as official Government business telegrams."

Last January, Broadcasting reported that Sen. Estes Kefauver’s office sent telegrams to stations in Tennessee offering a series of weekly radio broadcasts, From Your Senator’s Office, in which Sen. Estes Kefauver reports to the people of Tennessee on the happenings in Congress each week. These 15-minute programs are to be carried as a public service."

The telegrams continued: "Discs cost $3.50 each week plus trans- portation. Tapes are $4.80 each (you would probably need three) and service charges of $1.50 plus 25% of the "add" for each week are made each week for re-use of tapes. First program is to be transmitted tomorrow, Jan. 5. Please advise us official business collect [italics ours] whether or not you can schedule these programs."

One irate broadcaster wired the Senator’s office, “We are not interested in carrying Sen. Kefauver’s propaganda and believe he should devote his time to the critical situation we are now in.”

Sen. Kefauver is chairman of the celebrated Senate Crime Investigating Committee that has been making headlines and getting top play in newscasts and special radio news features throughout the country (see story page 56).

The telegraph wire is prepared by the Joint Senate-House Recording Facility, which is responsible to the House and to the Senate, for an accounting of its expenditures.

At the time that the Kefauver office solicited stations in Tennessee, it was said that plans were to line up about 30 stations in the (Continued on page 44)
Board Changes Announced

NEWLY ELECTED NAB BOARD MEMBERS

Thad Holt
THAD HOLT, who had no opposition in the District 5 election, is president - treasurer of Voice of Alabama Inc., Birmingham (WAFL-A-M-FTV). Born in 1898, he was graduated in 1920 with AB degree from Colorado College. He spent a score of years in advertising and sales work before getting into radio. He has held many important public positions, including assistant national administrator of the WPA in Washington. Other activities—vice president and half-owner of Famous Features Syndicate; consultant with Swann Chemical Co.; chairman of the board, Birmingham branch, Federal Reserve Bank of Atlanta. This is his first NAB board service but he has served on committees.

Mr. Holt

Mr. Kapner

Leonard Kapner
LEONARD KAPNER entered radio 20 years ago at WCAE Pittsburgh and has been there ever since, holding the position of president since 1937. Born in New York in 1905, he went to evening school at U. of Pennsylvania and later attended the Pitt business school. During the '20s he sold space in Pittsburgh publications, joining WCAE in 1931 as salesman and continuity writer. In four years he had become sales manager, a few months later general manager and soon president. He represented WCAE on the MBS board until it joined ABC. Since 1942 he has been a director of BMI. In 1944 he added the job of Hearst Radio Inc. general manager, resigning in 1946 to confine his activities to WCAE. He is active in Pittsburgh civic and radio affairs and served on many radio committees.

Mr. Kapner

Craig Lawrence
 CRAIG LAWRENCE, executive vice president and general manager of WCOP Boston, will soon reach the 20-year mark in broadcasting—all of it spent with the Cowles group. He became interested in advertising while studying journalism at Iowa State U. and turned the interest into a career in 1926 by joining Paulit Co., Des Moines, known at that time as Continental Adv. Service...At (Continued on page 54).

Mr. Lawrence

Runoff Contest

Fletcher, WARL-FM Arlington, Va., for FM stations.

The TV-at-large directorates were eliminated under recent bylaws revision. Robert D. Sweezy, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York, no longer are NAB board members, but have been elected to the separate TV board (see TV board story page 55).

Voting picked up toward the final days of the elections, resulting in a cumulative 72% return from the membership for the 13 vacancies on the 26-member board.

Kenyon Brown
KENONY BROWN is a new director with benefit of past board service. He first joined the board in 1949 as director-at-large for medium stations but returns after a year's absence to represent District 13. He is president of KWFT, Wichita Falls, Tex., and previously was at KOMA Oklahoma City, serving NAB in various roles with both stations. Born in 1913 in Kansas City, he taught for a while at First National Radio & Television School and still holds a firm faith in radio. Radio career includes engineer-announcer at former KXBY Kansas City; announcer at KCKN Kansas City; announcer and sportscaster at Iowa Broadcasting Co. stations; active in sales at KYVO Tulsa, and then general manager at KOMA.

Mr. Brown

K. Quentin Cox
KENOY COX, general of KGW Portland, Ore., brings to the NAB board experience in management and advertising experience. He was elected to the board at a District 17 meeting last August, being the only member not elected at the annual meeting. Mr. Cox was born in 1906 at Murdock, Neb. After studying pre-med at Willamette U., in Oregon, he went to the Portland Ore-pion as a classified salesman, later moving to Sherman Clay & Co., in 1927 as bookkeeper and then to Meier & Frank Co., Portland's largest department store, as assistant advertising manager. After seven years at the store, he joined KGW in merchandising and promotion, advancing to program director, assistant general manager and in 1946 to general manager. He is a member of the NAB AM Committee. During the war he held top advisory posts in Treasury bond drives.

Mr. Cox

H. Q. Meier

Mr. Holt

Backed by a strong NAB victory in Nebraska, Jean Beulah потребителен, провел успешно изборите.
RADIO and television will move forward side by side, offering high value per advertising dollar, in the opinion of two radio- and tv professionals who took part in the annual Radio-Television Seminar of the Washington, Ad Club, held Tuesday at the Statler Hotel, Washington.

G. V. Dessauer, who retires next month as chief timebuyer of J. Walter Thompson Co., New York, and George Castelman, vice-president and radio manager of Bermingham, Castelman & Pieriot, criticized loose remarks and printed comments that assign radio to an early death.

Miss Nelson, described as Miss Timebuyer, was presented a scroll in tribute to her 24 years in timebuying (see photo page 19).

The day-long ad club seminar brought together a group of advertisers, agency and media leaders who wound up debating the relative merits of media and finally decided on the spot TV research structure (see research story page 19).

Mr. Castelman took the premise that radio and television are in a "death struggle" concept is entirely wrong, he contended. Actually, he explained, it can be demonstrated that both are good buys, including daytime and late-evening television.

He advised timebuyers to acquire a good knowledge of stations and found too much buying by

BAB SPOT KIT
Show NRDA Winners' Plans
BAB last week began distributing a 40-page "Spot Saturation Sales Kit" outlining plans, copy techniques and results of radio campaigns of four department stores who won in the radio section of the spot saturation division of the 1960 retail radio contest sponsored by the National Retail Dry Goods Assn. and the BAB.

The stores are Joske's of Texas, San Antonio, which won the grand prize with a six-day campaign for Joske's Days Sale; George Wyman & Co., South Bend, first prize with 10-day campaign for its 90th Anniversary sale; Pomery's Inc., Pottsville, Pa., second prize with a daily, year-round campaign for First Floor Flutters; and Wolf & Dessauer, Fort Wayne, third prize with eight-day campaigns for three events.

The kit distributed to BAB members and available at BAB headquarters in New York at $1 per copy, reports on features of the prize-winning campaigns:

(1) "Joske's Days Sales" more from radio spot saturation campaigns; (2) "How we sell with radio," by Advertising Manager Paul C. Robinson of Wyman's; (3) "How to saturate the market" by Retail Sales Manager Mitchell Morris of WSBT South Bend; and (4) "Radio sales event advertising techniques."

ASSN. of National Advertisers, whose campaign against radio rates last summer stirred up widespread opposition and was largely abandoned, may revive the issue next month, when it holds its 42d spring meeting March 26-30 at the Huntington Hotel, San Francisco.

A new radio rate study within the ANA organization, now in progress, is expected to be completed in time for the Hot Springs sessions.

New Factors Considered
The new survey, covering radio rate changes, also is understood to take account of changes in radio tune-in resulting from the Korean war and the national emergency [CLOSLED CIRCUIT, Jan. 1].

Last summer's campaign, based on a report prepared by ANA's Radio-Television Committee, held rate cuts ranging as high as 80 and 85% for some individual stations in TV markets might be "reasonable," based on mathematical calculations [BROADCASTING, TELECASTING, July 31, 25, 1960].

The networks at that time rejected an ANA invitation to a meeting, and the campaign subse- quently had been "tabled." It was passed over lightly at the ANA convention in September, reportedly with a decision that the rates as such were out of the question, each advertiser should handle his own rate negotiations, as he saw fit.

The ANA Radio-Television Committee is now headed by George Duram, Lever Bros., media director.

Scheduling of the March meeting at which the rates were announced by ANA President Paul B. West last week.

Accent on Defense
"Advertising in a defense economy" will provide the theme of the sessions, according to Ben Donaldson, director of advertising and sales promotion of Ford Motor Co., who was named chairman of the commit tee chairman. Mr. Donaldson said present plans "call for a careful review of advertising so that it can continue to meet the many new problems in our constantly shifting economy."
SELECTION of a top-level group of executives of a all phases of broadcasting to serve on the first board of directors of Broadcast Advertising Bureau, the industry's projected million-dollar sales agency, was announced this week by BAB President William B. Ryan.

Networks, stations of all size groups, transcription companies, and the consulting field were represented among the 21 directors named, and these are to be joined shortly by two from the station representative field, one from the talent field, and probably two from the manufacturing industry. With President Ryan automatically a board member under BAB's by-laws, the board, now envisioned will consist of 27 members.

Robert D. Sweczy, WDUS New Orleans who was chairman of the subcommittee handled when Mr. Ryan selected the permanent board, was named acting board chairman. The first meeting is scheduled Thursday, March 1, at the BAB headquarters, 270 Park Avenue, New York.

Board members thus far chosen, with the two from the station representative field expected to be selected before the March 1 meeting, are as follows in addition to Messrs. Ryan and Sweczy:

Other Members

- NBC Board Chairman Niles Trammell; CBS President Robert E. Kintner; ABC President Robert White; Paul Keest, consultant and executive vice president; Frederic W. Ziv of Frederic W. Ziv Co., transcription and program package firm; Theodore Co., executive chairman and chairman of the board of Mutual; George B. Storer, Fort Industry Co.; John Patt, Richards stations; Walter Evans, Westinghouse T.V. Co.; William Martin, Campbell, WFAA Dallas.


Industry-wide response to the BAB project was praised by Mr. Ryan, who compared the overall potential of the BAB to that achieved by ASCAP with that achieved in the ASCAP battle of 10 years ago. He also noted that there were no refusals among any of those invited to serve on the BAB board.

The invitations were extended by BAB's incorporating board, composed of Chairman Sweczy and Messrs. Kobak, Quarton, Cayle, and Woodall.

Board officers will be elected terms of office will be fixed, and other organizational details will be handled by the new board itself in its March 1 meeting.

In their first session the directors also are slated to receive a report on tentative programs and budget estimates being prepared by President Ryan, as well as chart broad policies and define fields of activity.

While BAB's initial budget remains to be determined, the ultimate goal is at least $1 million.

AFM-NETWORKS

Talks Enter Final Stages

AFM-NETWORKS negotiations for national-local, radio-television contracts entered the final stages in Washington this week. Attending at meetings was a group of AFM vice presidents, AFM President James C. Petrillo, his assistant and representatives from local and New York area local.

Meetings shifted to a hotel room and continued through the George Washington Birthday holiday, as agreed to by the AFM committee.

Deadline for retroactivity of any agreement reached to Feb. 1. Expiration date of the old contracts, was extended to last Saturday midnight, it was announced.

Discussions, it was understood, had reached "the hard core," although none of the major issues apparently had been resolved—such as a ban on recordings over the air between 8 a.m. and midnight and TV film terms. A negotiations subcommittee was scheduled to meet Friday afternoon to discuss outstanding issues and was understood to be so complex that major negotiators would not deal with them immediately.

Spot Campaign Planned

FIFTH Army, Chicago, begins a radio spot recruiting campaign March 1 in 13 midwestern states for the new McCrory & Green Ltd., Chicago. Campaign will be expanded to 500 stations.

ADVOCATED by Senator Benton

In pressing for action last Monday, Sen. Benton stressed that his "Marshall Plan," which included a proposed $200 million worldwide radio network, had the strong support of Brig. Gen. David Sarnoff, RCA board chairman, and other "major broadcasting leaders."

"The first and most important argument for pulling out of our State Dept. the voice and kindred activities," Sen. Benton stated, "is the seemingly greater chance to bring into operation the best brains and talent in the country."

With a proposed staff of 18,000 for the information bureau, President of State Dept. Axelson indicated that figure is contained in the current budget—the operating force "will be larger than the combined terms for copyists and arrangers and creative talent," he added.

Asserting that "we are amateurs (Continued on page 78)
Hangs S.R.O. Signs For The 'Ice Follies'

IT WAS no folly back in 1938 when three young producers under names of Shipstads & Johnson decided to test the selling power of radio in building the box office for their Ice Follies.

They now consider it one of their wisest investments. For the modest $2,000 they allotted for a local spot announcement campaign on Los Angeles area stations to supplement other advertising media brought phenomenal results for the touring musical revue on ice. A virtual nightly sell-out resulted during the Ice Follies brief showing in Los Angeles.

Now playing 20 cities from coast to coast, records show that more than 30 million persons have attended performances in the 15 years it has been in existence.

Average annual expenditures for radio and TV spots has been estimated at $300,000.

The Shipstads & Johnson Ice Follies had been in operation but two years when its first appearance was made in Los Angeles. It had been using what previously had been normal show business advertising. That included newspapers, outdoor, direct mail, publicity and exploitation.

Walter McCreery, then an executive of Allied Advertising Agencies, and now president of Walter McCreery Inc., Beverly Hills, Calif. agency, approached the three producer-owners of the ice production—Eddie and Roy Shipstad and Oscar Johnson—with a plan for a saturation spot announcement campaign to supplement, on the local level, the Ice Follies' regular advertising.

These progressive minded young men listened and were interested. They saw the potentials of the comparatively new medium. They appropriated the necessary $2,000 to give it a try.

**Broadcast Formula Draws Crowd**

Resultant attendance at Ice Follies during the Los Angeles showing was beyond the fondest expectations of the youthful owners. And since then radio has been an integral part in Shipstads & Johnson Ice Follies advertising budgets, both on a national and local level.

Live copy was used by staff announcers that first year. Copy emphasized the fact that this was an entirely new form of show business.

The formula worked, according to Mr. McCreery. Hard-to-sell Angelenos flocked to the box office. And it worked so well that the three producer-owners eyed the plan for use in their cross-country tour. Here, though, they came upon a minor obstacle. The planning and actual cost of the advertising budget depended upon each individual arena in which it played.

This meant that use of spot radio had to be sold individually to each arena manager. This was no easy task the partners will tell you.

This process extended over a period of almost three years, according to Mr. McCreery. At the end of that time almost every arena manager on the 20 city circuit was acutely aware of the importance of spot radio in his local advertising budget.

Next step, after radio was in general use in the local campaigns throughout the circuit, was to fill the need for unified, strong-selling material to be used in each city.

Transcribed spots, done with top talent and production obviously were the answer to this problem. Here again Mr. McCreery and the agency stepped into the picture and put to work his background in radio which extends back to the early '20s.

The first transcribed spots were good ones, station managers throughout the country agreed. Ice Follies was one of the first organizations to make use of name voices and identify them in the body of the spot announcement, Mr. McCreery pointed out.

Cream of radio industry talent was used for these transcribed spots. There were Ken Carpenter, Ted Husing, Phil Stewart of the Lady Esther program, Franklin McCormick, Bob Burns, Ozzie and Harriet Nelson and a host of others. And that has been policy over the years.

Included in the set were 16 different cuts of varying length. They include station breaks, 30-second and one minute.

Entire series was trade-marked musically by a lilting string arrangement of The Swing Waltz by Josef Strauss. This particular melody has been used to close the first act of every edition of Ice Follies in its 15 years of existence to accompany an exuberant dance on skates.

Another problem had to be solved to make these same transcribed spots usable in every city on the circuit. Playing dates, performance time and price scales varied in the different cities.

To accommodate these changes, a portion of each transcribed announcement was left open for a live tag, Mr. McCreery explained.

A "tag book" accompanied each set of transcriptions. It was for convenience of the arena manager to use in his local campaign. Included in this book was format of live tags for every possible contingency, Mr. McCreery declared.

One illustration of the intense faith those youthful Ice Follies producer-partners have in their radio spot plan was displayed in 1946 prior to show opening in Madison Square Garden, New York.

Up to that time, Madison Square Garden, where the ice production plays annually, had never used spot radio to promote any of its attractions, Mr. McCreery said.

When approached with the Ice Follies spot plan, Garden officials were dubious.

**Radio Put to Test In New York**

"Maybe it will work in other places, but not in New York," they said. "New York is different."

Ice Follies owners, to give their radio spot plan a test in the metropolitan area, agreed to gamble. They underwrote a ten-day $15,000 (Continued on page 40)
CAB REPORT

Signpost To Future

NO CONTEMPLATED increase in license fees, cooperative war reporting for member stations and increasing public relations were featured in the annual report of General Manager Jim Allard of the Canadian Assn. of Broadcasters, Ottawa.

On finances, Mr. Allard reported that despite a heavy drain on the CAB reserve due to the NARB and Royal Commissions, during the past year, there is no need for an increase in license fees, basis of which has not changed in the last 11 years. With "prudent management and barring substantial rises in cost of doing business," Mr. Allard said he felt present fees would be sufficient.

He reported that the CAB attended an average of 7 meetings in the last year, a decrease from 10 meetings in 1961. He said CAB conferences has resulted in only two minor changes for British Columbia member stations. Mr. Allard told in detail of preparations and help for stations appearing before the Royal Commission on Arts, Letters and Sciences last year, and intimated the Commission report will not be available before April.

The report also contains details on civil defense planning for broadcasting stations, associations with the Brand Names Foundation, plans for the CAB's annual conference in Calgary, the CAB's move to Ottawa, and a joint study with the United States to advertisers and agencies, operations of CAB Radio Bureau at Ottawa, sending Bert Cannings, CKWX Vancouver, to Alaska, Japan and Korea for member stations, and liaison with various government departments.

He dealt in detail with public relations functions, from giving talks before various public organizations to supplying data for theses on commercial radio to university students, and contacted with many national associations. Report mentioned close cooperation with other national and international broadcasting station bodies, advertising agencies, technical planning board, special services planned for French-language stations and the assistance given to individual member stations. There are now 103 member stations plus 56 associate members, from giving talks to visiting Canadian and member English broadcasting stations in Canada.

CAB CONVENES

By JAMES MONTAGNES

ABOUT 300 Canadian broadcasters, agency executives, station representatives and their associates from the United States are expected to attend the annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac at Quebec City this week from Monday to Thursday. While no definite assurance has been given the CAB, it is hoped that the report of the Royal Commission on Arts, Letters and Sciences, headed by Hon. Vincent Massey, will be available for discussion by CAB members on the final day.

Unlike previous annual CAB meetings, this year's meeting will be largely in the form of panel discussions. Business meetings will be left to two sessions, on Tuesday afternoon and on the last day. New directors have been appointed by the various regional groups, and will hold their first meeting on the afternoon of March 1. Business to be discussed will include, in addition to annual reports, changes in wording on rate cards and contracts and related matters.

Agenda for the annual meeting includes Monday morning panel on "Earnings and Services" under chairmanship of F. H. Elphicke, CKWX Vancouver; Monday afternoon panel, "Information Please," with W. Vic George, CFPC Montreal, as chairman, and will deal with national business; Tuesday morning session, "Earnings and Audience," under chairmanship of Ralph Snegrove CKBB Barrie, will deal with audience measurement. The Tuesday afternoon program on "Civil Defense and Local Disaster" will be a closed session at which it is expected that Canada's civil defense administrator, Gen. F. F. Worthington, will be present. Wednesday afternoon's panel, "Operations and Earnings," under chairmanship of W. F. Souch, Canadian Marconi Co., Winnipeg, will deal largely with the equipment aspect.

The annual meeting of the Bureau of Broadcast Measurement is slated for the Wednesday morning session. Maurice Mitchell, Associated Program Service, New York, will be luncheon speaker on the opening day. Dr. J. R. Petrie, Canadian Tax Foundation, will be guest speaker at the annual dinner Tuesday evening when the first John J. Gillin award will be made. Additionally Canadian General Electric Award and the CAB Quarter Century Club memberships will be presented. E. G. Lewis, Canadian Broadcaster, will be luncheon speaker on Wednesday.

THE seldom seen board of governors of the Canadian Broadcasting Corp., seen at the January meeting in the new CBC Radio Canada Bldg., Montreal, included (l to r), Jesse P. Trippe, Ostrow, Senk; Prof. J. A. Carr, Queen's, Kingston, Ont.; Dr. G. Douglas Steel, Charlottetown, P.E.I.; Rene Morin, vice chairman, Montreal; A. D. Dun- ton, chairman, Ottawa; Dr. A. Frigon, general manager, Ottawa; Donald Manson, assistant general manager, Ottawa; Dean Adrien Pouliot, Laval U., Quebec, Que.; F. J. Crawford, Toronto; W. H. Phillips, Ottawa, and Mrs. Mary E. Farr, Victoria, B. C.

Annual Meeting Opens Today

Defense Dept. Plan Changes Urged

By JOHN OSBON

A SUBSTITUTE for the controversial military radio-TV control plan advocating a new Communications Act for the United States is being considered by the Senate, which is weighing the report of the Senate Inter-state & Foreign Commerce Committee last week in the wake of a United Broadcast industry stand.

The amendment was offered by the committee during the course of two-day hearings on legislation (S 537) introduced by Sen. Ed C. Johnson (D-Col.), committee chairman, at the request of the department, and reportedly had the tentative though unofficial endorsement of at least one military official.

Sen. Johnson recessed the hearings, held Wednesday and Thursday, pending further study of the committee proposal by the Dept. of Defense, NAB, PRC, Radio-Television Mfrs. Assn., and other groups. While recessed "until a later date," Sen. Johnson told broadcasting * Telecasting that future hearings may not be necessary.

If the reaction proves satisfactory, as is generally expected, the committee may take up the bill in executive session this Wednesday and report it out favorably, he indicated.

The bill in its present form would empower the President to control radio-TV broadcasting and other radiations whenever he "deems it advisable in the interest of national security," or authorize use of stations and devices by such agencies and departments he may designate.

The industry stood united, telling NAB and Senate hearings on common ground that power over stations is provided under Sec. 606(c) of the Communications Act, and that the military plan is potentially "very dangerous" to the nation's broadcasters under the loose-jointed language inherent in the legislation.

Text of the proposed amendment: (Sec. 606(c).) Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States the President, if he deems it necessary in the interest of national security or defense, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, and the removal therefrom of its apparatus and equipment. The use or control of any such station or device and/or its apparatus and equipment, by any department of the government under any such proclamation shall be under the supervision of the President, or his designee, and by the order of the President, or his designee, the station and apparatus and equipment shall be seized and thereupon described upon just compensation to the owners.

NAB, which felt an amendment to the Communications Act would be preferable to new legislation, was studying the committed proposal at week's end. It was understood NAB might question the leeway suggested in the phrase "advisable," and debate the President's discretionary power.

Spearheading the industry at-
MR. SPONSOR:
SUNDAM AFTERNOON MAGIC
60 TO 75% OF AUDIENCE AND TOP SPONSOR IDENTIFICATION... ALL IN THREE WEEKS!

Richard Jones, Gen. Mgr.,
Radio Station WJBK,
Detroit 1, Michigan

February 5, 1951

Dear Dick:

The January Videodex rating of Twin Pines Farm Dairy "Twin Movie Party", which appears on WJBK-TV, is so terrific that I want to tell you how we feel about the program's success.

Within the four half-hour segments on WJBK-TV from 1:00 to 6:00 P.M. each Saturday afternoon, the Twin Pines double feature western program captures from 60% to 75% of the audience.

And talk about sponsor identification! "Milky", the Twin Pines magician-clown who handles the commercials, appeared at a Mother-Son party in a Detroit public school. Without fanfare and with no introduction, "Milky" came out on the stage. The kids, in a single voice, roared... "It's Milky!"

At the time, Twin Pines "Movie Party" had been on WJBK-TV for only three weeks. Yet the program had so endeared itself that all the young fry immediately identified "Milky" and the sponsor!

We frankly feel that no other medium could possibly have made so complete and deep an impression in so short a time as did this television program on WJBK-TV.

I'm happy to report all this to you, Dick, and to tell you how pleased we are with the cooperation we have had from WJBK-TV in making this program such a rousing success.

Sincerely yours,

LUCKOFF, WAYBURN & FRANKEL, INC.

Leon S. Wayburn

YOU, TOO, CAN REGISTER YOUR NAME AND SELL YOUR PRODUCT WITH REAL IMPACT IN DETROIT. WJBK delivers the goods—YOUR GOODS!
ASCAP LICENSE RATES

Meeting Set On TV Issue

By FRED FITZGERALD

TWO more state broadcaster associations have reported their support of the new NARBA agreement, while on the Capital Front indications grew stronger that proposed detailed hearings before the FCC to settle a foreign relations Committee of Sen. Tom Connally (D-Tex.) may evolve into a first-rate donnybrook.

Though no hearing date has been set, it's expected that sessions will be scheduled for late March or early April. It's also felt that in addition to study of reported opposition to the treaty, the Committee will delve into the whole issue of clear channel stations [CLOSED CIRCUIT, Feb. 19] with purported duplication of network programs on clear channel stations as one issue.

State Dept. has requested the hearings, and key witness will be FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation, who successfully negotiated the treaty last Nov. 15 with Canada, Cuba, Dominican Republic, Bahamas and Jamaica.

Further support for the new NARBA agreement, sent Feb. 5 by President Truman to the Senate for ratification, came from the California State Broadcasters Assn. and the Florida Assn. of Broadcasters.

The California group at its fourth annual meeting Feb. 16 in San Francisco (see story, page 35) voted its favor of ratification in the following resolution:

California Resolution

Whereas, an agreement between the United States and other North American nations relating to the use of radio frequencies in the various countries concerned is vitally important to the welfare of all radio stations in this country; and, whereas, the FCC and the State Dept. of the United States have, after four years of negotiation, concluded an agreement which is, in their opinion, the best one obtainable at this time; and, whereas, this agreement will soon go before the U.S. Senate for ratification; now therefore be it resolved that the California State Broadcasters Assn. do hereby go on record as favoring and supporting this treaty, and that the State Broadcasters Assn. support the ratification of this treaty and that the appropriate Senate Committees are urged to give the treaty the urgent consideration to which it is entitled.

In a like manner, the Florida Assn. of Broadcasters notified the Commission that its organization had gone on record favoring ratification.

Speaker for the Clear Channel Broadcasting Service last week ridiculed the notion of CBBS to what it termed "a paper treaty" and declared that appropriate testimony would be presented by farm groups and other organizations in the field that "the treaty should be rejected."

Pointing out that neither Mexico nor Haiti had signed the agreement, CBBS stated that there was no guarantee of engineering protection to U.S. stations even if the treaty were accepted. The time period covered by the treaty was also scored by CBBS, which contended that any pact "should be a long-term treaty" and that the current agreement could be terminated by a signatory nation should it desire to demand reopening of negotiations.

The CBBS spokesman alluded to possible differences that may exist in so far as radio operations within the United States are concerned, not debating whether there is any quarrel "that's fightin' classically."

Also heard last week were conflicting reports as to where certain original clear channel stations stand in the NARBA fight. One source maintained that though some
Half of the Married People in the KFAB Area are Women

By HARRY BURKE
General Manager

YES—half of the married people are women—BUT, 81% of all the radio listening is by women, both daytime and nighttime. Furthermore, women are the motivating force behind 92% of ALL purchases.

This is one of the biggest reasons why radio is the best advertising medium today. The people you must sell, to make profitable sales, are women. They are the ones you can reach easiest, most often and at least expense.

In KFAB's great "Midwest Empire," according to recent reports from Hooper and Conlan, more women listen to KFAB than any other radio station.

It is non-sense that "half of the married people are women"—BUT, nonsense-that-makes-sense because women are your largest group of listeners and your best prospects.

KFAB offers you this year's audience at this year's price. Let us submit program ideas and availabilities to help you sell more women.

THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS OMAHA BASIC CBS

Represented by FREE & PETERS INC.
General Manager, HARRY BURKE

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writes glenn clark miller...

STATION DIRECTOR OF

WCPO
CINCINNATI

WORTH
Service

"HOOPER"

*Population 455,000—TV Sets 235,000

Writes Mr. Miller:

"I am pleased to report how WCPO achieved a 95.2% increase in evening audience through the exclusive use of Lang-Worth’s transcribed music.

The period from 6:00 PM to 10:30 PM, Monday through Friday, has always presented a problem to us in the winter months. The evening competition of other network stations in Cincinnati has always been strong. Added to that situation now is television. Our metropolitan area has the highest saturation of television sets in the country.*

To offset these two bulwarks of competition, we decided to program our evening hours with music—but not, however, of the disc jockey variety. Our head librarian, Miss Betty Geisler, was given the responsibility of selecting the right kind of music to provide rich entertainment for those TV set owners who prefer an evening of music and for those many radio listeners who have often indicated their desire for this type of musical program.

We cleared our evening schedule from 7:45 PM to 10:00 PM and decided to use music from the Lang-Worth Program Service—exclusively. I repeat that this is not a disc jockey show wherein success is largely dependent upon a personality—the format is simply good music intelligently selected and presented.

We inaugurated this new type of programming last October. The Hooper reports for this evening period (November and December 1950) are in.
The signed statement from Glenn Clark Miller, Station Director of WCPO, Cincinnati, proves that AM broadcasting is strong and healthy despite TV hullabaloo... that dollars alone cannot guarantee a high program rating because People (may the good Lord bless 'em) still listen to what they like!

Lang-Worth Feature Programs, Inc.

O.O. Langbein
President

We are delighted to report that WCPO's evening Hooper rating for this period jumped to 12.3 which is a 95.2% increase over the Hooper evening rating of one year ago. Our position among the Cincinnati stations, nighttime, has moved from fifth place to a virtual tie for third!

It occurred to us that other radio stations in highly competitive markets might find this information useful. We believe that the intelligent use of the Lang-Worth Program Service can do much to increase programming ratings for any station that finds itself in the same competitive situation as WCPO.”

Glenn Clark Miller
Station Director, WCPO
Cincinnati, Ohio

Send Today for a typical WCPO (Cincinnati) program schedule—Monday through Friday—and free 48-page booklet containing sample pages from Lang-Worth's 1951 program manual and music encyclopedia. This 260-page book is an integral part of Lang-Worth's amazing new program service used exclusively by WCPO and many other successful broadcasters to increase prestige and revenue and decrease program cost.

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

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HILL BRIEFING

FCC Still Split on McFarland Bill

FCC briefed the full House Interstate & Foreign Commerce Committee last week on legislation it believes essential in the broadcast field in the light of present conditions [Broadcasting • Telecasting, Feb. 13, 12, 6].

Significantly, the Commission's spokesman, Acting Chairman Paul A. Walker, did not request action on the McFarland Bill (H.R. 2794), now pending before the committee, nor did he refer to the measure as one needing immediate attention. The McFarland legislation, passed by the Senate early in the Congres sional session, would realign FCC procedures, strip away powers of the Commission's staff and set deadlines on the FCC workload.

Closed Session

Behind closed doors, Comr. Walker reviewed the McFarland Bill and formally presented the FCC's majority's objections to a number of its provisions. He also offered the Commission's recommendations in the form of a "model bill," similar to that presented on Capitol Hill a year ago [Broadcasting • Telecasting, March 6, 1950]. It was revealed last week that the FCC had revived the document [Broadcasting • Telecasting, Feb. 19].

It was understood that the "model bill" again shows how FCC splits when confronted with the question of what its staff's proper role should be in Commission affairs. Again, Comr. Robert F. Jones was the dissent, objecting to the position taken by the other Commissioners that the public interest will suffer if they can not consult at will with staff members before hearings are held on contested cases. Comr. Jones said such advice should be placed on the record when hearings on cases actually take place.

Comr. Walker was accompanied by Comr. Jones, E. M. Webster, Rosel H. Hyde and George E. Sterling. Only Comrs. Walker, Sterling and Hyde took part, the latter giving the committee members an explanation of the North American Regional Broadcast Agreement, currently awaiting ratification in the Senate (see story, page 28).

Next step for the committee is to set up its priority on radio legislation, as indicated in the FCC testimony during Monday's executive session.

Comr. Walker stressed the need for Commission authority to purchase lands and construct buildings for the purpose of monitoring broadcast signals. This measure (HR 1930), seen as essential in view of the national emergency, passed the House a few hours after Comr. Walker concluded his talk (see story, page 28).

Purpose of HR 1730 is "to provide specific legislative authority for FCC to acquire land and construct stations, and related facilities, for the connection with radio-monitoring work engaged in by the Commission," according to the House committee's report on the bill.

Meanwhile, the FCC asked Congress to enact a radio fraud law with language similar to the postal fraud law. This provision is contained in the McFarland Bill.

Crosier's Bill

The FCC request was referred to the House Judiciary Committee. At the same time, Commerce Committee Chairman Robert Crosier (D-Ohio) introduced a bill (HR 2794) that would not make it necessary for government radio stations, emergency stations, or mobile stations to have a construction permit before being issued an operating license. In addition, it provides that the Commission could on a case-by-case basis waive the requirement of a CP if it finds that the public interest, convenience, or necessity would be served for other stations, excepting those stations in the broadcast or common carrier field. Here is a summary, by topic, of (Continued on page 90)

RENEWALS

INDICATING that questions about ABC's relations with its affiliated stations have been resolved to the satisfaction of the FCC, regular license renewals were issued last week to the ABC outlets operating with temporary licenses since the fall of 1949.

At the same time, the Commission announced an extension of temporary licenses for NBC-owned affiliates to June 1, 1951.

ABC and NBC stations along with those with CBS have been put on temporary licenses at the same time. Eventually, CBS was given regular renewal when the FCC upheld the networks' right to serve affiliates as advertising representatives—a point challenged by the National Assn. of Radio Station Representatives as a violation of the FCC network rules or at least contrary to the public interest [Broadcasting • Telecasting, July 24, 1950].

Question involving ABC and NBC differed somewhat, with the Commission advising these networks that it wished to further study networks' relationship with their respective affiliates. Issues related to those in the Don Lee renewal case. The Don Lee case involved charges relating to affiliate relationships with respect to FCC rules on option time, exclusive affiliations, territorial exclusivity and rights of an affiliate to reject programs offered by a network.

The FCC at that time revised the major network's action on renewal hearings would have to await the outcome of the Don Lee case, a decision rendered Dec. 28, 1949, when the Commission found that the network was in violation of the violations but nevertheless proposed to renew the licenses for want of a penalty short of a "death sentence."

In the case of ABC, complaints had been filed by WING Dayton, WJW Cleveland and KPRO Riverside, Calif., charging violation of the FCC network rules.

Telegram Cited

Insofar as ABC was concerned, the Commission referred to a telegram by Sidney A. Strotz, then administrative vice president of the network, to KHQ Spokane, an NBC affiliate, during negotiations over a program to be broadcast in station (non-ABC) territory. The tele gram, introduced during FCC hearings arising from the NARSR charges, referred to "loyalty" to NBC and said "if you don't like our affiliation we would like to know about it now."

FCC advised NBC that this testimony would appear to present a substantial question as to whether the network "has violated or attempted to induce or coerce its affiliates to violate certain of the Commission's Chain Broadcasting Regulations." 

From time to time, sentiment has been expressed at the FCC and on Capitol Hill that a study of the network practices with affiliates would be in order. Post-War II influx of stations into the competitive market picture gave further fuel to these views.

The FCC has also recorded as labeling as "clumsy" the present procedure whereby action against a network for alleged coercion of an affiliate must be taken through the network's owned stations.

In the order last week, the ABC stations given regular renewal were WEND-TV Chicago, KGO-AM-FM-TV San Francisco; WJZ New York and WXYZ-TV Detroit.


Four stations owned by ABC or NBC were renewed since their licenses did not come up for renewal within the time period between the original order in late 1949 and the present date.

(Continued on page 90)
LANG-WORTH

Files Complaint Against AFRA

DESCRIPTING American Federation of Radio Artist picketing and boycott activities as an attempt to "ruin" the reputation of Lang-Worth Feature Programs Inc., New York, and to "drive" it from the industry, the library service firm last week filed a complaint in the New York State Supreme Court asking to enjoin further such union activity [BROADCASTING • TELECASTING, Feb. 19].

In addition to AFRA and its New York local, the complaint named Knox Manning, A. Frank Reel, Janet Baumhover and Alan Bunce, respectively national president, executive secretary, treasurer and first vice president. Mr. Bunce was named a second time as president of the AFRA New York local, along with its executive secretary, Kenneth Groot.

Complaint alleged that AFRA members with whom Lang-Worth dealt were "engaged independently and for their own account in the radio industry" and were themselves employers; that AFRA had demanded abolition of transcription libraries; and that Lang-Worth had been asked to sign a contract (transcription code) "providing, among other things, for the control and supervision of the business and commercial relationships between . . . (Lang-Worth) . . . and performing artists . . . and radio . . . stations." Lang-Worth had refused to sign, the complaint continued, under the laws and statutes of the state of New York and of the United States, the plaintiff is not required to enter into such agreements . . . and because plaintiff does not wish to become a party to the violation of said laws and statutes."

As a result, the complaint said, AFRA had "maliciously and intentionally performed and carried out with deliberate design and purpose by unlawful means to destroy plaintiff's business and the Lang-Worth program service, to ruin plaintiff's reputation and good will and to drive the plaintiff from the radio broadcasting industry."

AFRA had ordered its members to refrain from further contractual relations with Lang-Worth, as well as to refuse to perform existing contracts, the complaint alleged. The union also had advised station managers in New York state that the firm had been "unfair" to AFRA, and had said that it believed stations "will not 'want to pay good money' for 'non-AFRA talent,'" or give financial support to the Lang-Worth method of doing business," it said.

WNEW New York had discontinued use of Lang-Worth transcription libraries because AFRA had "willfully and intentionally issued and circulated false statements and publicity concerning the firm," the complaint alleged. Placards that were "untrue," it continued, were carried by pickets in front of the company offices in New York. The placards read: "AFRA, American Federation of Radio Artists (A.F.L.), against Lang-Worth Feature Programs Inc.," and the like.

Alleging that "there is no labor dispute" between the company and AFRA, and that Lang-Worth was being injured, the complaint requested a temporary injunction, to be followed by a permanent injunction, against union activities. In an affidavit to support the request for an immediate, temporary injunction, C. O. Langlois, Lang-Worth president, elaborated on the allegations of the complaint.

CSBA ELECTS

WILLIAM B. SMULLIN, president and general manager of KIEM Eureka, was elected president of the California State Broadcasters Assn., at its fourth annual membership meeting in San Francisco Feb. 16.

He succeeds Donn B. Tatum, vice president. Last year Smullin served the association last year as a vice president.

Don McKay, general manager of KGYW Vallejo, was elected to fill the vice presidency vacated by Mr. Smullin. Merle Jones, general manager of KNX Los Angeles, and Paul Bartlett, president and general manager of KFRE Fresno, were re-elected vice president and secretary-treasurer, respectively.

Newly elected to the board of directors for two year terms were Galen Gilbert, general manager of KGKR Long Beach; Arthur Westlund, president and general manager of KREW Berkeley; Les Hack- er, owner and general manager of KPRL Paso Robles and general manager of KVEC San Luis Obispo; Leo Schamblin, general manager of KPMC San Bernardino.

Directors retained to serve their second year on the board were Harry Butcher, president of KIST Santa Barbara, and the four officers of the association.

Top subjects on the agenda were a report on state legislative matters affecting the industry and a panel discussion of radio and television relations between the California State Broadcasters Assn. and its members.

THE ELEANOR ROOSEVELT PROGRAM

In New York on WNBC
In Los Angeles on KFWB

9:30 to 10:15 AM (PST)
Monday thru Friday

"The First Lady of the World" daily comments on domestic items, interviews with outstanding personalities and world figures; plus her own analysis on important news developments. Participations available.

Represented Nationally By
William G. Rambear Co.

BROADCASTING • TELECASTING

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Hill Discs
(Continued from page 9)
state to provide overall coverage.

Last year, 38 Senators out of the 96 in the upper chamber were recording discs at the facility. Currently the rate is 26, with more Senators expected to be added. There are approximately 105 out of 425 House members recording their reports. Not all discs are necessarily weekly, some are every other week.

Spot checking showed varied methods of recording and charging of stations.

For example, Sen. J. William Fulbright (D-Ark.) records programs at the specific request of stations. The usual format in this instance is for the Senator to interview a guest.


Florida's Sen. Spessard L. Holland, Democrat, records a regular show. His colleague, Sen. George A. Smathers, also a Democrat, occasionally records a disc for home consumption.

Sen. Holland's office said that some stations pay for transcription costs but others do not, depending on what arrangements are made. This also applies to mailing costs.

Newly-elected Sen. James H. Duff (R-Pa.) plans intermittent recording for state stations.

Sen. Henry C. Dworshak (Ida.) cut about four records last spring. Stations receiving the discs were not asked to pay the costs of making the transcriptions.

Iowa's Sen. Guy M. Gillette, a Democrat and chairman of the Senate Rules subcommittee on Privileges and Elections, records programs only on request.

Newly-Elected NAB Board Members
(Continued from page 22)

Mr. Lindsay

Mr. Linder

Harry W. Linder

Mr. Lindsay

Mr. Mason

Robert T. Mason

Robert Mason

is a Democrat, and chairman of the Senate Rules subcommittee on Privileges and Elections, records programs only on request.

the agency he handled two radio accounts and the broadcast bug hit him, leading in 1932 to a merchandising-selling job at KSO Des Moines, then a Cowles outlet. He rose to an Iowa Broadcasting Co. vice presidency in 1942. Since leaving Des Moines he has been vice president at WHOM, at that time a Cowles outlet in Jersey City, and now WOCF. He has served NAB in committee work.

Harry W. Linder

HARRY W. LINDER heads a thoroughly electronic—electrical family. He makes his first NAB board appearance as director representing District 11. He is president of KWLM Willmar and KTOE Mankato, and owner of KMHJ Marshall, all in Minnesota. His two sons, both electrical engineers, are associated with him in operating the stations. Age 60, Mr. Linder is vice president of Minnesota Broadcasting Assn.; member of Chambers of Commerce in three cities where he has stations; and at a civic and fraternal work and holds the Willmar "outstanding citizen" trophy; loves fishing and hunting. Mr. Linder is president of Viest and sale electrical distributing firm in Willmar, with branch in St. Cloud.

Frank Merrill Lindsay Jr.

FRANK MERRILL LINDSAY Jr., who prefers the Merrill tag, returns to the NAB board after absence of a year. He has been general manager of WSOY Champaign-Urbana, Ill., for more than a decade, adding sports and commentator roles to his duties. He was elected to the NAB board in 1949 as a small stations director-at-large, but has joined group as director representing District 9. He has served on NAB committees and has been president of Illinois Broadcasters Assn. He was born in 1910 Decatur, graduated from Kenyon College; received MBA degree in 1935 at Harvard business school; radio ham for years; went to work on Decatur newspapers; joined WJBL (now WSOY) in 1937 as business manager; was Navy commander during war, working in radar.

Robert Mason

ROBERT T. MASON is president and general manager of WMRN Marion, Ohio. He served previously as a director for small stations, 1947-48, and was a member of the former Small Market Stations Committee of NAB. Born in Willc aw nke in 1900, he is a graduate of Ohio State U.; published newspapers and magazines for 15 years; started WMRN in 1940. He has been a candidate for Congress from his Ohio district. Active in Chamber of Commerce work, he is a member of the U. S. Chamber's advertising advisory group. Other activities include Ohio Assn. of Broadcasters, of which he is a past president as well as Broadcast Measurement Bureau and Broadcast Audience Measurement boards. His illustrious brother is Frank T. Mason, ex-president, INS, former NAB vice president and until recently, head of the U. S. Brewers Foundation, who now lives in semi-retirement in Leesburg, Va., where he publishes the county newspaper.

No Radio Doom
(Continued from page 22)

Fletcher, with Mr. Pellegrin joining Allen Jones, Storecasting, and Everett Dillard, WASH (FM) Washington, in the discussion. Robert K. Richards, NAB public affairs directors, was dinner speaker. He brought along the four young winners of the annual Voice of Democracy contest (see story, page 9), with excerpts from their winning scripts.

Lee Hart, assistant director of Broadcast Advertising Bureau, told how the radio medium is used in a panel led by Fred Palmer, WOL Washington.

Don McClure, of McCall-Erickson, New York, spoke at a TV panel, led by Fred Compton. Participants were Alvin Epstein, of Alvin Epstein Adv.; Gordon Manchester, Manchester & Lyles; Robert Maurer, Henry J. Kaufman & Assoc.

NEW AD AGENCY

Sought by National Guard

SPADE work for National Guard media plans beginning July 1 and for selection of a new agency to handle its advertising account will be undertaken by Guard bureau officials at a preliminary session, tentatively set for March 15.

Representatives of advertising agencies which desire to compete for the account are invited to attend a session in Room 2318, Lt. Col. Ernest L. Smith, chief of the NGB's information office, said last week. Interested agencies should submit acceptances for the meeting by March 12.

Representatives will be apprised of the Guard's advertising background and of media plans, including fund requests, for the new fiscal year (1951-52). Bureau officials have asked agencies between $550,000 and $900,000 in advertising outlay, it was disclosed.

The advertising allocation has varied since World War II, ranging from $200,000 for the current year to over $800,000 during fiscal 1947-48. Radio and television generally have fetched about 25% of the total budget.

The account currently is being handled by Robert Orr & Assoc., New York and Washington. Gardner Advertising Co. and N. W. Austin & Co. have handled previous years. Themes of new campaigns will be directed at the 17 to 21 year age group, urging National Guard membership as desirable pre-draft training and embracing radio-TV stations, newspaper and magazine ads, and booklets, pamphlets and other industry aids.

After the March 15 briefing, competing agencies will be asked to prepare presentations for the account. A board of officials will sift through and select four agencies to appear for oral presentations this spring.

The QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC blankets these five cities. . . One Metropolitan area! It reaches thousands of rural listeners in a rich agricultural area, too. Diversified? Of course! From managers to machinists . . . from cooks to clerks. They all listen . . . they all buy in the Quint City market! Truly a test market . . . an accurate indicator for your product, your sales or your campaign. Dependable surveys prove that WOC saturates a metropolitan market . . . and a rural market and SELLS YOUR PRODUCT!

B. J. Palmer, President

Ernest C. Sanders, Manager

Davenport, Iowa

AM-FM-TV

Free & Peters Inc.

Exclusive National Representatives
The search for oil takes to the air

In today's all-out search for oil, American oilmen are using specially equipped planes over vast stretches of ocean, jungle and arctic wastes.

The airborne magnetometer, developed for spotting submarines in World War II, "surveys" underground rock formations by recording facts about the earth's magnetic field. This is only one of many developments that helped bring in nearly 25,000 new producing oil wells last year alone.

With more wells than ever in operation, America now produces more oil than at the peak of World War II. Equally important — oil scientists have constantly improved the oil products America uses. For instance — although taxes have gone up, the price of gasoline itself is about the same as it was 25 years ago. Yet the quality is so much improved that 2 gallons today do the work that 3 used to do.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products at the world's lowest prices.

This has come about because free men, competing freely, are always working to improve their companies' methods and oil products. And the benefits of this competition go to you.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.
HOOPERATINGS

New Reports Available

AVAILABILITY of city radio and TV Hooperatings "on all programs, in all major cities in terms of individual monthly reports up to 12 times annually" was announced last Wednesday by C. E. Hooper, of C. E. Hooper Inc.

He called it the "most significant announcement of the Hooper firm since 1940, when the availability of local city-by-city Hooperatings was made known."

Already Operating

The new schedule already is in operation on television in New York, Los Angeles and Detroit, and on radio in Los Angeles. The development, Mr. Hooper said, was made possible "by modifications of, and adaptations in our coincidental method, designed to (a) increase frequency and speed of service, and (b) increase the scope of programs and time periods rated."

He said the improvements have been made without altering comparability with past Hooperatings.

The announcement listed two factors involved in the change, greater frequency and greater scope.

It will now be possible, the company explained, to have individual program Hooperatings in individual cities up to 12 times a year, with each month's report delivered before the end of the following month. ("Local" Hooperatings are now typically published three times a year.)

The expanded Hooperatings also will include early morning radio and late evening radio and television indicative ratings.

Upon their acceptance, the firm said, these reports will replace the "typically" three-times-a-year city-by-city Hooperatings. The announcement anticipated that cooperation of radio and TV timebuyers and sellers will be in publication "in most cities" by October.

The development "offers relief from the (a) tardiness, (b) infrequent publication and (c) failure to rate all programs which have been the only valid criticism of city Hooperatings to date," the announcement said. It said the new service also should be welcomed in the industry as "an escape route from the welter of conflicting local ratings services which have sprung into being."

Letters and individual presentations are being used to explain the expanded service to radio and TV stations in major markets. Timebuyers will be given full details upon request, the company said.

EDUCATION

Radio-TV Role Analyzed


AN overall analysis of the status of education through radio and TV is presented in this "Twentieth Yearbook of the Institute for Education by Radio" as the latest edition of Education on the Air is submitted. Included are addresses by Ralph W. Hardy, NAB director of government relations; FCC Commr. Frieda B. Hennock, Commr. H. V. Kaltenborn and Comr. Paul A. Walker.

General topics discussed include: Do We Need a New National Policy for Radio and Television?: Radio and U. S. Foreign Policy; Educational Television—A Progress Report; Television Training in Colleges and Universities; Educational Administrators Look at Radio and Television; Promotion of Educational Programs; Educational Broadcasting Through Commercial Stations; Radio in Agricultural Broadcasting, and Radio Writing and Production. Reports of several clinics held at the Twentieth Institute for Education by Radio also are given; among them are Clinics for 10-Watt Stations, Clinic for Campus Stations, and Clinic for Educational Stations.

WHITNEY ASKS MACARTHUR

ACTING on published reports that GIs in Korea were complaining in letters home that they were not getting enough food, Milton Chase, WLW Cincinnati news commentator, asked Gen. Douglas MacArthur about it. Last week the general wired Mr. Chase that American soldiers in Korea were getting "ample clothing and food" and that "there is no concern regarding provisions made for the care of the soldiers."

The reply was picked up by wire services and received nationwide attention.

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'FREEDOM' AWARDS 'Cavalcade,' Others Cited

PROGRAM: Cavalcade of America, of E. I. du Pont de Nemours & Co., Inc., Wilmington, over NBC received top radio honor by Free- dom Foundation, as "non-profit, non-political, non-sectarian awards foundation" which last week announced its 1950 awards for "Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do, or say."

Awards were made in the following categories: advertising campaigns, single cartoon strips, college commencement addresses, community programs by boys and/or women's groups, company employee publications, editorials, general category, high school commencement addresses, magazine articles, 16mm motion pictures, 35mm motion pictures, photographs with captions, public addresses, radio programs, sermons, union publications and civil defense. For each category, a total of $5,000 in cash awards was made, along with Honor Medals and Certificates of Merit.

General Omar N. Bradley, chairman of the Joint Chiefs of Staff, presented the first and second-place awards in special Washington's Birthday ceremonies atVal- ley Forge, Pa. The remaining awards are to be presented at regional ceremonies throughout the country during March and April.

Other radio award winners:
SECOND PLACE:

THIRD PLACE:

FOURTH PLACE:

America Is People, recorded for broadcast Armed Forces Radio Serv- ices of the Armed Forces Information and Education Division, Wash- ington. 
Boy Scouts Jamboree 1950, public service broadcast July 3, 1940, WCAU Philadelphia. 

HONOR MEDALS:
- One Nation Indivisible, series by CBS.

Pal Theatre, dramatic episodes by boys and girls of PAL on WNBC New York. 
The Greatest Story Ever Told, series sponsored by Goodyear Tire & Rub- ber co., Akron, Ohio, on ABC. 
Knew Your America, U. S. historical drama series, WDRF Detroit. 
Road of America, Cities Service Co., New York, on NBC. 
Carnegie Hall, American Oil Co., ABC, Baltimore, Md.

CERTIFICATES OF MERIT:
- Detroit Public Schools, Div. of In- struction, Dept. of Radio Education, Detroit, Stamford High School Day, WSTC Stamford, Conn. 
- Junior Town Meeting, series spon- sored by Nat'l. Conf. of Christians and Jews, WTCN St. Paul, Minn. 
The Ohio Story, series sponsored by Ohio Bell Telephone Co., Cleveland, on WTAM Cleveland. 
Story of A School and A Neighbor- hood, WAVV New Haven, Conn. 
- Radio Station WHLI, Hempstead, Long Island, N. Y. 
- I Speak For Democracy, Donald Wilson, single broadcast, Lemoore High School, Lemoore, Calif., submit- ted in Voice of America contest. 
Standard Oil Co. of Ohio, intermis- sion broadcast talks on Cleveland Orchestra Sunday afternoon program, Midland Bldg., Cleveland. 
- George Washington Carver, Chil- oras (Continued on page 49)
LeVALLY CLOSES

LeVALLY Inc., three-year-old Chicago agency with $4.5 million billing, was preparing last week to close its doors "on or before May 1" because of the illness of Norman W. LeVally, president and treasurer.

Mr. LeVally, in a prepared statement, said he was liquidating the 10-account agency on orders of his physician. He will take an "indeterminate rest," but any other plans are "indefinite." He explained, however, the move is a "temporary retirement from the advertising business."

A letter reportedly went from him to all clients Feb. 17, notifying them of cancellation of the account within 30 days. Two of the firm's major clients, both users of radio and TV, were Household Finance Corp., Chicago, and Frank Fehr Brewing Co., Louisville, which announced their plans to name new agencies about a month ago. Fehr, which uses local AM spot and TV programming, plans "no curtailment" in its use of either. It will name an agency which has had brewery advertising.

Other Accounts

Other LeVally accounts which will name new agencies are Marathon Corp., Menasha, Wis. (paper products); Hamilton Mfg. Co., Twin Rivers, Wis.; Deep Freeze Appliance Div. of Motor Products Corp., North Chicago, Ill.; Kitchen Art Foods Co., Chicago (dry goods); Scott Radio Labs, Chicago; John Meek Industries, Plymouth, Ind. (TV sets); Virginia Parks Inc., Chicago (VP deoderant); Snappyr Cheese Co., Den- mark, Wis.; American Family Magazine; Chicago Electric Mfg. Co. (appliances).

Only broadcast accounts are Kitchen Art Foods, which uses AM spot, and Deep Freeze which bought local TV programs in Chica- go.

Mr. LeVally, who is 45, established his own agency three and one-half years ago after working as equal partner with John W. Shaw, head of the Chicago agency of the same name, in Shaw-LeVally for three years. Mr. LeVally, a for- mer account executive at Leo Bur- nett, has been in the advertising business 20 years.

He reported turned down an offer to six key executives within the agency to assume management of the operation. The group was understood to have included James G. Cominos, vice president and general manager; Stuart H. Rie, vice president in charge of art; Robert E. Blackburn, vice presi- dent in charge of copy; Rhoades V. Newbell, vice president; Leslie R. Gage, vice president in charge of media and research, and Frank W. Chaaffe, vice president in charge of merchandising.

The Chicago firm has offices at 360 N. Michigan Ave., and employs 61 persons.

'DREAM TIME'

Ziv Series Meets Success

AS A RESULT of the success of its transmitted radio series Dream Time, Hamilton Watch Co. plans to underwrite a new 13-week series transcribed by Frederic W. Ziv Co.

The quarter-hour Dream Time was first offered early in 1960 by Hamilton to a relatively small number of jewelers for local spon- sorship. It caught on so quickly that by year's end it reportedly was aired on 417 stations in 46 states, Alaska, Hawaii and Canada.

Hamilton pays for the production costs of the program and has a relatively institutional-type commer- cial, with open ends for the local jeweler's message. The retail jeweler pays time costs. The show was offered on an exclusive, one-jeweler-to-society basis.

A majority of the sponsoring re- tailers reported that increased sales could be attributed directly to Dream Time. Several jewelers, in fact, repeated the series.

Retailers who sponsored the original series will be given preference when the new series is released.

E. B. New York, is the agency for Hamilton.

Radio Script Catalog

BOOKLET, Radio Script Catalog (sixth edition) offering a list of more than 1,500 annotated radio scripts, on free loan from the Ra- dio Script and Transcription Ex- change of the Office of Education, is now on sale. Price is 25 cents per copy, available from the U. S. Gov- ernment Printing Office, Division of Public Documents, Washington 25, D. C.

BROADCASTING • Telecasting
RADIO AUDIENCE SIZE
Can Be Increased Despite TV, Study Shows

LOCAL stations can increase average audience size despite the decline in radio listening caused by television, according to a study conducted by Advertest Research, New Brunswick, N. J., on behalf of WCOC New Brunswick.

The analysis is based on matched studies conducted in January 1949 and the same month this year.

Comparison of the two periods shows radio listening has declined overall by 23.7%, with the bulk of the drop occurring in the evening, according to Advertest Research.

Morning radio listening increased 12.6%; afternoon radio listening fell off 15.2%, and evening radio listening dropped 35.6% during the two-year period, it was found.

This average decrease varied sharply among stations, the research firm noted in supporting the claim that local stations can expand audience despite TV. Advertest Research pointed out that the two studies were based in each instance on more than 8,000 cases, and were matched in every respect.

The area (Middlesex and Somerset counties in New Jersey) was described as "probably unequal in the country for degree and media competition." It is covered by 10 TV, over 25 AM and numerous FM stations.

TV viewing has increased sharply in the two years, especially in evening hours, it was found.

BARBARA WELLES, women's commentator WOR New York, was feted by station with five-day birthday celebration, from Monday, Feb. 5, through Friday, Feb. 9.

THOUGHT WAR
Report on Korean Activity

PROGRESS in the psychological warfare phase of Korean operations, entailing loudspeaker transmissions to enemy forces and UN radio broadcasts to the civil population, is stressed in a report filed with the United Nations Security Council.

The report, one of a periodic series, revealed that loudspeaker broadcasts from air and ground are "proving effective in complementing the influence of leaflets in inducing surrender of enemy soldiers." During the latter part of November numerous broadcasts and leaflets were employed as psychological warfare was stepped up. Civilian broadcasts were aired by Radio Seoul and Radio Pyongyang giving "authentic news reporting," the report added.

Average Quarter-Hour Ratings
Monday Thru Friday Oct.-Nov. 1950

<table>
<thead>
<tr>
<th>TIME</th>
<th>WTAG</th>
<th>STA &quot;B&quot;</th>
<th>STA &quot;C&quot;</th>
<th>STA &quot;D&quot;</th>
<th>STA &quot;E&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 A.M. NOON</td>
<td>10.9</td>
<td>4.6</td>
<td>2.6</td>
<td>1.8</td>
<td>1.3</td>
</tr>
<tr>
<td>6:00 P.M. NOON</td>
<td>12.8</td>
<td>5.6</td>
<td>1.8</td>
<td>1.5</td>
<td>1.8</td>
</tr>
<tr>
<td>6:00 P.M.-Mid-Night</td>
<td>12.5</td>
<td>3.2</td>
<td>2.2</td>
<td>1.5</td>
<td>2.6</td>
</tr>
<tr>
<td>6:00 A.M.-Mid-Night</td>
<td>12.1</td>
<td>4.5</td>
<td>2.2</td>
<td>1.6</td>
<td>1.9</td>
</tr>
</tbody>
</table>

There are 304 quarter-hours of broadcast time Monday through Friday in Worcester.

Of these: WTAG has a higher average rating than all other stations combined...

300 of WTAG's Monday through Friday quarter-hours have higher ratings than the best rated quarter-hour on any other station heard in Worcester...

Even WTAG's lowest quarter-hour rating (2.3 at 6:00 p.m.) is higher than 168 quarter-hours on other stations heard in Worcester...

Join Liberty
KWIN Ashland and KFIR North Bend, Ore., have signed as affiliates of the Liberty Broadcasting System.

BROADCASTING * Telecasting

WTAG WORCESTER

580 KC  5000 Watts

PAUL H. RAYMER CO. National Sales Representatives. Affiliated with the Worcester Telegram - Gazette.

February 26, 1951 * Page 30
‘Ice Follies’ Success

(Continued from page 25)

campaign, using their plan shows since attractions.

from radio.

has recommended productions TV spot

produced TV spot associated with stations

ted with stations in presenting the show on video, however, it has established a policy of never telecasting a complete show, and never more than three or four minutes consecutively.

TV Spots Newest Addition

Ice Follies has added well-produced TV spot film to its series of radio spots in the past few years.

For the division of budget appropriation between radio and TV, Ice Follies management and Walter McCrery Inc. have worked out an interesting formula which is recommended to arena managements in television areas. The money is proportioned in direct relation to the number of radio and television receiver sets in each area.

In most instances where video has been included in the budget, additional funds have been appropriated so that the expense of the newer medium is not subtracted from radio.

While most of the Ice Follies plan concerns spot radio because it is best adapted to the peculiar problem of the traveling ice extravaganza, Shipstads & Johnson have made effective use of network radio for a specific purpose.

Each September when Ice Follies has its annual world premiere in Los Angeles Pan-Pacific Auditorium, a half hour show is broadcast over a tailor-made network of Mutual Broadcasting System. Some 50 stations are used to cover quite thoroughly the 20 areas in which Ice Follies will appear during its winter tour.

This broadcast is designed to show-case the first performance of the new edition, thus giving regular Ice Follies patrons an idea what is in store for them when the production reaches their community.

Its format is the narrative-interview type. Top network names are used as interviewers. Among them are Ken Carpenter, Frances Scully for the woman's angle, Johnny Grant, Bill Walsh and others.

The narrative includes a building up of a Hollywood premiere and top name motion picture talent in attendance are interviewed.

Some form of line reversal has been used in the network program on several occasions. One year Ted Husing interviewed General John Reed Kilpatrick, president of Madison Square Garden in New York. This was fed into the line at the Hollywood originating point.

Last year a local cut-in was featured. In each area the local arena manager, a friend of long standing and an important personage in the community, congratulated Eddie and Roy Shipstaid and Oscar Johnson on the 16th anniversary of their ice production. A special closing tag in each city gave Ice Follies playing dates for that area.

Ads are run on the local newspaper radio pages listing station and time of broadcast. In addition, spot announcements are employed to plug the coming network show. This type of promotion has paid off in a surprisingly large unsolicited mail pull for a one-time network special events type broadcast, according to Mr. McCrery.

As do the AM transcriptions, TV film spots and other Ice Follies advertising, production of these annual network "specials" come under personal supervision of Mr. McCrery. He considers Ice Follies his particular "baby," having been associated with it for 12 of its 16 years of existence.

A pioneer in Western radio and advertising, Mr. McCrery has the reputation of being a perfectionist.

He was a member of Smith, Bull & McCrery Inc., Hollywood, before forming his own agency a few years ago. And wherever McCrery has gone, Ice Follies has followed.

Local Campaigns Also Handled

Besides representing Ice Follies as advertising agency, Walter McCrery Inc. has handled campaigns on the local level with conspicuous success for arenas in Los Angeles, Chicago, New York, Philadelphia, Portland, Ore., and San Francisco.

Because cost of radio and TV operations for Ice Follies are scattered among a score of widely separated advertising budgets, it is difficult to arrive at an exact dollars and cents figure, according to the ice production owners.

However, combining the production costs of the material furnished by the traveling ice extravaganza and the cost of station time used in each city for spot radio and TV, an estimate for the total would approach $300,000 for the 48-week tour of 20 cities, they said. Rule-of-thumb percentage for the radio and TV portion of the over-all advertising budgets has been approximately 20%.

The executive organization of Ice Follies is quite simple. It is a partnership solely owned by the two Shipstaid brothers and Oscar Johnson.

The operation, too, is conducted with a surprisingly small staff. The three owners closely supervise both the business and production phases.

P. K. von Egidy is executive director and was a well-known Los Angeles announcer-sales executive before he joined Ice Follies. His job at the start was to act as liaison between the executive staff, local arenas and advertising agency. But since that time responsibilities have multiplied and he includes many other phases of Ice Follies operation in his duties.

With a cast of 165 professional skaters, Ice Follies headquarters are in Los Angeles, where a new $100,000 building is being erected to house operations.

Eddie Shipstaid and Oscar Johnson were skating partners doing a professional comedy act when they first got their idea that a musical show on figure skates could be successful. But it wasn't until March 1935 when with aid of brother Roy they put on a professional teacher of figure skating, that they carried out that idea. They presented The Greatest Arena Show in Minneapolis Arena.

They planned the show on the night of the great bank holiday. As a result it wasn't a success financially, but it was from a production point of view.

In the next two years the three youths produced a number of charity shows on ice in St. Paul. Then in early 1937 they obtained a contract to produce a "tank" show in Chicago's College Inn. They were booked for one month, but played sixteen. It was at College Inn that the idea for Ice Follies took form and grew.

The three于是 formed a partnership and in Nov. 1938 with a small band of 28 figure skaters left their home town of St. Paul by bus for Tulsa where the new venture was to have its premiere. Tulsa was also the site of the start of the TV campaign which has put the town under strict quarantine. First night audience on Nov. 7, 1938, virtually was out-numbered by the small cast, the three producers-owned relate.

Since those days the cast has grown to its present 165, and production has become steadily more elaborate and spectacular. Where audience was then but a few scattered people, a recent years annual attendance has approached the three-million mark, with a total of more than 30 million having attended Ice Follies since it first presented a modest debut in Tulsa in 1936.

THE ONE FOR 1951

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 40 • February 26, 1951

BROADCASTING Telecasting
NEWS DANGER

AM NEWSCASTERS were told that their greatest danger comes not from TV but from their own smugness.

This charge was leveled by Prof. Baskett Mose, Medill School of News before more than 50 radio services were discussed at a panel with Mr. Hilton as leader and Don Richardson, KAUS Austin, Minn.; Ed Brandt, United Press field representative, and George Moses, manager of the Associated Press bureau manager, as participants.

A panel on crime news on the air broadcast by Rep. Harold C. Hagen (R-Minn.) who is serving his fifth term in the House.

AN ELOQUENT appraisal of the radio industry's "vigilance and publication of its vital function was voiced in Congress last week by Rep. Harold C. Hagen (R-Minn.), who is serving his fifth term in the House.

REFERRING to the "iron rule of dictatorship," Rep. Hagen noted the contrast between the operation of a radio station in a free country and the iron curtain "where radio is used constantly to divide and subjugate the people, to thwart the freedom of mankind, and to instill hatred and greed into the hearts of the citizen.

He continued: Compare this use of radio with the operation of the radio stations in America. We are all familiar with the public service programs of the American radio industry, the free time made available for the purpose of education and the sharing of knowledge, the programs to humanize and humanize the diseases, the unfathomable devotion to the ideals of freedom of expression and, the constant effort to make life better for all our people as well as the people of the world.

The radio industry of America speaks unchallenged in its service to the ideals which are America's heritage and the industry asks nothing in return.

The radio industry of America, being content to operate freely in a land where freedom is the paramount tradition.

In typical tribute to the radio industry, Rep. Hagen pointed out how KROX Crookston, Minn., an independent outlet, has contributed its share of public service to its community.

The Congressman cited service of KROX and other stations which saved lives and avoided property damage during destructive floods in the Crookston area last year. Another incident, he said, was a public campaign launched by KROX which succeeded in apprehending a hit and run driver.

Rep. Hagen concluded: I am proud of these services KROX is giving to its community. I am more proud to know that hundreds of radio stations all over America are equally vigilant and equally public spirited.

"We need no fear for the future of our democratic way of life as long as we have free and unfraid avenues of information. Our freedom of life is safer and more secure because of the services of America's radio stations, television stations, newspapers, magazines and other publications that are applied to any other news, always with the added goodness that characterizes news broadcasting."

Mr. Krueger was chairman of the panel; Paul Presbrey of the Minneapolis Star, Paul Ziemer of WKBW LaCross, Wis., and Sheriff Ed Ryan of Hennepin County, Minnesota, the participants.

The fourth panel, dealing with use of recording devices in news broadcasting, was led by Julian Hoshal, KYSM Mankato, Minn. Assisting him were John Leslie, WJR Detroit, and Thomas Ziemer, KDSM, Des Moines.

Two speeches by foreign correspondents were given to the short course—one by Herbert Lewis of the St. Paul Pioneer Press, just returned from Southeast Asia, and the other by Philip Potter, Baltimore Sun foreign correspondent, who was wounded in Korea last fall.

Northrop Dawson, program director of KUOM, the U. of Minnesota station, played a sample of the new KUOM documentary series, "Minnesota Mid-Century," which is being furnished on discs to 39 stations.

KOREAN POLL

House Hears KUSM Results

A RADIO station's poll of listeners on the Korean situation was presented to the House of Representatives by Rep. Joseph C. O'Hara (R-Minn.). The poll was conducted in a one-week period ending March 30 by KUSM Fairmont, Minn. Two questions were asked: Whether the U. S. should pull out of Korea and who should determine whether America's forces are in Korea, Congress or the President.

According to Rep. O'Hara, the poll showed 89% of the respondents believe America should take its troops out of Korea, 97% said Congress should make the decision on whether troops be sent abroad.

TWO-YEAR rights to services of Pennie Pruden (r) and Penny Pruden's Pantry Inc., Cincinnati dollar store and product testing outlet, are assigned to WLW-WLWT(TV) Cincinnati as Robert E. Dunville, president of Crosley Broadcasting Group (WLW) looks on. "Penne's Pastry" will be a merchandising service of the radio-station.

the 44 Minnesota AM stations without charge. United Press played host to a cocktail party Friday evening.


WIND Chicago will broadcast Indiana High School Basketball Tournament for 16th year under sponsorship of same client, Northern Indiana Public Service Co. Bud Campbell will handle commentary on games, three daily on four Saturdays beginning Feb. 24.

February 26, 1951 • Page 41
AUTO RADIOS

CHANCE that an auto radio will be turned on increases with the number of passengers, according to a study of car listening made in Georgia by Donald P. Schrader, radio journalism instructor at Iowa State U.

This important audience, often overlooked, takes on added significance with TV's growth, according to Mr. Schrader. In addition, the auto and portable radio audience offsets the normal summer drop in the case of in-home listening.

The Schrader study was conducted in Macon, Ga., last August, with 12,000 interviews and observations made at traffic lights, drive-in theatres and restaurants, and ball parks.

In general he found:

- Men are more likely than women to listen to the car radio.
- Likelihood the car radio will be turned on increases with number of passengers.
- Likelihood the set will be turned on at a given time increases with the distance the car has traveled that particular trip.

Interviews were conducted between 7 a.m.-8 p.m. weekdays, covering both white and negro drivers. So few negro drivers were found that they were eliminated from the findings.

Of all cars observed parked on streets in downtown Macon, 63.66% had radios, and 71% of all cars in which drivers were interviewed had radios. This may be accounted for by the fact that other research has shown that cars with radios are driven more than cars without radios (When 1949 Study of Iowa

<table>
<thead>
<tr>
<th>Radio Audiences</th>
<th>Sets in Use</th>
<th>Male</th>
<th>Female</th>
<th>Male and female in same car</th>
</tr>
</thead>
<tbody>
<tr>
<td>RA...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The fact that listening generally increases as the number in the car increases is clear from the following table:

<table>
<thead>
<tr>
<th>SEX</th>
<th>No. in car</th>
<th>Radio cars in which</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Male</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Male</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Male</td>
<td>1</td>
<td>4 or more</td>
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</tr>
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<td>Male</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Male</td>
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<td>7</td>
</tr>
<tr>
<td>Male</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Male</td>
<td>4 or more</td>
<td>10</td>
</tr>
<tr>
<td>Male</td>
<td>4 or more</td>
<td>11</td>
</tr>
<tr>
<td>Male</td>
<td>4 or more</td>
<td>12</td>
</tr>
</tbody>
</table>

The likelihood that a driver will have his radio on enroute to work in the morning is also determined by the distance travelled. Interviews were conducted at the entrance to industrial plants and military establishments from 7 a.m. to 10 a.m., with the results shown as follows:

**PER CENT OF RADIOS ON BY DISTANCE TRAVELLED TO WORK**

<table>
<thead>
<tr>
<th>Distance travelled</th>
<th>Sets in use</th>
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<tbody>
<tr>
<td>one to three miles</td>
<td>16.5%</td>
</tr>
<tr>
<td>four to eight miles</td>
<td>29.1%</td>
</tr>
<tr>
<td>nine to twenty miles</td>
<td>47.4%</td>
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</tbody>
</table>

The percent listening varied little from day to day, and the high station identification is construed as further indication that this is regular listening. Ninety-three percent of all those interviewed on their way to work could identify the station to which they were listening.

From 1-3 p.m. interviewing was conducted at traffic lights on main highways through the city. Twenty-three percent of all radios were turned on, and 59.8% named the station to which they were listening.

In the evening, 28% of the radio-cars entering drive-in theatres and restaurants and ball parks had their radios on, and 56% of the drivers named the station to which they were listening.

It is difficult to come to any conclusion about the program preference of car listeners in the morning and evening because all four stations in Macon had similar programs, according to Mr. Schrader. In the afternoon major league baseball had the largest audience.

Listening on the car radios was to local stations. The number of radios tuned to non-Macon stations was less than one-tenth of one percent.

**WHDH PROJECT Controls Unwanted Brush**

The BRUSH CONTROL project of WHDH Boston is being hailed throughout New England. It saves up to 3,000 a day which can save railroads, public utilities and farmers millions of dollars annually.

WHDH is successfully combating the rapid growth of brush at its transmitter site in Needham, Mass., where constant resputtering was obstructing ground wires and threatening transmitter operations. Attempts in 1948 and 1949 to destroy the brush failed. But Robert B. Choate, publisher of The Boston Herald-Traveler, which owns WHDH, was convinced that science—plus determination and ingenuity—could solve the problem. In December 1949 he initiated the current project.

Heeding the project were Dr. Frank E. Egler, plant ecologist, with the program carried on under Philip K. Baldwin, WHDH, chief engineer; and William J. McGrath, WHDH managing director. Results have been successful beyond expectations and at a cost below other brush-killing measures.

**NEW DIRECTOR At Fordham U. Station**

APPOINTMENT of Rev. Leo McLaughlin, S. J., as director of WFUV (FM) Bronx, N. Y., Fordham U. station, and a realignment of station personnel, were announced last week.

Personnel changes include Judge La Haye Jr. to chief supervisor; and William J. Mahoney to under-graduate supervisor of production, and August A. Rickert to director of publicity and promotion.
CHECKING the agenda for the two-day CBS District 9 sessions in San Francisco (Broadcasting • Telecasting, Feb. 19) are (l to r) FCC Chairman Wayne Coy, CBS District 9 Director Clyde Coombs, and CBS President Frank Stanton.

ENJOYING a cocktail party ending the first day of District 9 sessions are (l to r) Charles E. Salik, KCBQ San Diego; John Karol, CBS sales manager; Charles Garland, KOOL Phoenix, and Hi Wells, KOLO Reno.

NORTHERN CALIFORNIA station representatives who gather with their San Francisco host, Arthur Hull Hayes (second, r), CBS vice president and general manager of KCBS San Francisco, at the Mark Hopkins Hotel include (l to r) Paul Bartlett, KFRE Fresno; Walter Bazink, KREN Bakersfield; John Hamlyn, McClatchy Broadcasting Co.; Mr. Hayes, and Leo Ricketts, McClatchy Broadcasting Co.

BEST PROGRAMS
Named by Los Angeles Poll

NBC Halls of Ivy and ABC-TV
The Ruggles were named the outstanding radio and television programs, respectively, of the past year in the second annual awards poll announced last week by the Southern California Assn. for Better Radio and Television.

SELECTED as "outstanding" in other categories were: Drama—Radio, CBS Lux Radio Theatre; Television, The Ruggles; Comedy and Variety—CBS Jack Benny Show; CBS Alan Young Show; Music—NBC Standard Hour; KTLA Harry Owens' Hawaiians; Education and Information—CBS University Explorer; KFI-TV University; Reporting—News Interpretation—CBS Chet Huntley; KLAC-TV Clete Roberts.

Programs were selected from those heard in the Los Angeles area.

CIVIL CENSORS
Urged For Korean News

PUBLICATIONS representatives as well as military personnel should set policy on news censorship in Korea, M. M. Oppegard, president of the Grand Forks Herald, licensee of KILO Grand Forks, N. D., said in Chicago Feb. 13. He spoke at the midwinter meeting of the Inland Daily Press Assn.

Pointing out "there should be some kind of civilian committee dealing directly with military authorities in Korea," Mr. Oppegard said "they should have sufficient official recognition that they could argue with the military over the wisdom of withholding information the military wishes suppressed." He concluded that "for what we are to be told rests wholly with the military, the suspicion arises that what is blacked out is something which would reflect on our military leadership."

LaMOTTA FIGHT 'All-Time Great'—Pabst

"WITHOUT a doubt, the LaMotta-Robinson classic will go down in history as one of the greatest sports events ever staged," according to Nate Perlstein, director of advertising for Pabst Sales Co., Chicago, radio and TV sponsor of the bout.

"We are delighted that we could bring this event to the millions who could not attend in person. The fact that some 15,000 people came out in person indicates that the public is hungry for well-matched and carefully-planned sports events. We are happy to be playing a part in keeping sports alive."

"For many years, Pabst Blue Ribbon has taken an active interest in the development of sports."

Lester Malitz, vice president of Warwick & Legler, New York, was agency supervisor of the event.

Our belief

Religious Freedom is a most cherished right.

Our belief in action

WGAR offers its mike... free... to all creeds and to all religions. Every Sunday morning for 13 years, WGAR has presented the "Hour of Worship." This public service is an example of religious freedom in action.
THE LATEST WCKY STORY

WCKY IS THE **ONE TO WATCH IN 1951!**

JANUARY 1951 SHOWS A LARGE INCREASE OVER JANUARY 1950 FOR WCKY

MAIL

32% more mail was received in January 1951 over January 1950. 95,692 pieces from 41 states and 16 foreign countries, all ordering WCKY advertised merchandise.

ADVERTISING

NATIONAL ADVERTISERS spent 11% more in January 1951 than January 1950. National advertisers know that in Cincinnati WCKY gives them more listeners at less cost.

LOCAL ADVERTISERS spent 6% more in January 1951 than January 1950. The local boys know what stations produce for them and they keep coming back for more and more WCKY advertising.

BOTH LOCAL AND NATIONAL ADVERTISERS KNOW THAT

**IN CINCINNATI**

**YOUR BEST BUY**

**IS WCKY**

INVEST YOUR AD DOLLAR WCKY'S-LEY
THE LATEST WCKY STORY

RESULTS

NO WONDER WCKY KEEPS INCREASING YEAR AFTER YEAR! RESULTS LIKE THIS BRING ADVERTISERS BACK EACH YEAR AND EACH YEAR WCKY PRODUCES BETTER RESULTS:

"OUR CLIENT, GALGANO RECORDS, HAS TO DISCONTINUE THEIR RECORD OFFER. WE CAN'T GET DELIVERY. WHO'D EVER FIGURE THAT WCKY ALONE WOULD SELL IN EXCESS OF 200,000 RECORDS IN LESS THAN 4 WEEKS."

Alvin Eicoff
Marfree Advt. Corp.

WATCH WCKY IN 1951!

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

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

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
TV for Tycoons Only?

Radio and television manufacturers and broadcasters are exercised over the excise tax for radios. Understandably so. Pending legislation, proposed by the Treasury, would buck the excise impost from the present 10% to 25%, lumping radio and TV sets in with "durable goods" in the luxury class. Luxury classifications, which is the whole civil defense plan is built around the broadcast media as the "communications nerve center"? Is it fair to raise the cost of receivers to the point where only those in the upper income brackets can afford them?

The problem for radio isn't nearly as serious as for TV. There's virtual aural radio saturation now, and the units are lower in price. But in TV, a 25% tax on a $500 set would practically price the unit out of the reach of the average citizen.

We're glad to see the Radio-Television Mfrs. Assn., NAB and CIO-UEW go all out in opposition to this rankly discriminatory impost. Owning a radio and a TV set in the U.S. is a "luxury" enjoyed by no other people. It is the "luxury" provided by the broadcast arts which were born, nurtured and developed by Americans, making them the best-informed populace in the world. And the most accessible in times of stress.

Voice or Babel?

Senator Benton's proposal for a Senate investigation of the Voice of America and related government propaganda efforts strikes us as deserving of prompt and sober attention.

A full-dress inquiry is needed to find out whether our propaganda arm is as muscular as it ought to be. Mr. Benton reported that an expansion of the staff of the Voice and its sister services is in the wind, that the budget for fiscal 1943 authorizes a total payroll of more than 13,000.

As Mr. Benton pointed out, that would be a staff larger than the number of people employed by NBC, Associated Press and Metro-Goldwyn-Mayer put together. We suspect that unless there is a considerable change in operations and policies, the State Dept., in building up the Voice staff to that enormous total, will be adding fat, not muscle.

So far there seems to have been no serious effort to include among the Voice personnel any appreciable number of practical broadcasters—men who have demonstrated their abilities in the tough climate of commercial competition. True, such outstanding figures as Brig. Gen. David Sarnoff have given advice to the Voice on an informal and consultative basis for some time. James D. Shouse, chairman of the board of Crosley Broadcasting Co., has been conducting a special survey intended to discover means of enlarging the overseas audience to Voice broadcasts.

The advice of such men is worth far more than the government could afford to pay. They, and others like them, are willing to help the Voice, despite personal sacrifice, because they recognize the peril of our present crisis. The pity is that the services of so few men of such stature have been utilized by the government.

We fear that unless a very much greater effort is made to create at least a core of practical radio experience in the vast staff of the Voice, the government will build a huge and awkward broadcasting service, in the image of the most bureaucracies.

The fact is that the Voice of America should not only serve to pump a U.S. information and education program around the world, in answer to the propaganda effort of the Soviet. It should also prepare the way for its own liquidation.

Eventually, when the present tension is relieved, it should be possible for free radio systems—like the one that flourishes in the U.S.—to exist everywhere. Government-operated radio is out-of-keeping with the fundamental American concept of government. It is at best a temporary expedient to which we are driven in a period of international controversy.

It seems to us that if a greater number of practical broadcasters exerted their influence on the Voice, two desirable ends would be attained. First, the effectiveness of the service would be improved. Second, the Voice would not become the tool of professional bureaucrats determined to perpetuate it forever.

TV, NG: CIO

Television has been blamed for the collapse of the theatre boxoffice, for bankrupting sports promoters, in short for all the ills of other enterprises that cannot easily be excused by some more obvious cause.

Last week television was even indicted for union-busting.

The CIO News reported that TV was keeping members away from union meetings. Absentees from union meetings is an offense just short of treason, so it is safe to say that the CIO leaders must think of TV as a scabrous influence indeed.

We agree with the CIO that it must be difficult to make a strategy committee report as beguiling as, say, an evening with Paye Emerson. Perhaps the solution for the CIO is to harness TV to its own use—surprise the absentees by chasing them right into their own homes.

Union leaders, performing on TV, could surround themselves with showmanlike trappings—a chorus of shapely dancers, for example—and keep the boys glued to the sets. It has happened before. There is no telling what Sam Gompers would have done, but then things were different in his day.

On the House

After three long years, the House Interstate & Foreign Commerce Committee is ready to consider the McFarland Bill (S 658), which has passed the Senate three times. It would repeal FCC procedures to expedite handling of business, and it would place the full burden of responsibility upon the FCC itself—not its staff.

We have supported the McFarland measure because we have felt that its many good features over-shadowed one or two objectionable aspects. There's a provision to allow the FCC to issue "cease and desist" orders, as a sort of middle-ground sanction against law violators. We have always been wary of this provision for fear that it might be abused. Licenses have been disposed to accept it, however, as a small price to pay for the benefits that otherwise would accrue.

The House committee certainly isn't committed to all of its provisions. We hope that it will appraise the "cease and desist" provision and that it will move toward its elimination in any joint conferences between Senate and House.

(Continued on page 81)
3,163,033 Different People Listen to WOV at least once a week!

WOV is your best bet for Sales Impact, Coverage and Economy

YOU CAN BUY:

1,972,921—Italian Listeners
1,190,112—English Listeners*
3,163,033 DIFFERENT PEOPLE

at a cost of approximately 11 cents per THOUSAND PEOPLE reached — naturally you'll reach most of these people several times weekly.

*WAKE UP NEW YORK • 1280 CLUB • RAMBLE IN ERIN—PRAIRIE STARS

WOV's New Animated Sound Film "3,000,000 People" tells the whole story.

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

National Representative: John E. Pearson Co.
Strictly Business
(Continued from page 11)

abode is at the corner of 46th St. and Fifth Ave.

Born in New York on Feb. 12, 1897, Wally attended De Witt Clinton High School and Cornell U., where he majored in the chemistry of food preservation—a far cry from his present field. During World War I, he was in the Navy, winding up as a deck ensign on destroyer duty. After the war, he went back to Cornell to take an M.S. in food chemistry.

After several weary months behind test tubes and beakers, he decided on a sales job. In 1923, he took such a job with the Elyria Co., which then manufactured glass-lined steel tanks for use in the food processing industry.

The following year, 1924, he married Doris Dunning, a Smith College graduate, and got another sales job, with the old New York World.

Enters Radio Field

A succession of sales jobs followed. In 1926 he met Scott Howe Bowen, who later became a pioneer station representative and found himself with a new kind of sales job—selling radio transcriptions.

He started a major campaign, on his own behalf, with NBC—a campaign that lasted for two years and paid off in 1930 with a spot in the NBC network sales department.

For eight years, Wally Duncan was one of NBC’s top sales personnel. In 1938 he was offered a key sales job at WNEW New York. The job was a challenge as well as an opportunity, and he took it.

At WNEW, Mr. Duncan rose quickly—as the station prospered—to be one of the industry’s best-paid and best-known sales executives, eventually becoming vice president in charge of sales. He was a prime mover, with Bernice Judis and Herman Bess, in developing WNEW’s highly-successful “block programming” formula of music and news.

Mr. Duncan retired from WNEW in 1948 to run a Dutchess County (N. Y.) hog-and-dairy farm of some 400 acres with his wife, two daughters (Ann, 21; Heather, 19), and two sons (Ian, 13; Jeffery, 9). Meanwhile, he accepted a vice president’s job on a consultant basis, at WSNY Schenectady.

Finally Wally Duncan decided farm life was a little too isolated. Early last year he moved back to New York and into the top sales slot at WPIX, where he remained until shortly before he assumed his newer duties at the Paul H. Raymer Co.

Mr. Duncan is a member of Phi Gamma Delta, the American Legion, the New York Grange and the Cornell Club of New York. In what little spare time he has, he

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HOOSIER broadcasters plan saturation coverage of the Indiana High School Basketball Tournament March 17. Fifty-three AM and FM stations will be led by 32 separate origination set-ups at the tournament, in addition to one TV origination. Coverage plans are discussed by (1 to r): Emmett Jackson, WCNB Connersville; L. V. Phillips, commissioner of the Indiana High School Athletic Asn.; Richard L. Pyles, WCSI Columbus; Daniel C. Park, WIRE Indianapolis, and president, Indiana Broadcasters Asn.; Joe Jordan, WSAL Logansport; Robert Hinshaw, assistant to Mr. Phillips, and O. E. Richardson, WASK Lafayette.

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KXLY’S LOVE STORY

Here is a love story sure to be interesting to the radio and advertising fields.

KXLY Spokane has put out an attractive booklet entitled, Why Are Listeners and Advertisers So in Love With Radio? The booklet is preparing a chapter for a TV book due to be published this summer.

The basic success secret in his field, Mr. Duncan feels, is really very simple. “Most of our business increases,” he states, “comes from steady clients—agencies and advertisers—who have decided to expand their schedules with us. I feel, as my boss, Paul Raymer, does, that once the client believes in you and your stations, and once you start delivering more than you promise, the rest is fairly easy.”

With Radio as the Heroine

shows compliments on the aural medium and quotes from Pliny the Younger who 1,800 years ago eulogized the spoken word.

KXLY is placing the booklet into the hands of store managers, their department heads, owners of small stores and even store clerks. Then the station manager’s wife and to the department head’s wife. “This gives him a chance to see it both at the store and at home,” KXLY explains.

As a poet would write of his beloved, so KXLY describes radio. There are sections under such headings as:

Radio creates the most beautiful pictures of any medium—the pictures that people draw in their minds.

Radio delivers prospects in the right frame of mind and heart.

Radio reaches the new generation who make tomorrow’s profits possible.

Radio is the happy medium.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".

Now affiliated with Progressive Broadcasting System.

May We Hear From You?

WVMI

BILOXI

MISSISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 Kilocycles

BROADCASTING • Telecasting
NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK JANUARY 7-13, 1951

<table>
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<tr>
<th>Current</th>
<th>Previous</th>
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<tbody>
<tr>
<td>Rank</td>
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<td>Programs</td>
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<tr>
<td>EVENING, ONCE-A-WEEK (Average for All Programs)</td>
<td>(5.5)</td>
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<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
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<td>2</td>
<td>The Radio Theatre (CBS)</td>
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<td>Amos 'n Andy (CBS)</td>
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<td>4</td>
<td>Chet Huntley (CBS)</td>
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<td>5</td>
<td>Godfrey's Talent Scouts (CBS)</td>
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<td>My Friend Irma (CBS)</td>
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<td>Walter Winchell (ABC)</td>
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<td>8</td>
<td>Your Baltimore Life (NBC)</td>
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<td>9</td>
<td>Red Skelton (CBS)</td>
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<td>Hollywood Star Playhouse (CBS)</td>
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<th>EVENING, MULTI-WEEKLY (Average for All Programs)</th>
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<tr>
<td>1</td>
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<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
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<td>2</td>
<td>Our Miss Brooks (CBS)</td>
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<td>3</td>
<td>Allyson (CBS)</td>
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<tr>
<td>4</td>
<td>Our Gal, Sunday (CBS)</td>
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<tr>
<td>5</td>
<td>Woody Warren and the News (CBS)</td>
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<th>WEDNESDAY Average for All Programs</th>
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<td>1</td>
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<td>1</td>
<td>Arthur Godfrey (Ligg. &amp; Myers) (CBS)</td>
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<td>2</td>
<td>Remington Steele (CBS)</td>
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<tr>
<td>3</td>
<td>Our Gal, Sunday (CBS)</td>
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<tr>
<td>4</td>
<td>Woody Warren and the News (CBS)</td>
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<th>Weekend Average (Average for All Programs)</th>
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<td>Woody Warren and the News (CBS)</td>
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Feature of the Week
(Continued from page 11)

reforms in the currency—no more bottlecaps! After one last program for the benefit of those helpless souls who had invested their all in Arrowhead ice cream, they could save the caps, the new medium of exchange became Arrowhead ice cream wrappers.

The Minnesota traders reacted swiftly, bottle caps being a premium during that last bottlecap week before they would again be like any round scraps of cardboard worthless and unwanted. There was a run on bottle caps.

And when the day of reckoning finally came, when the last bottle cap auction began, hundreds of thousands of the ubiquitous discs were piled up in the KDAL studios, their anxious owners waiting for the test of power, the bottle cap's last hour of glory.

Infatuation is a mild way of describing the hullabaloo that followed. Imagine 11,400 bottle caps for an Erector set! The traders were falling over each other to get their share of the produce curry. Two bikes were snatched up for 13,000 caps apiece.

Then it was all over. The old economic laws reasserted themselves, bottle caps left—those who were lucky enough to have gotten rid of their bottle caps—clutching whatever they had been able to. Those who had not been so fortunate left with their bulging bags and boxes of worthless trash. Fittingly enough, those caps remaining with the station were turned over to the janitor to be burned, and according to the station's building engineer, they were used in place of coal for three hours by the four story Bradley Bldg. in 10-below-zero weather.

Thus all bottle caps come to a good end someday and fulfill their natural destiny, and many Minnesota hearts were happy with their gains. But of the wrapped hundreds who were unable to convert their bottle caps, we hear little. They watch and wait hopefully for a new financial revolution, while, in Duluth at least, the ice cream wrapper reigns supreme.

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Radio Market Data for Oakland, California

1. How many people?
There are 3 million people in the coverage area of KXL, the top station in Hooper ratings. KXL claims only 600,000 as steady listeners.

2. How rich are they?
Oakland area radio listeners spend 100 million dollars for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?
KXL leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 15% to 35% of the Oakland audience that KXL covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KXL results... and promotion?
Just send for success stories on your field. Also, KXL has won 7 national awards for sound promotion.

---

KXL
TRIBUNE TOWER - OAKLAND, CALIFORNIA
Represented Nationally by BURN-SMITH CO., INC.

February 26, 1951
JOE CAVANAUGH IS A WORK-HORSE

Ward and Joe Cavanaugh on the air and on his show

Ward of Scranton, Pa., and Joe Cavanaugh of Johnstown, Pa., are two new personalities on radio in the Johnstown area. Ward is the new 7 to 11 a.m. host for WMAR, while Cavanaugh has been hired for the 11 to 2 p.m. slot.

Ward, who has been in radio for 14 years, is a native of Scranton and a graduate of Muhlenberg College. He has worked for stations in Scranton, Allentown, and Harrisburg, and is the author of several books on radio and television.

Cavanaugh, a native of Johnstown, is a graduate of Johnstown University and has worked for stations in Johnstown, Altoona, and Harrisburg. He was previously the host of a morning show on WVAM, which he left to join WMAR.

The Joe Cavanaugh show

Ward and Joe Cavanaugh are both well-known figures in the Johnstown radio scene, and their addition to the WMAR lineup is sure to be a hit with listeners.

Mr. Lemmon

LEMMON NAMED

GETS WJW EXECUTIVE POSTS

Appointment of Bill Lemmon as vice president and general manager of WJW Cleveland, Ohio, ABC affiliate, has been announced by William M. O'Neill, president of WJW Inc., licensee of WJW-AM/FM. Mr. Lemmon has been associated with the station since 1940.

Currently serving as vice president and general manager of the affiliated Ohio Music Co., Cleveland's wired Musak service facility, Mr. Lemmon has had wide experience with station operation and personnel. He also will continue his present duties with the music firm.

Mr. Lemmon

Mr. Lemmon joined WJW as a salesman in 1940 when the station was located in Akron, Ohio, and remained in that capacity until he joined the Maritime service for a three-year period during World War II. During those years WJW was moved to Cleveland and Mr. Lemmon returned to head up the music subsidiary, a position he now holds.
Our Respects To
(Continued from page 48)

Mont Royal.

Mr. Allard did such a good job with the Canadian Broadcast Bureau that Canada's broadcasters sent him to San Francisco in 1946 to represent them at the organizing sessions of the United Nations. From there he sent out daily reports for airing to the Canadian stations as part of the service of the Canadian Radio Bureau. He interviewed Canadian delegates to the conference and so brought the Canadian viewpoint to the Canadian listeners.

The following year he was given the added task of looking after all public service activities of the CAB, handling the many requests for free time which flood Canadian stations, helping them with all types of public service activities, keeping a record of these programs and services for the annual reports which Canadian stations have to make to the Canadian Broadcasting Corp. and the Department of Transport.

Work Liked

Two years later the Canadian broadcasters showed Mr. Allard how well they liked his work. In the spring of 1948 at their annual convention they appointed him general manager of their association, a post he has held since and with which he has combined the Radio Bureau and a number of other activities for the service of Canadian broadcasting.

Jim Allard was born at Sault Ste. Marie, Ontario, on July 22, 1914. At an early age he moved with his parents to the province of Alberta and then to Edmonton, then still a small town. His father built schools and Jim attended them. He did well, and at the age of 12 won the Alberta gold medal for an historical essay on Canada's Diamond Jubilee, celebrated July 1, 1927. While going to school Jim played hockey, and later down snowshoeing in that winter sport. He graduated from the U. of Alberta with an honorary degree in commerce.

After a short period on Edmonton newspapers, he joined CICA.

NO PIKE(R) was this door prize at a recent luncheon of the Minnesota Sportman, held in Chicago during the Pro-Football Draft Meeting. A Minnesota-caught walleye, it was won by Don Arthur, WDUZ Green Bay program director, shown holding it.

Edmonton as an announcer in 1936, then became a continuity writer and news editor of the station. For his excellent job as news commentator and news writer he won the Citation of Merit of the Asam, of Canadian Advertisers in 1943, and this acknowledgement of his abilities was a deciding factor in his being picked for the Canadian Radio Bureau.

Since becoming general manager of the CAB, Mr. Allard has had the on all his driving force. There was first a reorganization of the entire CAB establishment which was moved to Ottawa from Toronto in the interests of economy, since Mr. Allard had to keep a close eye on the important Radio Bureau as well. Then it was necessary to work out a better method of giving service to French-language stations which have problems not applicable to the English-language stations.

The Department of Transport wanted to increase station license fees considerably and required more detailed annual reports from stations. Mr. Allard was kept busy and was able to have the drastic station license fees moderated. He established regional meetings of CAB member stations which mutual problems were solved around the conference table, saving time at the annual meetings. He was largely responsible for

NETWORK SPONSORS - Radio Increase Reported

SPONSORED network shows on radio totalled 214, and those on television 159, as of the February issue of FACTUARY, published by Executives Radio-TV Service, Larchmont, N. Y. Similar figures for Nov. 1, 1950, showed 207 sponsored network radio programs and 162 sponsored network television programs.

Agency accounts in network radio for February 1961 tallied 207, spread among 84 agencies. Network television agency accounts totalled 186, spread among 81 agencies, it was stated.

AD CLUB MEET

Roslov Cites Measurement

SIDNEY ROSLOW, director of The Pulse Inc., was one of a group of speakers at various clinics of the Advertising Club of New York last Monday, as part of its Advertising and Selling Course. Mr. Roslow spoke on radio-TV audience measurement.

Other speakers included Frank J. Ford, sales promotion manager for National Distillers Products Corp.; Robert A. Whitney, president of National Sales Executives; George L. Miller, vice president of Reinhold-Gould Inc.; and Howard A. Stone, vice president of Daniel Starch & Staff.

Mr. Roslow is the New York representative for the Canadian Broadcast Bureau, and he picked engineers to represent the CAB at the NARBA conferences, and helped a former colleague from western Canada, Pat Freeman, to set up the sales directorate of the CAB at Toronto.

In addition to handling the annual CAB convention of the past two years and this year, Mr. Allard's biggest job, and most time-consuming job, has been the preparing of data for briefs representing by independent broadcasters and the CAB at the various hearings of the Royal Commission on Arts, Letters and Sciences, headed by Rt. Hon. Vincent Massey. The Aperture of this commission is expected soon, and will have an important bearing on the Canadian government's future policy on broadcasting and television. Mr. Allard attended all sessions of the commission right across Canada, being on hand with CAB board chairman, Bill Guild, CJOG Lethbridge, to answer all questions of the commissioners and their counsel.

Mr. Allard married radio actress Alice Tenstad at Edmonton on May 6, 1938, and they have two daughters, Sandra Lee. Before going to Ottawa, Mr. Allard had time for boxing, fencing, skating and hockey, now he has time only for swimming. He takes an active interest in national and international affairs, economic matters and social welfare work. At Ottawa, he belongs to the Rideau Club and the American Trade Assn. Executives Club.

HITCH YOUR PRODUCT TO A “RADIO RANCH” STAR

Webb Hunt

... and watch your sales advertisers have done:

- Alaga Syrup
- B. C. Headache Powder
- Dentina Cheewing Gum
- Falimold Bread
- Foremost Dairies
- Ipana Tooth Paste
- Kam Dog Food
- Kool Cigarettes
- Ladies Home Journal
- Lone Star Beer
- Musterade
- O. J. Beauty Lotion
- Pic Sweet Frozen Food
- Red Arrow Drugs
- Robert Hall Clothes
- Shampoo Curl

Plus a choice list of local advertisers.

Webb Hunt Shows:

- "Portcity Popcorn" 8:30 to 10:00 a.m.
- "Music Maker" 7:05 to 8:15 a.m.

For information call

FORD
National Representative
or DAVE MORRIS
General Manager
at KEYstone 2281

"RADIO RANCH"
P. O. Box 2135

K-GW
PORTLAND, OREGON on the efficient 620 frequency AFFILIATED WITH NBC

K-GW 147.370
K-ROE 107.990
K-TO 394.450

K-ROE 107.990
K-TU 394.450

February 26, 1951 • Page 51
Greetings are extended to tournament participants by S. F. E. Morse (*), board chairman of Calif. Packing Corp., as Mr. Phillips of KDON looks on.

**AN 'ACE' FOR LBS**

Crosby Golf Event Carried

A PROFESSIONAL hole-in-one was scored by Liberty Broadcasting System in its coverage of the 10th Annual Bing Crosby Pro-Amateur Golf Tournament. Such stars as Bob Hope, Johnny Weismuller, Byron Nelson, Dennis O'Keefe, Jimmy Demaret, Phil Harris, Bob Crosby and "Der Bingle" himself were interviewed during the four-day contest, finally won by Byron Nelson.

The broadcasts were not sponsored nationally, but were fed to all outlets for local sponsorships. Programming amounted to more than 10 hours of air time and was originated for LBS by KDON Santa Cruz, Calif., under the direction of Orel Phillips, programmer director for the station. Mr. Phillips assisted the announcers, balancing play-by-play reporting with personalities and color in order to hold interest of golfers and non-golfers alike.

Ad Nominations Wanted

ASSN. OF Canadian Advertisers has asked for nominations for men and women who have made noteworthy or outstanding contributions in 1960 to Canadian advertising. Five awards will be made in the shape of medals for various phases of the advertising business.
TELECASTING
A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

Ford Tops Networks' Gross in 1950
Page 55

Drive for Membership Readied by NAB-TV
Page 55

Detroit Video Covers Senate Crime Study
Page 56

Latest Set Count By Markets
Page 62

Cavalcade of Bands

...now in its second successful year, playing to the largest audience ever assembled before one bandstand

Presented every Tuesday 9:00 P.M. EST over the facilities of

DU MONT TELEVISION NETWORK
62 AFFILIATED STATIONS
A Division of Allen B. Du Mont Laboratories, Inc.

© 1951

515 MADISON AVENUE, NEW YORK 22, NEW YORK • PHONE: Murray Hill 8-2600
If it were possible, how would you like to buy a one-minute TV spot—at our card rate—right in the middle of the Ted Mack Amateur Hour? Yes, and have Ted do the commercial too. Or a participation spot in Your Hit Parade? Or Howdy Doody? Or in any one of a dozen top-rated network programs?

The advertising trade press would undoubtedly consider it the best "time buy" in history. But if you think that's good, here's something that's better:

You can reach more Philadelphia homes per dollar invested in "3 To Get Ready", WPTZ's sensational new morning program.

Moreover, the impact quotient of a participation in "3 To Get Ready" is some three times that of the hypothetical spot in network show because the participation includes a time signal and a re-cap at the end of each half-hour segment.

"3 To Get Ready" (Monday through Friday, 7:30 A.M. to 9:00 A.M.) is the biggest advertising bargain available in Philadelphia television.

This is not just home grown enthusiasm on our part—it's a fact you can prove with figures.

If you have spot television business to place in the strong Philadelphia television market, you and your client can't afford to overlook WPTZ's "3 To Get Ready". For the facts and figures give us a call here at WPTZ or see your local NBC Spot Sales Representative.

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

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
NAB-TV

AN ALL-OUT membership drive for NAB-TV—aimed at a 100% goal of enrolling every one of the country's 107 TV stations in this new industry association—was launched last Monday by the board of directors of NAB-TV, which appointed itself in toto as the association's membership committee. The purpose of the campaign was to wire each TV station that the membership dues in NAB-TV have been set at each station's highest five-minute rate per month. If the station has no five-minute rate—and a few don't have one—their dues will be pegged at the nominal sum of $100 a month.

New Dues Schedule

The new dues schedule becomes effective April 1, 1961, and will be based on station time earned as of that date. NAB-TV board in establishing this schedule did so with the admission that it may be desirable to change it subsequently and appointed a three-man committee with George Storer, Fort Industry Co., as chairman, and Campbell Arnoux, WATP-TV NorFolk and Robert D. Swinney, WDSI-TV New Orleans, as members, to study its effect and report back to the board before April 1, 1962.

Dues discussion occupied most of the morning session of an all-day board meeting, held at the Advertising Club of New York. Various formulas were investigated, with Dr. Kenneth H. Baker, research director of NAB, sitting in on this part of the meeting to give the directors the benefit of his professional experience. Use of gross income as a base for calculating dues, which has been the formula utilized by NAB, was seriously considered, but was finally discarded in favor of the rate card base for a variety of reasons.

One argument against the gross income base and for the rate card plan was that at this stage of TV development there is a wide range in hours of station operation and the adoption of the gross income base might levy a tax on the enterprise of station operators who are pioneering with all-day services for their communities.

New dues structure is expected to provide the new television broadcasting industry organization with the $180,000 tentatively budgeted for the first year's operation. With a backlog of 51 membership pledges secured at the Chicago meeting in January (Broadcasting * Telecasting, Jan. 22), although they are subject to their signers' approval of the new dues structure, NAB-TV board members expressed confidence of securing a sizeable membership in advance of the April convention.

Discussion of selection of personnel to staff NAB-TV was curtailed by agreement of board members that it would be unwise to take many definite steps in this direction until after the appointment of the new president of the overall organization, NARTB, as he should have a voice in the selection of the key personnel of both the radio and video segments.

Searching Field

A committee was named, however, to explore the field for a man to head up the NAB-TV operation. Mr. Storer was appointed chairman of this committee, whose other members are: Harry Bannister, WWJ-TV Detroit; Mr. Arnoux; Paul Raibourn, RTLA (TV) Los Angeles; Clair McCollough, WGAL-TV Lancaster. Group is expected to hold its first meeting within the next week and will report back to the board at its next meeting, probably to be held in Chicago the day before the opening of the NARTB convention on April 16.

Dwight Martin, WLWT (TV) Cincinnati, chairman of the All Industry TV Per Program Committee, and Stanley Sprague, committee's counsel, met with the NAB-TV board for a full review and discussion of the negotiations with ASCAP for per program licenses for television [Broadcasting * Telecasting, Feb. 12, 1951].

The board received with pleasure (Continued on page 58)
DETROITERS, through the eyes and ears of TV and radio, were able to attend a real-life whodunit when the U. S. Senate Crime Investigating Committee held hearings in the Motor City last fortnight.

Public reaction to the two-day hearings was reportedly unprecedented. Thousands of letters and phone calls from Detroit residents inundated the studios of WWJ-TV and WJBK-TV, thanking the stations for their part in exposing the face of evil.

Nearly every other activity paused as televiewers riveted themselves before an estimated 90% of the city's screens to watch hoodlums squirm under the relentless questioning of the committee.

WJBK-TV and WWJ-TV used four cameras to record both days' sessions, with WJR and other stations including WJBK giving the radio audience a court-side-seat.

WJBK-TV and WWJ-TV cancelled all commercial programs at a sizable loss of revenue to carry the morning and afternoon sessions in their entirety.

Like a robin feeding on worms after a spring rain, district attorneys seized and dragged out evidences in dark pasts. And the TV cameras caught every sullen gesture, squirm and grimace.

All over Detroit and lower Michigan the public—in homes, in schools, in business offices and in bars—watched and heard, and grew incensed.

Glued to Sets

Door-to-door salesmen were unable to tear housewives away from telecasts and retreated into bars themselves to watch. As one bartender commented in a letter to WJBK-TV: "The place was packed all day. They didn't drink much, but that's ok with me." The bartender himself was absorbed in the hearings.

Leaders of business and industry, as well as ordinary citizens, phoned to say that television was performing the outstanding public service in the city's history. One businessman, who wished to remain anonymous, offered to buy the time so that WWJ-TV would be sure to keep the hearings on view.

Men in high places in industry and union activities also took the witness stand as the committee sought to determine the extent to which racketeers had been able to muscle their way into industry.

In the summing up by Sen. Herbert O'Conor (D-Md.), who headed the panel, of what the committee had discovered, he added praise for the coverage TV had given.

Richard E. Jones, vice president and general manager of WJBK-TV, estimated that it would cost his station around $10,000 for the telecasts. Mr. Jones also was highly enthusiastic in the success of the programs. "I've never seen anything like it," he said. "This has been the most tremendous reaction that radio or television has ever experienced. I couldn't help but get the idea that this has caused a great public awakening. People...are demanding that something be done about what they saw."

Bannister Comment

Harry Bannister, WWJ-TV general manager, commented: "The hearings were the most terrific television show Detroit has ever seen. I doubt if there was a single set in the city not tuned to the hearing."

At hearings end, the stations had the decent citizenry of Detroit asking, "Why do we have to have men like these freely walking the streets?"

GARDEN 'FIXES'

Affect Program Schedules


The independent station, which telecasts from the Garden five nights a week, found itself without two games which had been scheduled for Thursday, but planned on such occasions to substitute films and other sports. Many Garden events are not involved. Representatives of DuMont TV Network, which originates from there on Saturday nights, did not expect to be affected.

EDUCATION TALKS

Features Saudek, Taylor

ROBERT SAUBEK, vice president in charge of public affairs for ABC, and Telford Taylor, counsel for the Janet Nyberg Educational Television, were scheduled to debate the question, "Should Television Frequencies Be Allocated to Education?" during the luncheon session of the Assoc. for Education by Radio Conference Feb. 24 in New York.

The morning session of the conference, based on the association's New York Metropolitan Chapter and the New Jersey Chapter, was devoted to a youth forum and a panel discussion on the subject of the Public Interest Being Served Adequately by Radio and TV?"

"What's Being Done Now?" was scheduled for discussion during the afternoon session by Fred Friendly; CBS Producer Irving Sulda, producer, Court of Current Issues, James F. MacAndrew, director, WWYE New York, Paul Tripp, Mr. J. Magnation.

Hennock Talk

FCC COMR. Frieda B. Hennock last Tuesday re-emphasized her stand in favor of reserving 25% of the television channels for the exclusive use of educational institutions. Addressing the American Assoc. of School Administrators at Atlantic City, Mrs. Hennock stated: "As far as TV is no panacea for education but will give education "a strong, modern weapon." She said much of the responsibility for educational use of TV lies in the hands of the school administrators.
DuMont ANSWER

ECHOES of the CBS color TV controversy were heard in a New York court last week, as CBS was charged by Allen B. DuMont Labs with having filed a patent suit against DuMont to "intimidate" its customers and to "impair" its "reputation for fair dealing and integrity." DuMont made the charge at the Jan. 29 in the U. S. District Court in New York.

A counter-claim within the DuMont answer, requesting damages for "unfair competition," stated: "Within a matter of mere few hours after the commencement of this action by the plaintiff (CBS), the press and other media for the dissemination of news of the complaint public and to members of the trade were apprized thereof and of the allegations of the complaint , without exerting any charge or threat known to the plaintiff to be without foundation in fact , were widely circulated to the general public and to members of the trade to defendant's great damage."

Filing of the DuMont answer, contrary to the frequent procedure of competing [BROADCASTING • TELECASTING, Jan. 29], the DuMont answer denied commission of any acts infringing CBS patents. Before a former CBS employee, G. B. Tingley, was employed by DuMont, CBS already had published the information alleged to be confidential regarding its industrial color television system, the answer charged.

'No Significant Difference'

Remarking there was "no significant difference between the principles embodied in, and equipment required for, and pertinent demand and potential data, information and knowledge," pertaining to "the" CBS industrial color TV system and its broadcasting color TV system, the answer went on to relate a course of history of FCC color hearings. FCC sought assurance that CBS "was making fully and freely available to the industry without any charge or compensation thereof" technical information relating to its color television system, and such assurance was withheld if CBS withheld any information, DuMont charged, it obtained FCC approval of its color TV system "through false representation," with the addition of law, would prevent the court granting relief. DuMont said it believed at the time of employing Mr. Tingley, and still believes, that "there was nothing confidential or secret about any information that Tingley was the closing or might disclose to ... (DuMont) ... about Tingley's said employment, or in or about ... (CBS's) ... so-called industrial color televisions.

The answer further alleged that any agreement between CBS and Mr. Tingley not to disclose information which was "neither secret nor confidential," as CBS alleged had existed, would restrain Mr. Tingley from practicing his profession, and thus be illegal.

CBS, DuMont contended, knew "a number of months prior to Aug. 19, 1949," that Mr. Tingley was seeking other employment in the event CBS failed to comply with his request to be transferred and working on its color TV system. Mr. Tingley's attitude, the answer stated, arose from his "disbelief" in the CBS system. Mr. Tingley was discharged by CBS on July 16, 1949, and was employed by DuMont Laboratories on Aug. 1, 1949, according to DuMont.

DuMont requested that CBS be enjoined from asserting that the DuMont color TV system infringes CBS patents, or that DuMont had made use of CBS information; that the answer "be set aside on account of aforesaid unfair competition"; and other relief.

**J CET SURVEY**

Correction of Errors

CORRECTION of certain clerical errors in its one-week "blue book" survey of New York TV station programming has been reported to the Joint Committee on Educational Television, which seeks reservation of 20% of the TV channels for educational purposes. The corrections affect totals in children's programming, an area of TV much disputed among parent and teacher groups.

The corrections, made after discovering clerical mistakes in listing certain WCBS-TV, New York, totals contained in the J CET table reproduced on page 88 of the Jan. 29 Broad- casting • TELECASTING. The table cities total program time for the week by class of program, with percentage of total time in each case.

Under Class 17, "Children's Programs," the total of 4,185 min. (12% of total time) devoted to this category remains the same. But the total time devoted to "information and instruction" programs is corrected to read 328 min. rather than 180 min. Percentage increases from less than 1% to 1%. "Children's Variety (including specials)" changes from 190 min. to 883 min., percentage of 3% unchanged. "Westerns" changes from 740 min. to 817 min., percentage of 2% unchanged. "Cartoons" drops from 672 min. to 529 min., percentage of 1% unchanged. "Puppets & Marionettes" increases from 328 min. to 401 min., percentage of 1% unchanged.

**AT&T**

AT&T is not accepting orders at this time for coast-to-coast TV program transmission over the transcontinental microwave system which is expected to be completed and ready for use by television broadcasters by the end of the year, it was learned.

Refuting published reports that New York-to-Hollywood video program transmission facilities would be put into service in September and that orders are now being taken for such service, a letter sent to the TV networks points out that "except for facilities being installed primarily for telephone service. Until construction is complete and the company knows whether and to what extent these facilities will be available for television" and what the volume of TV business will be, AT&T states it will accept no orders for transcontinental TV service.

Letter reads in part:

As we have previously announced, the microwave system to the Pacific Coast is being constructed primarily to meet requirements for message toll telephone service. Initially, the Omaha to San Francisco section will be provided with four channels, two in each direction. One channel in each direction will be used for message toll telephone service. The remaining channel in each direction will be used for protection of message toll telephone service subject to this requirement, and any requirements brought on by the national emergency, would be available for television service.

The further development and future usage of this route will depend on a large extent upon the availability of materials as related to service needs on this and other routes.

The construction of the new system has not advanced sufficiently to enable us to determine with any degree of certainty when it can be placed in service for television. Until we know more specifically when and to what extent facilities will be available for television, and know the overall requirements for this route, we shall be unable to act upon requests of network broadcasters. In order to avoid confusion, we shall communicate with the networks.

**CBS COLOR**

New Orleans Showing

CBS will demonstrate its color television system in New Orleans Feb. 28 and March 2 in cooperation with WWL New Orleans and the Fashion Group of that city. The network said W. L. Summer- ville, general manager of WWL, is inviting many public, educational and religious leaders from the South to witness the demonstrations.

The showings coincide with the March 2 meeting of Districts 4 and 5 of the Columbia Affiliates Advisory Board, to be held in New Orleans.

Equipment will be that designed and constructed by CBS for Smith, Kline & French Labs., Philadelphia, pharmaceutical house which has been demonstrating medical and surgical advances via CBS color for past 7 years.

The next board meeting will be March 5-8 before the New Or- 
leans graduate assembly.

Television • Broadcasting
Ford

(Continued from page 55)

ment, in that order. For the same month of 1949, automotive ranked first, followed by advertising for smoking materials, radio and TV sets, foods and toiletries. Household equipment advertising, ranking fourth in December 1960, was in eighth place in the same month of 1949; radio and TV set advertising, third in December 1949, stood sixth in the final month of 1960.

The top TV network advertisers in December 1960 (Table IV) were

Table IV

<table>
<thead>
<tr>
<th>TV NETWORK ADVISERS IN DECEMBER 1960*</th>
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<tbody>
<tr>
<td>1. Ford Motor Co. $214,855</td>
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<tr>
<td>2. Anchor-Hocking Glass Corp. $105,035</td>
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<tr>
<td>3. General Foods Corp. $85,910</td>
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<td>4. R. J. Reynolds Tobacco Co. $72,600</td>
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<td>6. P&amp;G Corp. $58,362</td>
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<td>8. P. Lourdorff Co. $55,738</td>
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<td>9. Colgate-Palmolive-Peet Co. $49,745</td>
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Table III

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<thead>
<tr>
<th>GROSS TV NETWORK GROUPS</th>
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<tbody>
<tr>
<td>Agriculture</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<tr>
<td>Automotive, Automotive Access.</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
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<td>Building Materials</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
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<tr>
<td>Consumer Services</td>
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<tr>
<td>Drugs &amp; Remedies</td>
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<tr>
<td>Entertainment &amp; Amusements</td>
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<td>Food &amp; Food Products</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>Household Equipment</td>
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<tr>
<td>Household Furnishings</td>
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<tr>
<td>Industrial Materials</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
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<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
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<tr>
<td>Publishing &amp; Media</td>
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<tr>
<td>Radios, TV Sets, Phonographs,</td>
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<tr>
<td>Recorders &amp; Instruments &amp; Access.</td>
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<tr>
<td>Retail Stores</td>
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<tr>
<td>Rooms &amp; Motels</td>
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<tr>
<td>Soaps, Cleaners &amp; Detergents</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
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<tr>
<td>Tailors &amp; Tailors Goods</td>
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<tr>
<td>Transportation, Travel &amp; Resorts</td>
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<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td>Total Sales</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

ABC, CBS, NBC only. DuMont not reporting.

DUNHAM QUITS

As KTTV General Manager

HARRISON M. DUNHAM, for the past year general manager of KTIV (TV) Hollywood, has resigned because of a "slight policy disagreement." No successor has been appointed. Various members of Los Angeles Times executive staff will supervise management until a general manager is selected, according to a statement issued by the station.

Omar Johnson, assistant to Norman McJunkin, publisher of Los Angeles Times and president of KTIV Inc., will supervise station operations for the next few weeks.

Mr. Dunham recently was made a board member of the station and was secretary-treasurer of Consolidated Productions Inc., TV film syndication firm organized by KTIV and the Times.

UHF Cancellation Asked

Having completed comparative observations of the 529-535 mc UHF channel and VHF channel 4 (66-72 mc), NBC has requested FCC to cancel its special temporary authorization for its 50 w channel 4 transmitter at Bridgeport, Conn. The grant, made Sept. 29, 1954, had been to compare signal strengths and picture qualities of transmission on both bands.

Table V

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ABC, CBS, NBC only. DuMont not reporting.

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WPX SIGNS

To Telecast Yankee Games

COMPLETION of a six-year agreement by New York Yankees to WPX (TV) New York, which recently contracted also to telecast home games of the New York Giants for the third straight year, was announced last week. Station officials saw in the announcements an answer, "the Yankees' and Giants' answer at last." The stations that telecast cuts down baseball attendance.

WPX will commence telecasting Yankee home games with the 1961 season, during which it will share afternoon and night games with WABD (TV) New York. Beginning in 1962, WPX will carry both afternoon and night games exclusively.

WPX Vice President and General Manager Bennett Larson; Dan Topping, co-owner with Del Webb of the Yankees, and Yankee Business Manager George Weiss negotiated the new six-year contract.

Peter Ballantine & Sons, Newark, N. J., through J. Walter Thompson Co., New York, will sponsor the 1961 Yankee telecasts. Sponsorship for 1962 was not announced.

By the start of the baseball season, transmitters of WPX and WABD will both be mounted atop the new Mt. Blew Tower. Thus, during afternoon games, the stations will be operating from transmitters similarly located and will be telecasting the same events—a situation which throws the spotlight on the comparative rates of the two stations, WABD's being considerably higher.

Ayer Luncheon

Luncheon in honor of Branch Rickey, Pittsburgh Pirates general manager, was held Feb. 19 in Pittsburgh with Tom McMahon, of N. W. Ayer & Son, agency for Atlantic Refining Co. Guests included Atlantic officials along with representatives of Ricko; Munson, D'Allesandro, MacLeod & Grove, and other sports figures, as well as managers of 24 stations that will carry Pirates games in Western Pennsylvania under sponsorship of Atlantic and Ricko-McJunkin.

Los Angeles Brewing Co. (Eastside beer) last week bought the Angels from the estate of Tom Horgan and 49 feature films on KLAC-TV Hollywood at a total cost of $250,000. Films will be shown when the team is on the road. Agency is Warwick & Lerner, Los Angeles.

KTTV (TV) Hollywood has acquired for $50,000 exclusive TV rights to 25 Hollywood Stars home games. KTTV will give the Stars 36 games in its promotional program per week plus 25 no announces. The Stars originally asked $150,000 guarantee based on sliding attendance figures for the entire season. Sales manager, Frank King, sales manager, negotiated the deal for KTTV.
Proof of a great operation...

Frank P. Schreiber, Manager
W. G. N., Inc.
441 North Michigan Avenue
Chicago, Illinois 11

Dear Mr. Schreiber:

The officers and members of the Chicago Fire Department, and especially the undersigned, wish to express our sincere appreciation and gratitude for the wonderful service rendered the department by both your W.G.N. and W.G.N.TV facilities for the effective and efficient coverage of the fire at 320 North LaSalle Street on January 12, 1951.

We are especially appreciative for the use of the huge searchlight for illuminating the burning structure which was an important guide in leading us into the building and preventing any further casualties during that serious fire.

I am sure Commissioner Corrigan and Mayor Kennelly join me in the above.

Sincerely yours,

[Signature]

Chief Fire Marshal

The Chicago Tribune Television Station
NAB-TV
(Continued from page 55)
the news that ASCAP has accepted
Mr. Martin's invitation for a meeting
this week, but took no official action to direct the committee in its negotiations (see story, page 29).

Taxes occupied the remainder of the
session. Mr. Storer, who was to be
in Washington following the board meeting, agreed to discuss the excess profits tax situation with legislators, government and tax officials, seeking an interpretation of the present law and arguing for the inclusion of language in future tax legislation that will give a break to telecasting as an industry that operated largely in the red during the base years and so would be unduly taxed on present earnings if TV station operators were held to a strict compliance with the general excess profits tax provisions. Mr. Storer has worked with John A. Kennedy, W6AE-TV Huntington, W. Va., who has spent considerable time in Washington spearheading the TV case.

In his activities on the tax front, Mr. Storer will work closely with the NAB-TV Legislative Committee, chairman by Harold Houchins, W5AA-TV Fort Worth, of which he is a member. Other members of this committee are: Mr. Ban-
nister; Mr. McCollough; Frank Russell, NBC; Mr. Martin; Leonard Reinshe, WS6-TV Atlanta.

The NAB-TV board agreed to work with other interested groups in opposing the application of a 25% excess tax on radio and television receiving sets. Group expressed the feeling that such a tax would be a detriment to the public service rendered by both aerial and visual broadcasters in providing the public with news and information as it would act as a deterrent to the increase of their public through the purchase of new sets.

Furthermore, the board felt that such a tax would be definitely discriminatory and unfair to radio and television in their competitive situation with printed media such as newspapers and magazines which receive assistance from the government through the preferential second class postage rates.

It was noted that broadcasters as well as publishers have been declared exempt from the 25% excess tax on wire lines paid by other businesses, but Mr. McCollough indicated that the public service nature of broadcasting, and it was felt that perhaps this might provide a precedent for requesting a similar exemption from the tax on receivers.

Monday meeting was attended by Eugene S. Thomas, WOR-TV New York, chairman of the NAB-
TV board; Mr. Bannister, Mr. Rabinour, Mr. Arnoux, Mr. McCollough, Mr. Storer, Mr. Russell, and Charles Witting, DuMont TV Network. Three board members were absent: Mr. Sweezy, Mr. Hough, and W. D. Rogers Jr., KEYL (TV) San Antonio.

NBC CONTRACTS
Blue Inks Long-Term

NBC announced last week that it had signed comic Ben Blue to an exclusive long-term contract for television, while network officials and two of its TV stars, Milton Berle and Jerry Lester, were re-
portedly in negotiations for long-
term commitments.

A summer program starring Mr. Blue is being planned, NBC as-
serted.

Details of the NBC-Blue agreement were not officially disclosed.

Nor was information immedi-
ately available on the status of the reported discussions with Mr. Berle, of Texas Star Theatre (Tues., 8-9 p.m.), or Mr. Lester, who appears thrice weekly on An-
chor-Hocking Glass Corp.'s Broad-
way Open House (Mon.-Fri., 11-
12 p.m.).

Mr. Blue, veteran comedian, has appeared on several TV shows, in-
cluding The Jack Carter Show.

Hill Briefing
(Continued from page 32)
last Monday's closed session.

MEFARLAND BILL—Comr. Walker recommended changes in the measure to conform to the FCC's model bill. The recommen-
dations were outlined in the Feb.
19 issue of BROADCASTING ● TELE-
CASTING. The Commissioner did not give the legislation high priority.

SIGNAL CONTROL—Comr. Walker termed this bill, now being heard in the Senate and awaiting action in the House Armed Serv-
ices Committee, as an important piece of legislation and said the Defense Dept. had strongly recom-
manded its passage (see controls bill story, page 26).

MONITORING BILL—Comr. Walker urged immediate action of this bill by Congress. Technical explanation of the need was given by Comr. Sterling.

AGREEMENT—Comr. Hyde gave a lengthy review and explanation of the treaty. The treaty must be ratified by the Sen-
ate.

COLOR TELEVISION—Comr. Walker said the issue was now in the courts and thus FCC could not elaborate on the subject.

EDUCATIONAL TV—Comr. Walker said the FCC had conclud-
ed its hearings on this phase of the general study of UHF-VHF reallocations and that no decision has been reached.

Following the committee session, Rep. James I. Dolliver (R-Iowa), who had requested a full-dress color inquiry in a letter to Chair-
man Croasser [BROADCASTING ● TELE-
CASTING, Jan. 8], said he had gone "as far as I can" in asking for a color probe. He said that possibly something would be done "in the session" and added that Comr. Walker "told us what we already knew about the sub-
ject."

RCA

Low-cost, high-quality
TV Picture Monitor
—with a dozen uses

Here is a professional 12 1/4-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients 'view-
ing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the require-
ments of the most critical director.

In the TM-2B, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a pro-
gram console, for example).

A special version of the TM-2B . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the hardest video units a station can own. Order yours from your RCA TV Equipment Repre-
sentative. Or from Dept. ND-19, RCA Engineering Products, Camden, N. J.

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Television broadcast equipment
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA Victor Company Limited, Montreal

NAB-TV

(Continued from page 55)

Here is a professional 12 1/4-inch picture monitor you can set up any place in your station—control rooms—announcers' booths—clients 'viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

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One of the hardest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. ND-19, RCA Engineering Products, Camden, N. J.
Look into this PROFESSIONAL Telecast Projector and see years of Dependable Service

The GPL Model PA-100—a 16-mm Studio Projector with the basic features and performance reliability of the famous Simplex 35-mm Theatre Projectors.

Sharper Pictures . . . Finer Sound From Any Film in Your Studio

The importance of 16-mm film in television programming has called for new standards of projection quality and dependability. The GPL Model PA-100 is the first projector designed and built specifically for television studio use. It is a heavy-duty film chain projector for operation with any full-storage type film pick-up.

The professional, sprocket-type intermittent, similar to that used in the finest 35-mm equipment, is quiet and trouble-free. It provides a vertical stability of better than 0.2% over years of service. Film is protected—tests show more than 4,000 passages without noticeable film wear.

The high quality optical system resolves better than 90 lines per mm, with illumination so uniform that corner brightness is at least 90% of center. With a 1,000 watt light source, the projector delivers 100 foot-candles to the camera tube. The sound system provides a frequency response truly flat to 7,000 cps, with flutter less than 0.2%.

The Model PA-100 is one of a complete line of GPL 16-mm television studio and theatre projectors built to highest 35-mm standards.

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory
IN COR POR AT ED
PLEASANTVILLE, NEW YORK

TV Camera Chains  TV Film Chains  TV Field and Studio Equipment  Theatre TV Equipment
Milton Berle's Texaco Star Theatre headed the list of the top 10 Trendex ratings for sponsored network TV programs, based on single live broadcasts during week of Feb. 17.

Following are ratings compiled by Trendex:

1. Star Theatre 55.7
2. Golden Palms Talent Scouts 44.7
3. Your Show of Shows 44.5
4. Green Pastures 44.1
5. Comedy Hour 42.0
6. Hollywood Playhouse 41.6
7. Lights Out 39.1
8. Martin Kane, Private Eyes 38.7
9. Man Against Crime 38.2
10. Godfrey's Friends 37.8

**Musical Cartoons**

'Most Liked' Commercials

MUSICAL CARTOONS for Kilpatrick Bread were voted "most liked" by San Francisco Bay Area viewers in a survey by Coffin, Cooper & Clay Inc., San Francisco. Other commercials in the most popular five were Holsum Bread, Goebel Beer, Lucky Strike and Old Gold cigarettes. All are musical commercials with live or cartoon characters. Eight of the 10 best-liked commercials were made in the Bay Area.

Many of the favorite 10 also drew enough votes to qualify among the "most disliked" 10. The five most disliked were Holsum, Milani's 1980 French Dressing, Calso Water, Kilpatrick Bread and Goebel Beer. The Tele-Que survey was conducted Jan. 25-31 among 419 tele-set owners selected representative from all sections of the area.

**Robinson-LaMotta Fight Shows High Hooper**

ADVANCE Hooperating tabulation of the "Sugar" Ray Robinson-Jake LaMotta middleweight championship fight, Feb. 14, showed 58.7 in TV homes. According to Hooper, the bout may rank first in first-fifteen to be next published.

**TV To Aid Movies, Yates Believes**

BELIEVE that television ultimately will be beneficial to the motion picture industry was expressed by Herbert J. Yates, president of Republic Pictures Corp., in his annual report to stockholders, released last week. Constants are closely following developments of television which we believe will ultimately be beneficial to our industry," he said.

"At the present time," he continued, "due to restrictions of American Federation of Musicians, we are not in a position to furnish our pictures for television. We believe such restrictions are a mistake served by neglecting the area. Where coverage areas are not in a position to capitalize upon our inventory of released pictures which we believe are particularly suitable for television."

**N. Y. Nielsen Ratings Cover Additional Hours**

NEW Nielson piece-of-paper starts reporting ratings on New York TV audiences from 9 a.m. to midnight instead of 11-1 p.m., the period previously covered. A chart of hourly radio and TV set use by TV families has been extended to include the five additional hours and a new chart shows for each month the number of hours the average TV family spends watching their teleset or listening to radio programs.

**TV Space Increases in Okla. Papers**

OKLAHOMA NEWSPAPERS reportedly are devoting increased space to television information in recognition of the growing telecast count in the area served by WKY-AM Oklahoma City, which on Feb. 1 stood at 73,370.

In the capital city, and throughout the state, more columns, pro-gram schedules and program highlights are adorning newspaper columns.

### Weekly Television Summary

**February 26, 1951, Telecasting Survey**

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**Weekly Market Summary**

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**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Latest Hooper again reveals overwhelming Atlanta listener preference for WSB

Period covered by this latest survey is November 1 through January 31. Of the 48 measured daytime quarter-hours:

WSB was first in number of listeners 34 times.
The second station was first 11 times.
WSB was tied for first 3 times.

In 7 of the periods WSB's audience was greater than the total audience of all other Atlanta radio stations combined — ten AM stations and six FM!

So again history repeats. On every authentic survey ever made in the great Atlanta market, WSB has been FIRST.

wsb
The Voice of the South
Represented by Edw. Petry & Co., Inc.

Affiliated with The Atlanta Journal and The Atlanta Constitution
TALENT WAGES
Freeze Exemption Sought
HOLLYWOOD talent move reportedly was on last week to request specific exemption from the wage freeze. If successful, the efforts could be a prelude to a similar approach by radio and television entertainers.

Both producers and guilds are understood to be supporting attorneys who are preparing briefs for submission to the Wage Stabilization Board. Argument centers on the unique character of the film industry and talent deals and contracts which, they say, make a general salary ceiling infeasible.

Questions asked are how can new talent be recruited under a freeze and what will become of optional contracts calling for periodic salary increases. In view of these arguments, which also are basic to radio and particularly to television, the attorneys are requesting blanket exemption for actors, writers and directors in the movie field.

If such a blanket exception is granted, observers point out, a precedent may be established for talent unions in other branches—such as radio and television.

Meanwhile, WSB has scheduled Wednesday as the start of three-day talks on the applicability of government wage freezes to employees in radio, newspapers and related fields [Broadcasting * Telecasting, Feb. 19].

WTTS Bid
WTTS (TV) Bloomington, Ind., last week filed application with FCC for authority to install a new 700-ft. plus antenna and tower and increase in effective radiated power to 54.2 kw. Plans for expanded rural service were related to the Commission. Operated by Stacie Tarzian, WTTS (TV) is assigned Channel 10 (192-198 mc). Station rebroadcasts network shows relayed from Cincinnati.

NARBA (Continued from page 28) groups, including farm organizations, had been rallied in opposition to the pact but that a "latter and more comprehensive analysis" of the treaty had tempered these viewpoints.

While CBBS reported that its membership in meeting as recently as last December had reaffirmed opposition to the treaty, the question has been raised about viewpoints of those CBBS member stations whose signals were "not degraded and in some instances afforded even greater protection" under the proposed agreement.

NARBA proponents point out that the agreement "clearly" would provide a significant improvement for the United States over the "increasingly chaotic situation" that has existed since the interim agreement of 1946 expired more than a year and a half ago. To reject the agreement, it was felt, would put United States broadcasters in a precarious position.

Secretary of State Dean Acheson in his report Feb. 1 to the President termed the treaty as representing "the best arrangement that could be negotiated taking into account the existing situation and the diverse interests which had to be accommodated." Ratification requires the affirmative vote of two-thirds of the Senate.

The U.S. delegation to the NARBA Conference, in addition to Comr. Hyde as chairman, included Capt. John Cross of the State Dept. as vice chairman. First negotiations were held in Montreal in the fall of 1949, but broke up to permit the U.S. and Cuba to negotiate on certain differences.

The subsequent bilateral sessions in Havana in early 1950 failed to produce an accord. However, when the full conference reassembled in Washington last fall, the treaty was signed Nov. 15.

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

NEW STUDIOS
WTMJ-TV Now Has Four
WTMJ-TV Milwaukee has announced conversion of two radio studios to studios from which both radio and television shows may emanate.

One of the new studios is equipped with a model kitchen used for the daily WTMJ's "Home" program. The studios are part of a $200,000 remodeling project begun early last summer.

With these additional facilities, WTMJ-TV now has four TV studies in addition to standbys.

RCA VICTOR
Extends Time on WLWT
RCA VICTOR has signed a four-week continuation of its three-week sponsorship of four separate program segments on WLWT (TV) Cincinnati. The new contract calls for use of 14 hours and 25 minutes a week.

The announcement was made by William J. McCluskey, WLWT (TV) sales manager. The original three-week contract had been made through the ad agency, Mueller, Liebling & Parks Inc.

Defense Series
NEW tele-version of the Armed Forces Hour, produced by the Dept. of Defense and aired by the DuMont Television Network, is now being carried "live" by five stations and kinescoped for 51 other outlets, the department's Radio-TV Branch said last week. Series was launched Feb. 4 and is telecast Sunday, 8:30-9 p.m. EST.

Stations carrying program live are WAAM (TV) Baltimore, Md., originating outlet; WTG (TV) Washington; WARD (TV) New York; WXEL (TV) Cleveland; and WGN-TV Chicago.
All Blaw-Knox H-40's! At left, Station WAGA-TV, Atlanta, Georgia
Above center, Station WJBK-TV
Detroit, Michigan
At right, WSPD-TV, Toledo, Ohio

"WE'RE PROUD OF OUR BLAW-KNOX TOWERS"

And Blaw-Knox is proud of the fact that this compliment from The Fort Industry Company* was prompted by the performance of all 13 Blaw-Knox Antenna Towers now in the service of this successful broadcasting organization.

Whether you contemplate light-weight towers for mobile communications or a sky-raking TV support, you can depend on Blaw-Knox engineered structures to get the most out of your transmitting equipment.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

February 26, 1951 • Page 65
Research Showdown

(Continued from page 19)

after the report has been made public.

Enlivening the research front last week were comments by two prominent timebuyers, Linnas J. Nelson, retiring next month as chief timebuyer of J. Walter Thompson Co., and George Castlemann, vice president and radio director of Birmingham, Castlemann & Pierce.

Appearing before the Radio-TV Seminar of the Washington Ad Club (see story, page 23), Miss Nelson, often called "Miss Timebuyer," said she doubted "if anybody could afford to buy all the services that there are in existence—and if they did buy them, they would be completely confused in any attempt to use them."

"Even though the entire radio and television industry, including advertisers, agencies, stations, networks spend many, many thousands of dollars annually on research, they still can't get together on any agreeable forms of research nor have they as yet been able to sit together and get together on the thing most needed—a basic form of research that will measure so-called potential circulation.

ABC Comparison

"We are responsible to our clients for constantly trying to educate the broadcasting industry to the necessity for standard methods of measurement. And of course, printed media are delighted to point to their Audit Bureau of Circulations when selling against broadcasting. They are not limited to talking in percentages as we are; they can talk in total numbers."

Miss Nelson said "a station's best sales tool is proof of its audience." She chided broadcasters for failure to accept their share of responsibility in developing the necessary tools with which to measure this audience and requested the trials of Broadcast Measurement Bureau.

Mr. Castlemann told the Washington Ad Club that radio ratings "should not be considered absolute values." He listed types of knowledge a buyer should have in doing business with broadcasters and said many station elements, such as strong trade relations, do not show up in ratings.

Mr. Abel, radio-TV director and timebuyer of Henry J. Kaufman & Assoc., said he could not "understand how surveys can be so far apart."

These agency comments, reflecting confusion among buyers of time on the quality and usefulness of radio research, were made in the early part of an all-day session.

Winding up the seminar late that evening was a research meeting that drew five of the top figures in the field. Dr. Baker moderated the panel discussion. With him were Ward Dorrell, president of ABM; Mr. Seiler, director of American Research Bureau; Dr. Sydney Roslow, manager, The Pulse Inc.; Joseph B. Ward, managing director, Advertising Research Bureau Inc.

Seldom seen together on a single platform, the five quickly took up the challenge that research findings are completely inconsistent. Dr. Baker set the pace in showing how two or more scientific tests, impartially and professionally conducted, can bring different results in measuring identical situations. Panel members brought out that each type of research has its advantages, and endeavors to perform a specific function. Much of the confusion was said to arise from the failure to understand research findings or to use the results properly.

Mr. Ward explained at the start that ARBI endeavors to show at the point of sale who buy the retailer's goods. The technique requires balancing funds spent in media, on a dollar basis; comparison of identical items; simultaneous advertising for three days; objective gathering of information.

Methods Reviewed

Mr. Seiler, pointing to the present confusion in research, described basic methods of scientific sampling. Measurements are made, he said, by contacting wires or a meter to the set; telephone or personal coincidental checks; listener or viewer diaries. American Research Bureau, he added, has found the diary method extremely accurate.

Criticalizing the research of printed media, Mr. Roslow said radio's 97.08% home saturation is not properly exploited and claimed this saturation "supplies the answer to ABC."

"Radio produces more research than any other medium," he added. As to method, he said the industry has not decided what it wants. "Maybe there should be more than one method," he suggested. In any case, he said, radio's success has been earned by the audience the audience to permit a more intelligent job of time selling.

"The prophets of doom for radio were wrong," he declared. "Radio listening in television homes is increasing month after month as the novelty of TV wears off." Among other factors, he said, is improved radio programming.

Dr. Roslow said radio set purchases in TV homes had increased from 17% two years ago to 28% in the last six months. In non-TV homes the purchases of radio sets have increased from 19% of such homes two years ago to 23% in the last six months. In TV homes 30% of new sets go into bedrooms, 22% into living rooms; in non-TV homes 20% go into bedrooms and 27% into living rooms.

When the old Cooperative Analysis of Broadcasting was alone in the radio field, Mr. Dorrell said, there was little confusion. Unfortunately CAB's method was wrong, he said. In his opinion aided recall and diaries do not produce comparable data, claiming they inflate figures. He cited an example of varying figures for the CBS Toast of the Town in Washington last January.

Mr. Seiler ascribed the variations to the fact the measurements were made on different Sundays, to rotation of talent on the opposite NBC Comedy Hour and other factors.

The seminar audience supplied other instances where measurements differed widely. Dr. Baker explained this is one of the problems when any set of data is released.

The special KJB committee and other radio and newspaper were pitted directly against each other to find out which gets the best results, follow:

Radio drew 25.6% of store traffic compared to 20.4% for newspaper. Radio traffic bought merchandise in 38.1% of the cases compared to 58.4% for newspaper.

Most important of all, radio customers spent 19.7% more per purchase in the tests compared to only 18.7% for newspapers.

Joining agency timebuyers in criticizing radio-TV research was John Hymes, retiring manager of WLAM Lancaster, Pennsylvania, former agency timebuyer. He contended some surveys "aren't worth the paper they are printed on as far as accuracy is concerned." He then criticized timebuyers for blindly accepting many surveys without attempting to check their accuracy.

"All radio and television must have accurate, authoritative, checked and industry-approved methods of research," Mr. Hymes argued.

"Such research must be done on a standard basis by an industry-authorized research organization to which all radio and television stations must subscribe. We cannot afford to have another MBM supported by 28% of the industry. This organization must be supported by 100% of the stations, with the methods and results checked by the entire industry."

Mr. Hymes said he had been told by a number of timebuyers that radio research needs improving.

Your Top TV Sales Opportunity

WDEL-TV

In the Market which has highest income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

Page 66 • February 26, 1951

Telegating • BROADCASTING
Can you believe what you see on your transmitter monitor? This demodulator gives you a true analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

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

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

Send for new bulletins
Complete specification sheets on G-E television equipment will be sent on request. Write: General Electric Company, Section 221-26. Electronics Park, Syracuse, N. Y.

You can put your confidence in—

General Electric
Radio-TV Control
(Continued from page 26)
tack with NAB President Justin Miller, who charged that the con-
templated bill, if enacted in its present form, would:
- Throw the radio-TV indus-
try into a "hodgepodge" of broadcasting and non-broadcasting 
and "dangerous complications" and "confusing to government
powers." Miller proposed later that it may not be a good thing
to scutter FCC authority, but to add to it, in the case of monitor-
ing, which he described as "ex-
tremely important." The NAB
President stated it is obvious that in wartime or other national
government's power must be extended be-
cause of its "enduring greatness" on behalf of national security. The Com-
monwealth (Sec. 606 (e)) "seemed to be adequate during
World War II," Miller said.

Upon cross-questioning, Judge
Miller suggested a cleaner defini-
tion of "radio" in Sec. 301 of the Com-
monwealth Act observing that radio communication is spelled
out in the act and that the Johnson
bill would not have the effect of
"leaving us with a continual national
every power."

Comr. Sterling noted that Sec.
301 of the Act speaks in terms of
the Commission's licensing powers,
which expressly afford all licensees
the right to be heard and to require
tion. The President and Commis-
sion powers of Sections 606 and 301,
respectively, are "not adequate to
cope with the problems which
prompted the Defense Dept. to
ask for these drills," according to
Sterling. In that light, he declared, it would be advisable to
spout spell the President's control
authorities in an amendment or
oramendom. Comr. Sterling's views also were
supported throughout by FCC Act-
19 was inserted in the record Wednesday.

Dr. Baker submitted that an
effective program of jamming, of
propagating false signals and radio-
stations, is no more confusing to an
enemy that would attempting to restrict or halt all
radiations at the time of a sus-
pected enemy attack. Among his comments on exhaustive data submitted by RTMA, were:
- High-power broadcast stations
are very "dangerous" even at
distances up to several thousand
miles, but large errors are inherent.
- Direction-finding on stations near
is not the best means available to the enemy.
- The VHF ranges used for TV broadcasts are short but are usable only over comparatively
short distances. Range of frequen-
dy is limited to line-of-sight trans-
mition.
- Radio receivers are "incidental
radiators" and are worthless as homing
devices because they cannot be
located geographically; the apparent
signal source is diffuse; operation is
efficient only at short range.
- Better homing means are avail-
able in use of such systems as the
radio direction finder, but, they
can be rendered useless.

Dr. Baker stressed that broad-
cast and television transmitters are
useful as homing devices only if
they are properly located ge-
ographically and if the signals are
essentially continuous.

Dr. Baker said short-range mis-
siles could be guided to a specific
bombing point by the idea "its not in good" because of the
uncertainty of radiation.

Mr. Smith also felt the proposed
bill would be more dangerous by
limiting the devices under the legis-
lation to those with over a half-
mile radiation. He said he is
opposed, however, to giving FCC enforce-
ment problems in normal peacetime
operation lest the Commission
would "control everything that
you do." The "nervous system of civil defense"
and for adequate monitoring and
policing functions by the Commis-
sion drew the support of Mr. B.

Quoting the United States Civil
Defense Handbook, Mr. Hardy cited
radio's role in disseminating time-
line information and educational ma-
terials quickly and at minimum audi-
cence—material on shelters, trans-
portation and other phases.

Mr. McNaughten, who also
stressed civil defense and monitor-
ing, noted that while FCC enforce-
ment of broadcast regulations has
been exercised, "insufficient staffing
has apparently prohibited the Com-
mision from conducting serious
investigations of all transmitter
installations." He questioned
whether funds provided in the
Johnson bill are intended to sug-
mence services of FCC or establish
"an entirely new investigative or
enforcement group."
FILMACK TRAILER Co., Chicago, is launching extensive advertising campaign for TV film department which specializes in made-to-order film commercials. Chicago office of Bezell & Jacobs handles the account.

AL SHERMAN, film publicity consultant, has been named motion picture representative in the U. S. by the Norwegian government. He will supervise and negotiate sales and rentals of Norwegian films for TV and theatre showings. A catalog of 10 titles is now available from his office at 1612 Wisconsin Ave., N.W., Washington, D. C.

SNADE TELESCRIPTIONS Corp., Beverly Hills, Calif., begins producing a series of 52 TV film melodramas based on best-selling books, directed by Irving Pickel. SNADE releases are now being seen on KFMB-TV San Diego, holder of exclusive first-run right in that city to total of more than 400 three-minute short features included in year's package. Monroe Mendelsohn has been named sales service director for SNADE TELESCRIPTION SALES, Chicago. His duties will include servicing stations and agencies. Also joining the Chicago office is E. Johnny Graff, sales manager in charge of sales through agencies.

COMMODORE PRODUCTIONS, Hollywood, has 26 half-hour TV film series starring Clyde Beatty, animal trainer, in planning stage. Same firm also produces three weekly MBS Clyde Beatty radio shows for Kellogg Co., holder of option on the projected TV series.

UNITED PRODUCTIONS of America, producers of animated TV and motion picture films, names Edward F. Cullen manager of Eastern Division, replacing Edward L. Gershman, resigned.


FAIRBANKS announces hiring of Leo S. Rosenerans, formerly with Wilding Pictures, Detroit, as executive writer.

STERLING TELEVISION Co., New York, has acquired exclusive TV distribution rights for more than 100 films from YOUNG AMERICA FILMS, New York.

UNIVERSAL-INTERNATIONAL has prepared 10 special TV trailers, with open ends for local theatre announcements, to promote Bedtime For Bonzo, a full-length feature to be distributed to theatres soon. One five-minute program, six one-minute spots, and three 20-second spots will be available for local-theatre sponsorship on television.

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, and SAMPSON DIAMOND ENTERPRISES will produce 260 quarter-hour TV films, Jump Jump of Holiday House, based on puppet character. Fillmore S. Phipps is supervising producer for Consolidated.

PROCTOR & GAMBLE PRODUCTIONS Inc., Los Angeles, will take over complete financing of next season's Fireside Theatre TV film programs which it formerly handled on leasing basis. Production of first group of half-hour films will begin April 1 at HAL ROACH STUDIOS, Culver City. Each film is budgeted at $15,500, and a total of 50 to 52 is planned. Arrangements are being concluded with BING CROSBY ENTERPRISES, producer of last 34 Fireside Theatre films, whereby firm will get release rights on percentage basis. Agency is Compton Adv., Los Angeles. P & G also studying possibility of producing more films in Hollywood. Beulah TV series and several film commercials now being produced in New York.

NEIL MCGUIRE ENTERPRISES, Hollywood, producer of motion picture film shorts, plans to go into TV film production. Present projects include filming of 10-minute programs based on original stories entitled Adventures of Davy Jones on Mermaid Hill. Studios are at 165 S. La Brea. Telephone York 4450.

GREEN FILM CORP., Los Angeles, to begin filming first of 20 in projected series of 260 quarter-hour dramatic TV programs, The Loving Family. Walter Thompson is director.

TV ADS Inc., Los Angeles, announces completion of TV spots for Maier Brewing Co., same city (Brew 102), Innes Shoes, Design for Living magazine, and Los Angeles Evening Herald & Express. Mel Curtis joins firm's writing staff.

DYNAMIC FILMS Inc., New York, has doubled its available space through completion of wiring and sound conditioning of added film studio at 112 W. 89th St., its present location.

ALEXANDER FILM CO. (producers of short-length films since 1919)

SARRA, INC.

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SARRA, INC.

SARRA, INC.
ASCAP Rates
(Continued from page 28)
down of the present practice, some broadcasters who are active in ra-
dio as well as television feel that any abrogation of their rights in
TV will inevitably result in a similar deterioration of their radio
rights. Some of the replies to Mr. McCollough's letter have also
questioned his belief that interest in per program licenses is limited to
a comparatively few TV station operators.
Vistor A. Sholis, WHAS-TV
Louisville, for example, wrote Mr.
McCullough that on that point "you
and I part company completely.
Perhaps I am one of a small minor-
ity of television station operators
concerned about per program
terms. Actually, I don't see how
you can maintain a reasonable
blanket contract, about which you
are obviously concerned, without
an equitable deal on a per program
basis.
"The stumbling block which
ASCAP has raised in reference to
a TV program license are the very
same ones over which we have been
battling ASCAP in AM. If we
yielded to ASCAP's demands on
radio television we would wipe out the
ground beneath our AM position,
I, for one, am not willing to do that.
Mr. Sholis added that while his
TV and AM interests are inter-
woven, he "would no more agree to
some of ASCAP's current demands
if I were a TV operator alone than
I will my present position."
Commenting on possible litiga-
tion if negotiations fail to produce
an acceptable form of per program
license from ASCAP, Mr. Sholis said: "I think we have an equitable
case of considerable merit and I
have confidence that a court would
give us a fair shake. I would pre-
fer to reach an agreement without
court action, but not at the expense
of selling our principles down the
river." As to costs of such action,
be said that perhaps the best way
to find out whether the TV station
operators generally will support it
"would be to ask for specific and
definite commitments."
This suggestion, that the owners
and operators of the 107 TV sta-
tions be polled for their views, has
been proposed by a number of other
telecasters, including Mr. McCol-
lough himself. The NAB-TV board
at its Monday meeting decided,
however, to withhold such action
until after this week's meeting of
the Per Program Committee with
the ASCAP group. NAB-TV Board
Chairman Thomas is also a mem-
ber of the Per Program Committee,
so close liaison between the com-
mitee and the board is assured.
AD COUNCIL
Plans Circulation Survey
NATIONAL circulation of radio
and television public service ad-
vertising campaigns will be mea-
sured via the A. C. Nielsen Co.
survey under a plan announced
last week by the Advertising
Council.
The council said Wednesday the
Nielsen company had offered its
national radio and TV research
services to the council for use for
this purpose without cost.
Based on Nielsen-ratings, figures
on advertising circulation contributed
to public service projects during 1950
by radio advertisers, agencies and
networks will be issued shortly by
the council. The figures will be
expressed in terms of radio home
impressions, which represent one
message heard once in one radio
home.
"Mr. Nielsen's cooperation will
enable us to measure the great
amounts of free time and talent
donated each week to important
campaigns by American business,"
Advertising Council President T.
S. Reppplier asserted. "We will
now have specific information on
coverage given to such projects as
U. S. Defense Bonds, Red Cross,
highway safety, better schools,
group prejudices, flight inflation,
armed forces and other vital de-
fense campaigns.
Mr. Nielsen's cooperation "a generous and major
contribution to the work of the Advertising
Council and a tre-
" AGRICULTURE
We've been programmed for the
farmer for 24 years. That's why
WIBW-advertised goods sell so well in
Kansas and adjoining states.
WIBW The Voice of Kansas in Topeka
Page 70 • February 26, 1951

ZIV CHANGES
Gutman, Others, Announced
SEVERAL changes in the per-
nsonel of the Frederic W. Ziv or-
 ganization were announced last
week. Leo A. Gutman, formerly
advertising director for Ziv Tele-
vision Programs Inc., has been
appointed advertising di-
rector of all Ziv Tele-
vision Programs Inc.,
so close liaison between the com-
mitee and the board is assured.
Mr. Gutman
World Broadcasting
System, Cisco Kid Pictures and
Cisco Kid Products.
Prior to joining the Ziv organi-
zation 15 years ago, Mr. Gutman
operated his own agency in Cin-
cinnati. Ziv Television Programs Inc.,
New York, announced seven pro-
tentions and appointments. They are as fol-
ows: Walter Kingsley, account exec-
tive, to sales manager of New York City area; Robert E.
ferred from Atlanta, Ga., to Cleve-
land-Detroit as account executive; Charles R. Fish Jr., formerly
account executive with WCAU-TV,
New York and upstate New York area as account executive;
B. Greshaw Bonner, former sales manager WCON-TV,
Atlanta, to southern sales account executive, headquartered in
Atlanta; Jack Holmes, former
sales manager WBAP-TV Ft.
Worth, to Texas and Oklahoma
area as account executive; Ted
Rosenberg, former account execu-
tive for National Transit Ads, to
Philadelphia and Baltimore-Wash-
ington-Richmond area as account executive; Arthur Breider, trans-
ferred from Cincinnati office to
Cincinnati as account executive for
southern Ohio, Indiana and Ken-
tucky.

ZIV CHANGES
Gutman, Others, Announced
SEVERAL changes in the per-
nsonel of the Frederic W. Ziv or-

wH

Upcoming
Feb. 26-28: Florida Assn. of Broadcast-
ers and Florida State General Exten-
sion Division Sports Clinic, Gaines-
ville, Fla.
Feb. 26-March 1: Canadian Assn.
of Broadcasters Meeting, Chateau
Frontenac, Quebec, Que. (Registra-
tion date is Feb. 25.)
March 1: BAR Board Meeting, BAB
Hqrs., New York.
March 2-3: 4th Annual Western
Radio-TV Conference, Hollywood,
Calif.
March 3: Sixth Annual Radio-TV Con-
ference, Michigan State College, East
Lansing, Mich.
March 7-13: Excise Tax Hearings, House
and Senate, Washington, D.C.
March 8: Annual Meeting Western
Broadcasting Association, Los
Angeles, Calif.
March 15-18: 6th Annual National
Broadcasting Convention, Chicago,
Ill.
March 24-26: Eastern Convention,
New York City.
March 28-30: 6th Annual Convention
Broadcasting Executives Assn.,
Los Angeles, Calif.
March 28-30: 25th Annual National
Telecasting Convention, Los
Angeles, Calif.
March 28-30: 62nd Annual National
Radio-Television Convention, New
York City.
April 2-3: Eastern Convention of
Newspaper Executives, Washington,
D.C.
April 5-8: NBC Television Drama
Festival, Atlantic City.
April 5-9: Annual Convention Peer
Talent Union, Chicago.
April 11-14: National Retail Firms
Convention, Chicago.
April 12-14: NBC Mid-Winter Meet-
ing, Washington, D.C.
April 17-18: NBC Regional Program-
ing Meeting, Chicago.
April 18-20: Annual Convention of
National Association of Workmen
in Radio and Television, New York
City.
April 24-26: National Association of
Broadcasting Convention, Chicago.
April 29-May 1: 25th Annual Tele-
casting Association of America
Convention, Fort Lauderdale, Fla.
May 8-9: Annual Convention of
Television Sales Executives, New
York City.
May 9-10: Board of Governors Meet-
ing, New York City.
May 14-16: National Association of
Broadcasting Convention, Chicago.
May 15-17: Broadcast Advertising
Commission, Chicago.
May 18-20: National Association of
Broadcasting Convention, Chicago.
May 21-23: National Convention of
Associated Broadcasters, New York
City.
May 21-23: National Convention of
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Associated Broadcasters, New York
City.
FULL OF FACTS

WHBF-AM-FM-TV Rock Island, III., sending advertisers and trade brightly colored brochure headed "Where in the World... would you find another place like this." Cover has large picture of globe against red background with lettering in black and white. Inside gives facts about population, retail sales, buying power and effective buying income per family. Center-spread is huge map photo headed "The Quad Cities... one of the nation's best market places." On back are maps of areas covered by station.

EXTRA HELP NEEDED

WVOS Liberty, N. Y., The Record Shop, Mon. through Sat., 10:05-10:45 p.m., received many calls that local telephone company was forced to add extra help on switchboard. Telephone company was flooded with 250 extra calls during 40-minute show while Company requested that WVOS attempt to cut down calls. Station asked that listeners place only one call to show, but calls didn't decrease, WVOS reports.

BRIGHT MAILING PIECE

WFBR Baltimore sending trade and advertisers brightly colored mailing piece headed "How to prime a pump on the right Baltimore station." Inside is letter from Shell Oil Co., pointing out success of advertising on WFBR. Piece also contains news of shows that have high rating in area.

CITIES TV COVERAGE

WDSP-TV New Orleans received letter from Sen. Estes Kefauver (D-Tenn.), chairman, Senate Crime Investigating Committee, citing station for coverage of hearing held in New Orleans [BROADCASTING TELECASTING, Feb. 3]. Sen. Kefauver said in his letter, "...Our Committee policy deems it of value to educate and acquaint the public as well as the Senate with the situations brought to light by the hearings in order to prepare for remedial legislation, and television seems to have proved itself a splendid medium for this purpose..."

Immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

PAUL W. McCOLLISTER, General Manager

BROADCASTING • Telecasting

programs promotion premiums

MAJOR SPEAKS ON TV

WHEN (TV) Syracuse, Inside City Hall, Sun., 12:45 p.m., featuring Mayor Thomas J. Coccia and department heads discussing city problems. Mayor also will devote part of program to answering critical letters that have been received by administration. Mayor's executive secretary will act as moderator of series.

SPORTS INTERVIEWS

KFST-TV Minneapolis, What's Cookin', Tues.-Fri., 1-1:30 p.m., featuring interviews with sports personalities discussing their favorite foods, healthful eating habits and importance of proper diet and well balanced diets. Bernie Hull, emcee, started series with interview of George Mikan, Minneapolis Lakers' basketball star.

JUST a chip off the old block is 10-year-old Alton Carpenter, who pitches in every Sunday morning to give his dad, Disc Jockey Bill Carpenter, a hand in spinning records over WGY Schenectady. The youngster, who takes a "very" active part in the production and announcing of the 7-9 a.m. show, plans to make radio and TV his career. WGY reports that his appearance on the show, the only father and son disc jockey show in those sports, has drawn a slightly more than terrific response from listeners.

ADVERTISING PUSH

WEAM Arlington sending advertisers and trade postcard dealing with printshop shortage. Card headed "A Word to the Wise, from Howard Stanley," quotes Maurice Mitchell, vice president and general manager Associated Program Service, as saying, "Newspaper shortage is now out of the rumor stage..." Newspaper line must come down. Local and national advertisers who get set with best times and programs in radio now, will be grateful later." Bottom of card gives station's call in large letters.

HELP RECRUITING DRIVE

WLAW Lawrence, Mass., National Guard Show, Mon., 9-11 p.m., public service program to help recruiting drive of activated National Guard unit. Station placed posters in armories throughout state calling attention to show. Show stars Bill stern and Mindy Carson.

PUSHES RADIO

WSTC-AM-FM Stamford, Conn., campaigning via spot announcements and newspapers, on basic value of radio as "information and entertainment medium." Stressing radio's music and news advantages, copy of one ad concludes: "No, there are no pictures on WSTC. But there's lots of wonderful listening—all day, every day.

LADIES DAY AT WBKJ-TV

WGBK-TV Detroit, through The Katz Agency, New York, has issued "Every Day Is Ladies' Day With WGBK-J," a four-page promotion folder in two colors giving data on program format, talent, time and cost.

HOME NEWSCASTS

WDNR Syracuse has installed tele-type in home of Glenn Williams, WDNR newscaster, so his coverage of news for remote broadcast can be more immediate. Program sponsored by Syracuse branch of Mutual of Omaha, is broadcast Mon. through Fri. 6:30-8:45 p.m.

A FAST job

WHOP Hopkinsville, Ky., received letter of thanks from city's postmaster for its quick cooperation in airing news that national embargo on mail resulting from the railroad strike had been lifted, five minutes after the post office had phoned the news into the station. "Within 15 minutes," said the postmaster, "we had a rush at the post office."

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Superior PROGRAMMING

Skilful KNOW HOW

Aggressive MERCHANDISING
Happiness reigns in Hawaii as Aloha Network signs Theo. H. Davies Co. Ltd. Principals are (l to r) Hugh LaRue, sales manager for Aloha; Harold Weidig, merchandise manager, and Robert Carney, sales promotion manager for Theo. H. Davies.

ALOHA NETWORK

HAWAIIAN radio advertising was given a tremendous vote of confidence early this month with the signing of a $35,000 contract between Aloha Network and Theo. H. Davies & Co. Ltd. on behalf of its principals, including makers of Rinso, Lux, Spry, Pepsodent, Sherwin Williams paints, Instant Postum, Post’s Sugar Crisp, Jell-O, Lyle’s, Hind’s Honey and Almond creams.

The agreement was said to be the largest single radio contract ever signed in Hawaii. (Aloha Network consists of KTOH Lihue, KHON Honolulu, KMKI Wailuku, KIPA Hilo). Sales Manager Hugh LaRue represented Aloha in the sale. Harold Weidig, merchandise manager, acted for Theo. H. Davies.

Most of the spots called for in the contract will be carried on the morning disc-jockey program of Hal Lewis, better known to his island audience as J. Akuhead Pupule (J. Fish-head Crazy in translation). Mr. Lewis has been particularly successful with the native elements in Hawaii, frequently broadcasting and burlesquing the Japanese, Filipino, Chinese, Portuguese and other dialects.

He has not always been as successful with sponsors as the Aloha contract would indicate, although his ability to get response is beyond question. He irritated the Bank of Hawaii when he added an offer of “free money today” to one of their institutional ads and forced them to turn down hundreds of disappointed Hawaiians.

On another occasion, Mr. Lewis attempted to brighten up a dull situation through legislation. "Finally, it would relieve the broadcaster from all liability for defamation in connection with broadcasts for or by candidates for public office."

In conclusion, the lawyer, who is a member of the firm of Cooper & Gary, Columbia, said: "While awaiting the enactment of workable laws on the subject, there is really little that the radio broadcaster can do except exercise the closest supervision of his own broadcasts and contribute every effort to a program which will promote adoption of the legislation needed for adequate protection."

CD INFORMATION

Plan Advanced At N.J. Meet

PLANS for a weekly public information program on 23 New Jersey radio and TV stations and for creation of a two-way short-wave supplementary hookup, were advanced last week in a meeting of New Jersey broadcasting with state Office of Civil Defense authorities at Trenton.

James L. Howe of WCTC New Brunswick, chairman of the radio-TV division of the state Civil Defense Communications Committee, submitted the information proposal, under which all New Jersey stations would be linked for a 15-minute weekly broadcast.

Fred Bernstein, WTTM Trenton; Bernard Kellom, WNJ Newark, and Paul Alger, WSNJ Bridgeton, all representing the New Jersey Broadcasters Assn., were to develop the plan.

The plan to set up two-way shortwave stations to augment the regular state-wide network was described by Lloyd H. Manamon of the amateur radio division of the Civil Defense Committee.

J. R. Poppele of WOR New York, Communications Committee chairman, urged the group to work for "unity."

Other speakers: Carl Krat of WTTM, president of the New Jersey Broadcasters Assn.; Paul Kraus, New Jersey Bell Telephone Co., and Capt. W. F. Kelly, state police communications officer.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week, Write, call, or wire

Edgar L. Bill ——— Merle V. Watson
Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.
LITTLEFUSE Co., Chicago, introducing TV specialized writing teams on contracts. Company does not go into production, directing or any phase other than writing. Firm is at 82 Washington St., Chicago 2.

JAMES RICHARD OBERLY of Pope & Ballard, Chicago law firm, appointed general counsel for Admiral Corp., Chicago.

Technical...

MAURICE P. JOHNSON, engineer WAAM (TV) Baltimore, appointed chief of microwave crew for station. DALE HOWARD, graduate Northwest Broadcasting School, Portland, Ore., to KXLO Boman, Mont., as announcer-engineer. STAN COOPER, Northwest graduate, to KEUL Corvallis, Ore., as announcer-engineer.

JOHNNY PIPPIN, engineer WSB Atlanta, named top student at Georgia Tech on recently published Dean's list.

John E. Berlin

JOHN E. BERLIN, 60, staff member of WITC Hartford for 5 years, died Feb. 14. Born in Franklin, Pa., Mr. Berlin joined the Travelers Insurance Co. in 1919. He was transferred to the radio department shortly after WITC began operations. Mr. Berlin was in charge of the station's information desk and studio facilities on week- day nights and on Sunday. Survivors include his widow and a daughter, Mrs. Herbert Irving, Hartford.

Flying Reporters

ALBERT CREWS, director, radio and TV, Protestant Radio Commission, and Dr. Franklin Clark Fry, president, United Lutheran Church in America, two "flying reporters," representing major Protestant and Orthodox communions, delivered firsthand accounts of the plight of war refugees and displaced persons to President Truman in Washington Feb. 16.

in the field of international propaganda." Sen. Benton singled out "potential talent" in large cities alone where hundreds of outstanding men and women in broadcasting, public relations and advertising could contribute to the enterprise, and who now own only the leadership." Creation of an "independent agency," Sen. Benton felt, would "provide the recognition, the freedom and the flexibility for full development" and, with proper leadership, "could become a magnet for the best talent in the world." Under that plan, a cabinet of eight top officers and eight assistant secretaries acting under an administrator would supervise broadcasting, news and publications, motion pictures, exchange of persons and servicing of U. S. information libraries overseas.

Outlines Plan

One possible way to organize an independent agency, he said, would be the creation by Congress, under the 1948 Government Corporation Control Act, of a wholly-owned corporation which can be allowed access to the entire range of broadcasting activities. He suggests a non-partisan board of directors, or trustees, comprising communication and other industry specialists, who would operate under a paid chairman. Such a plan would have "many great potential advantages," Sen. Benton declared, among them:

1. Utilization of responsible executives not otherwise available to the government; (2) greater flexibility for cooperative efforts with private organizations; (3) reduction of "the taint of official propaganda," and (4) greater confidence of the American people in the whole operation.

A interesting sidelight to the Benton proposals is that Sen. John McCarthy (R-Wis.) advocates Voice separation—though for different reasons. Both have traded verbal blows on the Senate floor, with the State Dept. as the central issue.

Sen. McCarthy, beliwether in the Communists-in-government issue, retaliated with an attack on Sen. Benton and his promise to take action designed to remove the Voice of America from the State Dept. He said the Voice has been doing "an awfully foul job, accomplishing nothing and wasting huge appropriations of money," and should be "taken out from under Secretary Acheson and his crowd at the State Dept."

Sen. McCarthy, of course, favors complete removal of the Voice—both operational and policy—from the department.

Plane Hits WKJF Beacon

AN Air National Guard plane missed probable destruction by one foot when it clipped the red beacon light on top of WKJF (PM) Pittsburgh's 420-foot transmission tower in poor visibility weather last week. Ed Harris, station manager, said it "would have been the end of the plane" if the wing had hit the steel structure of the tower one foot lower.

POPULATION

233,012

TOTAL RETAIL SALES $246,605,000

FOOD GROUP (RETAIL SALES) $52,346,000

DRUG GROUP (RETAIL SALES) $7,643,000

* 1949 U. S. Census Preliminary Report

All sales figures from Quad-City Metropolitan Counties are from 1948 U. S. Census of Business

Delivering more listeners at a lower cost
February 16 Applications

ACCEPTED FOR FILING

License for CP

XRKM - Reception of license for CP new AM station (Submitted).

WJHC-FM Bloomington, Ill. — License for CP new FM station.

AM — 550 kc

WDJX Jackson, Miss. — CP to change frequency from 1300 kc to 350 kc AM 250 kc to 550 kc and 5 kc unit.

Modifying CP

KBRS St. Joseph, Mo. — Modification of CP change frequency for extension of completion date.

WVYB-TV Harrodsburg, Ky. — CP new FM station to change ERP from 38 kw to 15 kw.

WTTCN-FM Minneapolis — CP new FM station to change name from MGN Broadcasting, Inc. to Mid Continental Radio Television Inc.

Modification of License

WTTCN Minneapolis — License to change name from Minnesota Broadcasting Corp. to Mid Continental Radio Television Inc.

WTCN-TV Minneapolis — License Renewal.

KFFW-FM Fort Smith, Ark. — License renewal.

APPLICATION RETURNED

New TV Station

John D. Keating and J. Elroy McCafferty — Return of application to change name from Minnesota Broadcasting Corp., to Mid Continental Radio Television Inc.

APPLICATION RETURNED

John D. Keating and J. Elroy McCafferty — Refuse of application to change name from Minnesota Broadcasting Corp., to Mid Continental Radio Television Inc.

February 19 Decisions

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

FCC General Counsel — Granted extension of time of Feb. 26 to file exceptions. Initial decision in proceeding re applications of Lubbock County B.C., Lubbock, Tex. et al.

Hitchcock Communication Engineering Corp., Sparta, Maine — Grant of continuance of license for duration of proceeding re application and that of Hawthorne B.C., St. Louis.

WESC Greenville, S.C. — Granted dismissal of application and dismissed as ripe motion. Application proceeding re its application and that of Hawthorne B.C., St. Louis.

WCLK Campbellsville, Ky. — Granted leave to amend application to specify new transmitter site and application as amended removed from hearing; dismissed as moot request for severance and grant.

Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. — Motion for extension of time for filing motion for reconsideration of decision and that of Kansas City B.C., Kansas City, Mo.

By Comr. Robert F. Jones

WTNJ Trenton, N.J. — Granted continuation of hearing in proceeding re revocation of license to Feb. 25 at Trenton, N.J. and that portion to be held in New York City, to Mar. 7.

By Examiner J. D. Cunningham

KMPC Los Angeles and WJR Detroit and WGAR Cleveland — Granted extension of time of Mar. 21 to file proposed findings of fact and conclusions.

By Examiner Elizabeth C. Smith

KBRO Bremerton, Wash. — Granted extension of time of Mar. 6 to file proposed findings and conclusions in proceeding re its application and that of Transmission B.C., Cleveland.

By Examiner Fannye N. Lutpin

The Rural Broadcasting Company of Ohio, Oak Harbor, Ohio — Granted application to form engineering portion of application to prove beforehand presented by petitioner in consolidated proceeding re its application; cond.

Lawton-Ft. Sill B.C., Lawton, Okla. — Granted application for construction permit to form engineering portion of application to prove beforehand presented by petitioner in consolidated proceeding re its application; cond.

FCC Correction

In Feb. 16 Decisions (FCC Actions, Feb. 19), item relating to KCRB is corrected to read:

KCRB El Paso, Tex. — Dismissed as moot application since petitioner surrendered his CP by affidavit dated Jan. 31; also dismissed petition requesting application be dismissed without prejudice.

February 19 Applications

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license: WCCL, Carbondale, Ill. — Granted; KCCI, Waterloo, lowa — Granted; WCLL, Cincinnati, Ohio — Granted; KGVE, Sulphur Springs, Tex. — Granted; KFWC-FM Popular Bluff, Mo. — Conditional.

Modification of CP

KCGM (FM) Cape Girardeau, Mo. — Granted; CP new FM station for extension of completion date.

February 20 Decisions

BY THE COMMISSION

Special Authority

WINZ Hollywood, Fla. — Granted authority for T.E. day to operate with 1 kw-D 500 w and temporary DA.

BY THE SECRETARY


Central B.C., Davenport, la. — Granted CP and license for new TV station.

KBRA-GC, Kansas City, Mo. — Granted; CP for extension of completion date to 1-25-51.

Victoria B.C., Inc., Victoria, Tex. — Granted license for new remote pickup KA-4605.

WYRJ (FM) Baltimore — Granted; CP for extension of completion date to 1-25-51.

KQW (FM) Fort Worth, Tex. — Granted; CP for extension of completion date to 1-9-51.

WJZ (AM) Baltimore — Granted; CP for extension of completion date to 1-25-51.

WIXY (AM) New York, N.Y. — Granted; CP for extension of completion date to 1-9-51.

CP — Granted; CP for extension of completion date to 1-6-51.

The U. of Oklahoma, Norman, Okla. — Granted license for new remote pickup KA-4575, KCID-118.

Mid-South B.C., Corp., Memphis, Tenn. — Granted; CP and license new remote pickup KA-8396.

ABCT, New York — Granted; CP new remote pickup KBF-150.

KBFF (AM) Abilene, Tex. — Granted; CP and license, same same.

WABP, Abington, Mass. — Granted; CP and license, same same.

WBBB (FM) Canton, Ohio — Granted; CP and license, same same.

WJH, St. Louis — Granted; CP and license, same same.

WJH, New York — Granted; CP new remote pickup KEB-910.

KBCO KBCO, Geneseo, Ill. — Granted; CP and license, same same.

WKAL (AM) Champaign-Urbana, III. — Granted; CP and license, new remote pickup KABA-107.

WGR, Buffalo, N.Y. — Granted; CP and license, new remote pickup KGR-996.

SBK (FM) Toledo, Ohio — Granted; CP and license, new remote pickup KBSB-5.

WPIX, New York — Granted; CP and license, new remote pickup KPIX-12.

February 20 Applications

ACCEPTED FOR FILING

License for CP

KCRB Crescent City, Calif. — License for CP new AM station.

AM — 1190 kc

Detroit Lakes B.C., Corp., Detroit Lakes, Minn. — CP new AM station on 1290 kc AM — DAMENDED to change to 1360 kc.

AM — 1150 kc

W. Gordon Allen and John B. Truran, Salem, Ore. — CP new AM station on 1240 kc.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
A 14-year background—
Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

McNARY & WRATHALL
906 Hall Press Bldg.
Washington, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 6, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NALT PRESS BLDG. NA. 3373
WASHINGTON 6, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kallegg Bldg.
Washington, D. C.
Member AFCCE*

Russell P. May

GUY C. HUTCHESON
1100 W. ABBOTT ST.
ARLINGTON, TEXAS

WELDON & CARR
WASHINGTON, D. C.

RUSSELL P. MAY

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 3, TEXAS
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Washington, D. C.

GEORGE C. DAVIS
501-314 Munsey Bldg.—Stirling 8111
Washington 4, D. C.
Member AFCCE*

GEORGE C. DAVIS

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TELEVISION AND BROADCAST FACILITIES
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1 Le Fleur Ave., New Rochelle, N. Y.
New Rochelle 6-1620

MACON, Ga.; WAJL, Flint, Mich.; WEAW
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MACON, Ga.; WAJL, Flint, Mich.; WEAW
Evantown, Ill.; WWDG-Washington, D.C.; WRJ.
Help Wanted

Managerial

Sales manager western New York full-line radio station. Submit experience and picture. Box 368H, BROADCASTING.

Managerial opening available for New England regional daytime independent station. Box 506H, BROADCASTING.

Salesman, media manager with experience and liberal salary and liberal share of profits. State qualifications and photo. Box 934H, BROADCASTING.

Help Wanted (Cont'd)

Immediately—Combination man for network station in Georgia, State salary and round trip first letter. Box 771H, BROADCASTING.

Experienced copy-writer, Pennsylvania 250 watt network station. Full details with reply including salary, experience, type work. Box 842H, BROADCASTING.

Needed: Combination engineer, immediate opening, Southwestern AM-AM-FM climate. Box 910H, BROADCASTING.

Station manager with sales experience wanted by Florida station in one town only. Must be desirable, have good track record. Box 820H, BROADCASTING.

Salesmen—Pennsylvania independent offers an opportunity to enter sales in a growing market. Write in confidence. Box 814H, BROADCASTING.

Salesman—Experienced in construction-selling radio. Must be alert and ethical. To include leading station level, liberal salary and commission arrangements. Write full resume and recent photo in first letter. Box 906H, BROADCASTING.

Announcers

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter of recent work and recent photo, to Box 758H, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer for 1,000 watt daytime station, send disc and complete details to Manager, WBFL, Springfield, Tenn.

Immediate opening licensed engineer for network station in Georgia, State salary and round trip first letter. Box 771H, BROADCASTING.

Experienced copy-writer, Pennsylvania 250 watt network station. Full details with reply including experience, type work. Box 842H, BROADCASTING.

Experienced announcer with first class license, New York City. Salary commensurate with experience. Box 505H, BROADCASTING.

Wanted: Combination engineer, immediate opening, Southern AM-FM station. Excellent opportunity for advancement. Dependable man, no drinking. Apply WAGA, Camden, Carol. Help Wanted (Cont’d)

Help Wanted (Cont’d)

Chief engineer, excellent opportunity for experienced man. Send full resume and photograph to WOBN, Delaware, Ohio.

First class phone transmitter operator. Experience not necessary. Phone WISX, Pittsburgh, Pennsylvania.

First phone with good voice, willing to learn some air work. Progressive salary call or write WGB, Turtle, Ga.

Now hiring two 250 watt daytime engineers. Excellent opportunity for experienced engineers. Real opportunity for right man. Salary, benefits competitive. Harris, Doug County Publisher, Sturgeon Bay, Wisconsin.

Production-Programming, others

Continuity writer, 1,000 watt network station. Must be capable of handling good weather and bad. Good salary and good experience required. Box 920H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watt. Give full details first reply including experience, salary required and military status. Box 580H, BROADCASTING.

Farm director to organize and operate farm service department for aggressive farm station. Unusual opportunity for right man. Send complete details in first letter including experience, present and expected salary, references and photograph. Box 900H, BROADCASTING.

Gal Friday? Traffic air, work station engineer. Moderate salary. Not necessary. Box 976H, BROADCASTING.

Situations Wanted

Help Wanted (Cont’d)

Chief engineer, would take combination man if good rumor. Good salary. Write Box 896H, BROADCASTING.


Immediate opening licensed engineer to operate control room and transmitter. Good salary. Send resume and qualifications to Box 896H, BROADCASTING.

Wanted: Transmitter operator, first class license, no experience. Send full resume and photograph to Box 900H, BROADCASTING.

Combination engineer—announcer. Send resume and photograph to Box 842H, BROADCASTING.

Immediate opening licensed engineer to operate control room and transmitter. Good salary. Send resume and qualifications to Box 896H, BROADCASTING.

Transmitter operator, first class ticket, wanted immediately. State qualifications and salary required first letter. WCXN, Middlesex, Connecticut.

Engineer with first ticket. Capable man in maintenance, remotes. Car necessary, no drinking. Send disc and photo to Box 900H, BROADCASTING.

Contact Allen J. Jones, WOBN, New York City.

Manager-chief engineer—20 years radio. Married, 43 children. Box 806H, BROADCASTING.

Can you top this? Took fourth station in 18 months of operation. Made first hit in listenership, local and national. Passed the competition all times. Had best product. Young, aggressive managers, not high-priced draft exempt. Presently employed. Desperate. Look for a new position. Will call any station. Box 902H, BROADCASTING.

Television

Salesmen

Midwestern TV station wants thoroughly experienced, well-qualified young man. Unlimited opportunity. Excellent salary and detailed experience. KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Twenty years of constructive radio and television experience as commercial manager. With the experience, ability and character. Seeks job as manager or commercial manager of a substantial station. Married. 46 years of age. Will go anywhere. Box 908H, BROADCASTING.

Can you top this? Took fourth station in 18 months of operation. Made first hit in listenership, local and national. Passed the competition all times. Had best product. Young, aggressive managers, not high-priced draft exempt. Presently employed. Desperate. Look for a new position. Will call any station. Box 902H, BROADCASTING.

Help Wanted (Cont’d)

Chief engineer, excellent opportunity for experienced man. Send full resume and photograph to WOBN, Delaware, Ohio.

First class phone transmitter operator. Experience not necessary. Phone WISX, Pittsburgh, Pennsylvania.

First phone with good voice, willing to learn some air work. Progressive salary call or write WGB, Turtle, Ga.

Northern Wisconsin, 250 watt daytime network. Excellent opportunity for experienced engineers. Real opportunity for right man. Salary, benefits competitive. Harris, Doug County Publisher, Sturgeon Bay, Wisconsin.
Situations Wanted (Cont'd)

Announcer-engineer. First phone. Experienced all phases broadcasting. Voice mature, ambitious. Box 938H, BROADCASTING.

Announcer-capaywriter. Five years experience, Southern California, play-by-play. Box 989H, BROADCASTING.

Announcer-copywriter. Five years experience, capable of all phases of broadcasting. Box 990H, BROADCASTING.

Announcer-copywriter. Five years experience. Box 991H, BROADCASTING.

Announcer. Exempt. Reasonable base plus commission. Box 992H, BROADCASTING.

Announcer. 20, single, college grad. Top radio school grad. Staff writer. Box 993H, BROADCASTING.


Announcer. Experienced, licensed. South 4th St. Paducah, Kentucky. Phone 3900 days or 3969 nights.

Situations Wanted (Cont'd)

Phone first, salary, bonus, offer first contact. Box 942H, BROADCASTING.

Engineer, 3 years experience transmission, remotes, taperecorders. Professionally employed. Box 971H, BROADCASTING.

1st phone engineer, married, vet, 28, Combos. Operate one transmitter, built six channel console and new transmitters. Can do disc shows and newscasts. Desiring to go into partnership. Box 941H, BROADCASTING.

Engineer with announcing experience. Desires move into terminal position with future. Box 942H, BROADCASTING.

First phone, no experience. Draft exempt. Combination desired. Box 969H, BROADCASTING.

Technician. Experienced. Box 970H, BROADCASTING.

Operator, first license, five years broadcast radio, wants straight transmitter job. Box 982H, BROADCASTING.

DJ, news, sport shows. Box 972H, BROADCASTING.

Announcer, 20, single, college grad. Top radio school grad. Staff writer. Box 993H, BROADCASTING.

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For Sale (Cont'd)

Two Blaw-Knox 200-foot self-supporting towers. 14 1/2-inch transmission line, new with ratings 1200 feet, 2000-foot sample line, new, other equipment, new and used, available for immediate construction. Contact Chief Engineer, KGFF, Coffeyville, Kansas.

Presto 6N cutout with 1-D head $320.00, console for Presto 6N head $79.00; console for Presto 18" TR 870 (WE 9A reproduction assembly) $125.00, equalizer. 171 A repeat coil, 3A arm, 2 heads. All in good condition. F.O.B. KLAS, Las Vegas, Nevada.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. B. Long, Radio Station WHTC, Hickory, N. C.

TV A-1 condition, projectable and pedestaley, includes tubular chassis. First come or best offer. WMNR-TV, Jacksonville, Fla.

Have several used Guy Wincherge towers will sell erected. Tower Construction Co., 177 Fourth St., Sioux City, Iowa. Phone S-891.

Wanted to Buy

Wanted field intensity meter in good condition. Prefer R-606U or Federal 1064-C. Contact G. R. Hoffman, W7FZ, Evansville, Indiana.

Two, four or six bay FM antennas for sidemounted or tunable to 68.3 mc. Also, 5000 watt AM transmitter in operating condition. State best cash price. WTVB, Coldwater, Michigan.

Miscellaneous

Wanted-451,000 loan to purchase all station equipment (will give mortgage) or will sell preferred stock. 972H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Billey and other holders; fastest service. Also monitor and frequency measuring equipment. Eddison Electronics Co., Temple, Texas. Phone 3901.

Help Wanted

Technical

sales engineer

foreign market

TV transmitter and studio equipment design and operating experience. Speak Spanish. New York office.

BOX 133H, BROADCASTING.

Production-Programming, others

Wanted: Men who can direct people and who knows legitimate, vocal and instrumental music. Must take initiatives and build top musical shows for top midwest radio station. Address Box 846H, BROADCASTING.

Situations Wanted

Announcers

Available soon-TV and/or AM announcer MC-knows producer of ten years, also some TV work. Presently TV-Radio Director of regional Agency-prefer to stay in Chicago. I will make all phases of sound selling experience pay-off in profits for the outlet that gives me a real chance. Write and send you full information and arrange personal interview if you're interested. Address BOX 946H, BROADCASTING

For Sale (Cont'd)

Wanted, field intensity meter in good condition. Prefer R-606U or Federal 1064-C. Contact G. R. Hoffman, W7FZ, Evansville, Indiana.

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For Sale

Equipment, etc.

ELECTRIC GENERATING — Not Surplus


Wanted to Buy

WANTED

Early morning taped show used for local commerce. One to two hours, six days. Also, all types of programs for Regional, Network, and time or tape distribution in five states. Send auditions to Palmetto Broadcasting System, Anderson, S. C.

FINANCING WANTED

If you are interested in building an AM station in a one station radiation territory of $30,000 contact Box 946H, BROADCASTING immediately. Excellent opportunity.

KANS PREMIERES

24-hr. Day With Hot Story

KANS Wichita performed a humanitarian service during their premiere broadcast of its new round-the-clock schedule.

During the midnight-6 a.m. portion, Vic Rugh, emcee, received a phone message from the Wichita municipal airport that a TWA pilot just landed had brought a report of a gas line explosion and fire near Harper, Kans., 45 miles away. The tower was without heat, with the thermometer reading zero.

Mr. Rugh at 2 a.m. put out an appeal for electric stoves and kerosene heaters. A Wichita cab company transported them without charge. By 4 a.m., Ted Heithecker, KANS chief engineer, and Justin Bradshaw, announcer, had delivered 26 heaters to the Harper hospital and to other vital points. When gas pressure was restored at 6:30 a.m., Wichita area residents still were volunteering heaters and, if needed, cars to deliver them.

KANS began the new series, From Midnight On, Jan. 29, Russell L. Lowe, promotion manager, estimated that 12,000 or more families will receive continuous broadcast service under the new 24-hour schedule.

Tube Orders

CONTRACTS for nearly $1 million worth of various type electron tubes have been let by the Defense Dept. to RCA, Victor Division, Harrison, N. J., and Raytheon Mfg. Co., Waltham, Mass., according to the Dept. of Commerce's Field Service. Five different sets of awards showed a total of 432,000 tube units valued at $981,010.

We’ll buy your radio station all or part. Now operating a successful radio station in a major market? We are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don’t commit yourself to a price until we contact you. You’ll hear from us if you answer this invitation to sell.

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## FCC Actions
(Continued from page 75)

Decisions Cont.:  
- cisco: KA-4441 Area, San Francisco  
  WIZ & (Aux.) New York: KA-4445  
  KA-4446 Area, Los Angeles: WXYZ-TV  
  Detroit: KA-4880 KA-3136 Area  
  (Wholly owned of ABC.)

## BY THE COMMISSION

Extension of Authority
WPNF Ponce, P. R.—Granted extension  
  of authority for 80 days from  
  Feb. 17 to operate with power reduced  
  about 6,000 kw.

February 21 Applications...  
  ACCEPTED FOR FILING
  License for CP  
  WWIN Baltimore—License for CP  
  new AM station for extension of license,  
  bitten to the (WBNR Ballevirio  
  CP new AM station for extension of license  
  WQTR-AM Atlanta, Ga.—Mod. CP  
  new FM station to change ERP from  
  1,425 kW to 2,000 kW and change  
  to WFU-AM Clifton, Mo.—Mod. CP  
  new FM station to change ERP from  
  5.4 kW to 6.72 kW.

## PROMOTIONS

By Radio Cincinnati Inc.

TWO executive changes were an-  
  nounced within Radio Cincinnati  
  Inc. by Howard Taft, executive  
  vice president, last week. David  
  Taft becomes managing direc-  
  tor while Robert E. Bender has been  
  promoted to general manager of  
  W K R C - F M  
  David Taft's new duties will include  
  coordination of the three  
  WKRC stations' sales activities.  
  Mr. Bender, who started with WKRC-FM at its in-  
  ception as a salesman, later be-  
  coming sales manager, will assume  
  complete charge of the transit ra-  
  dio operation. He is a former  
  sales executive of Johnson &  
  Johnson.

David Taft is a member of the board of directors of Radio Cin-  
  cinnati Inc. He has been manager of WKRC-FM since the firm  
  entered the transit radio field.

WILL-AM-FM Hempstead, L. I. re-  
  ported last week total of 7,494 public  
  service spot announcements during  
  1950, greatest number recorded in sta-  
  tion's history.

## FCC roundup

### New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
<th>Grant Conditions</th>
<th>Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,128</td>
<td>2,128</td>
<td>136</td>
<td></td>
<td>575</td>
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<tr>
<td>FM Stations</td>
<td>100</td>
<td>100</td>
<td>50</td>
<td></td>
<td>49</td>
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<tr>
<td>TV Stations</td>
<td>197</td>
<td>197</td>
<td>60</td>
<td></td>
<td>49</td>
</tr>
</tbody>
</table>

### Summary to February 22

#### Summary of Authorizations, Stations On the Air, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>Applications</th>
</tr>
</thead>
</table>
| AM | Portage, Wis.—William P. Johns Jr. and Allen H. Embry d/b as The Johns-Embry Co., 1,350 kW, 500 w/day; estimated cost $25,000. Partners also seek authorization to transfer interest in licenses for new AM by Two Rivers Bestco, Co., Two Rivers, Wis. Filed Feb. 17.
| FM | WAWZ-AM Detroit, Mich.—E. M. Andrew Co., 1550 kW, 150 w/day; estimated cost $100,000. Operator owns WSKG-DT. Filed Feb. 10.
| TV | WBBZ-AM Cleveland, Cook.—Assigned license of WBBZ-AM Co. to WBBZ-AM Co. Partnership, through purchase of share of stock of WBBZ-AM Co. Filed Feb. 21.

#### Docket Actions...

<table>
<thead>
<tr>
<th>INITIAL DECISION</th>
</tr>
</thead>
</table>

#### OPINION and ORDER

<table>
<thead>
<tr>
<th>Wazzo Zarephath, N. J.—Pillar of Fire FM, transmission planning and order</th>
</tr>
</thead>
</table>

#### No-Docket Actions...

<table>
<thead>
<tr>
<th>AM GRANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erie, Pa.—Myron Jones, Granted CP new AM station on 1,700 kW, 250 w/day condition. Granted Feb. 21.</td>
</tr>
</tbody>
</table>

### Transfer Requests

| WBBZ-AM Omaha, Neb.—Assignment of license from Omaha Publix Co. Inc. to WBBZ-AM Co. Partnership, through purchase of share of stock of WBBZ-AM Co. Filed Feb. 19. |

### Transfer Grants

| KULA Honolulu—Granted transfer of control of General Broadcasting Co., Inc. to licensee, from Puyton Harrison and five other investors incl. Dr. Hinckle, now 52.86% owner; Interstate Best Co., 36.87% and Jack A. Burnett, 15.15%, through sale of $85,000 shares for $85,000. Granted Feb. 20. |

### Application

| KFAB Omaha, Neb.—Granted acquisition of 67% of control of KFAB Best Co., licensee, by Journal Star Printing Co. through purchase of 1 sh. from William Allman for $123,545. Sidley Co. retains 9% of ownership. Journal Star Printing Co. is owned by State Journal Best Co. Filed Feb. 16. |

### Deletions

| TOTAL withdrawals to date since Jan. 1: AM, 4; FM, 10, TV: 0. Stations, dates and reasons are as follows:  |

### When It’s BMI’s 61st Year

Another BMI “Pin Up” Hit—Published by American

<table>
<thead>
<tr>
<th>BEAUTIFUL BROWN EYES</th>
</tr>
</thead>
</table>

On Records:
- Lisa Kirk-Hugh Winterhalter—Vic. 20-4062; Rosemary Clooney—Col. 39212; Jimmy Wakley—Col. 1993;
Radio’s Power
(Continued from page 19)
As in past tests, that two separate markets exist—radio and newspaper markets—with very little overlap. The advertiser should use both markets, he said, on the basis of the point-of-sale tests since a large number of people not influenced by newspaper advertising can be profitably developed by use of radio.
In the Washington tests, conducted during January, two Sears Roebuck department stores lying outside the downtown business section were used. They are large stores, carrying complete lines of merchandise along with hard goods and radio equipment. One is located on Wisconsin Ave., the other on Bladensburg Road.
The combined Sears results, based on test advertising of shoes, show that 59.6% of the customers learned about the shoes before coming into the stores. 26.7% learned through radio, 11.3% learned through newspapers.
Then it was found that a higher percentage of radio customers bought shoes in the department stores (76.6%) than did newspaper customers (65.5%). A higher percentage of both customers (71.4%) bought shoes through radio customers.
How about dollar value of purchases made by customers? Radio customers bought 32% of total. Newspaper customers bought 22.6%. Both newspaper and radio customers bought 33.6%.
(“Other” customers did not state how they learned about the shoes directly through the advertising tests.)
Effect of radio advertising was found to be cumulative.
However, sales dropped from 16.3% of traffic the first day to 22.2% the second and 35.3% the third day.
Newspaper draw, on the other hand, was 21.4% the first day, 31.5% the second and 43.8% the third.
A higher percentage of newspaper customers lived outside Washington. Of special interest, it was noted by Mr. Darrow that the third day was the fact that 11.8% of radio customers had not shopped before at the stores, compared to 1.1% of newspaper customers.
Of radio customers who had shopped at the stores before, 76.6% had shopped there within the month, compared to 81.6% in the case of newspapers.
Sears followed usual procedure in preparation of both newspaper and radio copy. Scheduling of broadcast time was left to the station manager in order to assure the maximum exposure of all possible radio stations in the area. Sears spent $336 for announcements on WWDC Jan. 17, 18, 19 and 20 and $336 for space in the Times-Herald Jan. 17, 18. In all tests WWDC gave the lowest discount on the rate card, as did newspapers.
Several of those were advertised by Sears—misses’ casual shoes for $3.44, children’s shoes for $2.44 and men’s work shoes for $4.44. Both newspaper and radio messages directed attention to these test items.
In the Bates Jewelers test the store advertised 19.5% as a sale price, spending $450 in the Evening Star and $450 on WWDC.
Radio’s Return
It was found that radio produced 45.2% of the traffic, newspapers 37.4%.
However, radio produced 51.8% of the dollar value of purchases compared to 22.3% for newspapers, with more radio traffic making purchases than was the case with newspaper customers.
In the Kent’s Jewelers test, men’s and women’s watches were advertised for $8.88. The store spent $350 in the Times-Herald and $350 on WWDC.
Radio produced 36.1% of the traffic, newspapers 16.1%. And radio produced 61.7% of the dollar value of purchases compared to 15.2% for newspapers.
The Julius Lansburg Furniture Co. test of transit radio has not been completely analyzed. Preliminary results show that transit and newspaper ads each produced 36.6% of the traffic and 39.5% of the percentage of customers purchasing.
Transit produced 35% of the dollar value of purchases, compared to the higher 40.4% for newspapers. Radio drew more traffic the final day of the test, rising from 14.5% to 53.5% in the three-day period. Newspapers drew 55.4% of traffic the first day but dropped to 20% the third day.

<table>
<thead>
<tr>
<th>Radio</th>
<th>Newspapers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>22.4</td>
<td>15.9</td>
</tr>
<tr>
<td>% Purchasing</td>
<td>78.9</td>
<td>75.0</td>
</tr>
<tr>
<td>Dollar Value</td>
<td>33.9</td>
<td>16.8</td>
</tr>
</tbody>
</table>

Sears Bladensburg Rd. Store

<table>
<thead>
<tr>
<th>Radio</th>
<th>Newspapers</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>22.3</td>
<td>25.0</td>
<td>10.7</td>
</tr>
<tr>
<td>% Purchasing</td>
<td>7.9</td>
<td>65.6</td>
<td>65.4</td>
</tr>
<tr>
<td>Dollar Value</td>
<td>30.1</td>
<td>25.3</td>
<td>11.3</td>
</tr>
</tbody>
</table>

VIGOROUS radio and television support for the 1951 $85 million fund drive by the American Red Cross will begin Feb. 27 when radio and TV networks will carry a mobilization rally in New York’s Madison Square Garden.
Through the next day, Feb. 28, networks and some 2,000 stations will air special announcements on the appeal. The 27 Garden show will be carried 10:30-11 p.m. by CBS, MBS, Liberty Broadcasting System, NBC, CBS-TV, ABC-TV and NBC-TV. ABC will broadcast the last 15 minutes, and DuMont will carry the last five minutes, during which President Truman will speak. Among notable appearances on the program are Brig. Gen. David Sarnoff, chairman of the board of RCA and national chairman of the 1951 Red Cross fund campaign.
The Red Cross also is distributing four 15-minute transcribed programs featuring top stars to about 2,000 stations as well as the signed appeals for contributions. A television kit consisting of three one-minute documentary television trailers; five slides and cards with accompanying anchor copy, and overhead Red Cross buttons for telecasting is available from local Red Cross chapters.
A special documentary, Thirty-Eighth Parallel, will be broadcast by NBC March 12, 10:30-11 p.m. Gen. Sarnoff will speak on the program.
The NBC Theatre Guild on the Air, sponsored by U. S. Steel, originated yesterday (Sunday) at Constitution Hall, Washington, as part of the opening rally.

Edmund Morton
EDMUN D R. MORTON, 54, pioneer in development of radar, sonar and other electronic devices, and engineer of Bell Telephone Labs, died Feb. 20 in Brooklyn Hospital, New York. Mr. Morton joined Bell Telephone Co. in 1923 and assisted in work on motors for the first TV system designed by Bell.

Why buy 2 or more... do 1 big sales job... on "RADIO BALTIMORE"... with WBAL Broadcasting Petyr Co.

Page 80 • February 26, 1951

FOR DEPENDABLE SERVICE
look to ALLIED
for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—what you want all station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.
KOZY DELETED
PIONEER FM station KOZY (FM) Kansas City, owned by Everett L. Dillard's Commercial Radio Equipment Co., was deleted effective Feb. 15, the FCC reported last week. Done at the request of the licensee, the action was motivated by economic reasons, the Commission said.

KOZY, Class B outlet on Channel 295.0 (98.1 mc) with effective radiated power of 9.7 kw, had been off the air for about a year, ever since the station lost the lease on its site, Mr. Dillard explained last week.

Mr. Dillard also is licensee of WASH (FM) Washington, another pioneer FM outlet which "will continue from where KOZY left off," he said. Difficulty in supervising KOZY's operation from Washington also was mentioned by Mr. Dillard.

Mr. Dillard was one of the moving forces behind formation of the FM Assn., which now has been merged with NAB. He is an ex-FMA president.

Kansas City now has only one amateur FM station in operation, KCMO-FM, which is a Transit Radio outlet. A Class B station on Channel 235 (94.9 mc), it is owned by Mr. Dillard.

Mr. Dillard put KOZY on the air in 1942 as K49KO, operating in the former FM "low band" near 50 mc. Much of the know-how used in establishing KOZY as a pioneer FM outlet came from Mr. Dillard's engineering work and experimentation with FM and high frequency AM during the 1930s. Many of his findings are included in the records of FCC's 1938 FM hearing.

WASH (FM) went on the air February 15.

Mr. Lue Mr. Henton

FCC BUDGET
House Unit Seeks Request

FCC WAS SLATED to testify last Friday before a House Appropriations subcommittee in executive session. The agency's fiscal 1952 budget request [Broadcasting • Telecasting, Feb. 19, Jan. 22].

President Truman has asked Congress to approve $5,860,000 for the FCC to carry on its operations. This figure represents an overall increase of 3.4% in the proposed allocation but a corresponding 1.4% decrease in funds for broadcast activities in comparison to fiscal 1951.

WHOM-AM N. Y.

Goes on the Air Today

NEW YORK's newest frequency modulation station, WHOM-AM, will take to the air today (Monday) on Channel 225 with 11 kw. The station will slant its programs toward foreign-language and other specialized audiences, Fortune Pope, president of Atlantic Broadcasting Co., New York, which owns and operates WHOM, announced. He indicated too, that the new FM station will try to reach many of the segments of the foreign language population which have either limited or no representation on the AM stations.

Starting today the station will be on the air 6½ hours daily, 2:30-9 p.m. For the first week it will duplicate the station's AM programs, but thereafter the programs from 4-8 p.m. will be directed toward the Negro and Spanish markets.

THE ONE FOR 1951

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. Wilson

WCKY CINCINNATI

50,000 WATTS OF SELLING POWER

February 25, 1951 • Page 61

BROADCASTING • Telecasting
ILLENOIS GOV. STEVENSON LAUDS RADIO BEFORE IAB

LARGEST gathering of Illinois broadcasters in history Friday heard Illinois Governor Adlai E. Stevenson urge a big radio boost in the state capital "so that your listeners no longer will divide their interests between national, international and local issues, excluding state affairs."

Speaking before more than a hundred members and guests of the Illinois Broadcasters Assn. at the Leland Hotel in Springfield, the governor praised Illinois broadcasters for "constantly improving public information." Regarding defense, he said the medium has an "enormous job to do in expelling public apathy."

Oliver Gramling, assistant general manager of Associated Press, told IBA members some of those broadcasters who "sold news down the river" after World War II "missed a big bet in building commercial success."

Later, election of officers was held. Ray Livingston, Chicago's WBBM, was named president; Oliver Keller, WTX Springfield, vice president, and Joseph Kirby, WKRS Waukegan, secretary-treasurer. Elected to the board of directors were Walter Rothschild, WJAD Quincy, and Harold Safford, WLS Chicago, retiring president. Mr. Rothschild replaced Arthur Harre, WJJD Chicago.

RCA, EMERSON PREPARING REPLIES IN COLOR MOV

RCA and Emerson Radio & Phonograph Corp. Friday were preparing replies to FCC Justices. CBS motion for U.S. Supreme Court affirmance of Chicago Federal District Court's dismissal of BCA suit against adoption of CBS color TV standards. Both replies to be filed today (Monday).

RCA reply is on behalf of itself and two subsidiaries, NBC and RCA Victor Distributing Corp. Emerson response is of intervenors on RCA's side in Chicago suit, which ended with temporary restraining order against commercial use of CBS color pending appeal on dismissal of RCA suit (Broadcasting • Telev- casting, Dec. 25, 1950).

EDMUND P. PILLSBURY

EDMUND P. PILLSBURY, 31, vice president of Pillsbury Mills, Minneapolis, and son of President John P. Pillsbury, killed when his plane crashed near Paxton, Neb., during sleet storm. He died shortly after crashup in Sutherland, Neb., hospital. Plane owned and piloted by flour mill executive, carried two friends, also of Minneapolis. Group was en route to Aspen, Colo., for vacation. Surviving are his widow, Priscilla, and two children, Priscilla, 10, and Edmund Jr., 8.

TV-COLLEGE MEETING

TV NETWORK representatives will meet with executives of National Collegiate Athletic Assn. at special session on TV rights to athletic events at LaSalle Hotel, Chicago, March 1, 2 and 3. Main business will be possible modification of January ban declared by NCAA, prohibiting member schools from telecasting football games.

JUDGE MILLER TO TOUR LATIN AMERICAN NATIONS

NAB Board Chairman Justin Miller to fly to Mexico City March 11 on first leg of Latin American trip. Miller will be a member of U.S. Advisory Commission on Information, of which he is member. He will inspect operations of U.S. information offices and evaluate Voice of America broadcasts.

From Mexico City Judge Miller will go to Sao Paulo, Brazil, where he will attend Inter-American Assn. of Broadcasters meeting, opening March 19 (see story, page 79). Gilmore N. Wynn, WLAP Lexington, Ky., District 7 director, will represent board as delegate.

CHICAGO TV OFFER REJECTED BY UNION

CHICAGO members of Television Authority unanimously rejected offers of three Chicago stations in all-day meeting, authorizing TWA board to call strike "if a satisfactory agreement is not reached promptly." Stations concerned are WENR-AM-ABC, WNBQ (NBC) and WBBK (CBS). WGN-TV (DuMont) withdrew from group negotiations two weeks ago, asking for separate consideration.

Notifications hit half-hour programs in final talks, although both wages, working conditions and benefits had been set. Two content points involve minimum fees and wages for sports announcers and reportedly new demand by telerecorders for additional rehearsal time without extra payment. TWA board, after 30 meetings with broadcasters since November, will convene this morning (Mon- day) to discuss final word of management personnel terms of network agreement, network TWA contract is cancelable in 10 days if local negotiations break down.

CROSLEY TV OUTLETS ENTER PROFIT CATEGORY

CROSLEY Broadcasting Corp.'s television stations—WLWT Cincinnati, WLWC Columbus, and WLDW Dayton—moved into profit category during last quarter of 1950, according to annual report of Avo, Mfg. Corp., Crosley parent company. Report, released today (Monday), said Crosley's AM stations (WLW Cincinnati, WINS New York) "maintained a high sales level, only slightly less than the record year of 1949 and that both stations have been able to maintain their rate structure and still show a low cost-per-impression for their advertisers."

Avo President Victor Emanuel said Avo in 1950 achieved highest sales and earnings in its history, with consolidated net income for fiscal year ended Nov. 30 totaling $12,635-633 compared with $4,150,466 in fiscal 1949. Consolidated net sales were $246,806,171, 87% gain over 1949's $137,284,644.

FINNEY NAMED V-P

PETER FINNEY, with Erwin, Wasey & Co., New York, several months, has been named vice president. He is service head on Admiral Corp. account.

Closed Circuit

TV. Move will raise TV budget from $800,000 to $1,300,000.

WHEN Senate Foreign Relations Committee holds hearings within next few weeks or months to consider ratification of NARBA Treaty, entailing revision of North American broadcasting allocation, key figure favoring ratification expected to be Sen. Tobey (R-N.J.) who has transferred from Interstate Commerce to Foreign Affairs Committee. An old hand at radio and TV, he has been thoroughly indoctrinated on treaty issues.

AGITATION for investigation of Clear Channel Broadcasting Service, its financing and techniques, reportedly being stirred on Capitol Hill. Anti-Clear group, as yet unorganized but spear-headed by Ed Craney, director of XL stations in Pacific Northwest, has figured in active broadcast questions. Now Mr. Chernoff, now in Europe on duty for State Dept., does not plan to return to U.S. for number of months.

NEW SPONSOR LINEUP FOR SATURDAY REVUE

NEW LINEUP of sponsors on NBC-TV's 2½-hour Saturday Night Revue shaping up Friday after Lehn & Fink Products Corp., New York, signed to sponsor opening 8:15 p.m. portion for Lysol and Hines Honey & Alemos Cranberries, and Bybart Corp., signed for 8:15-8:30 p.m. spot for Tintar, effective last Saturday for 13 weeks.

They replace Campbell Soup Co., now sponsoring the show, and share September 21, 9-9:30 p.m., Agency for Lehn & Fink is Lennen & Mitchell; for Bybart, Cecil & Fresbrey.

WWL DROPS FM OUTLET

WWLH (FM), sister station of Loyola U.'s WWL New Orleans, Monday applied FCC it would cease operation midnight, Feb. 28. In letter to Commission, Rev. T. J. Shields, S.S., university president, explained, "We have been unsuccessful in establishing in New Or- leanas area a sufficient audience of FM listeners to justify continued operation."

Station went on air Sept. 11, 1946.

AFRA HEARING SET

LEGAL action by Lang-Worth Program Serv- ices to enjoin AFRA strike activities (see story, page 33) set late Friday for hearing at 2 p.m. Tuesday before New York Supreme Court Judge Islanda Wasservogel, sitting in special term, Part 1.

MISS TRUMAN IN COLOR

MARGARET TRUMAN was scheduled to make first color TV appearance Saturday, presenting Police Athletic League award at National Photography Show, New York, before CBS color-TV cameras.

COMPTON ELECTS HISE

JOHN A. HISE, manager of merchandising department of Compton Adv., New York, elected vice president.

BROADCASTING • Telecasting
The Kansas City Market Does Not Run in Circles!

Daytime half-millivolt contours shown in black.

During the past year The KMBC-KF RM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal. The KMBC-KF RM Team has built effective and economical coverage of the territory without waste circulation but more important, the building continues!

Contact KMBC-KF RM, or any Free & Peters "Colonel" for full details on why The KMBC-KF RM Team is your best buy in the Heart of America.
Mr. Plus joins the staff

On March 11th, WWDC and MUTUAL will join hands. WWDC's basic philosophy of block programming remains intact. To our present successful disc jockey salesmen, we add Mutual's high-rated kid and mystery strips. To our present twenty-four hour news coverage, we add Mutual's high-rated Heather, Lewis, Edwards, and Henry. To our Washington Senator baseball coverage, we add the World Series and the All Star Game.

WWDC is now third in overall ratings (Pulse, November-December). With the Mutual programs fitting like a glove into our own program formula, we will get even higher ratings. So now it's more for your money on WWDC!

WWDC

Washington
the big "plus" is now MUTUAL

National representatives, FORJOE & CO.

P.S. WWDC-FM's transit radio is doing a great job for an increasing number of national accounts. See H-R Representatives, Inc.