More power! More listeners! More value for every advertising dollar! Just read this success story: A Richmond aluminum awning company bought a schedule on WLEE. In three short weeks, sales directly traceable to WLEE more than paid for the entire 13-week schedule! So many calls came in that the company couldn’t keep up with them.

Fast, profitable results like these from WLEE make local Richmond merchants call WLEE the best buy in town. More and more national advertisers are using WLEE because they like this kind of action, too. Call in your Forjoe man for the whole story!
NOW AVAILABLE:

WORLD NEWS ROUND-UP
The noted CBS cooperative

Rating of
7.1

7:45 - 8:00 A.M.
Monday thru Saturday

Look at the Rating!

SHARE OF AUDIENCE

WHAS
Station 1
Other Stations

( Sets in use 17.1%)
( Sets in use 14%)
( Sets in use 18%)

WEBAS IS NOTED FOR NEWS
The WHAS newsroom and its extensive coverage of local and regional news has earned consecutive NARND awards in 1949 (AM) and 1950 (TV). People in Kentuckiana just naturally tune to WHAS for all news... local and network.

ABOUT THIS SURVEY: All figures are from a coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of calls was twice the usual sample size.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market

WHAS INCORPORATED • ESTABLISHED 1922

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
YANKEE Coverage is Local, too!

Any Yankee station anywhere in New England is as home-town as any local enterprise or utility. It is an important cog in community affairs, and it provides a quick and friendly means of introduction to everyone in town.

Decidedly, the better way to sell New England is to make it a local sales job by taking advantage of this Yankee acceptance and popularity in each market.

Here is a network audience built up over the years, firmly established and without rival, because no other New England regional network covers so great an area or combines so much effective local coverage of important markets.

The Yankee Network's 29 home-town stations offer you the most effective means of building and maintaining sales volume in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  Represented Nationally by EDWARD PETRY & CO., INC.
LACK OF STANDARDIZATION

Senate monitoring new from sanctum House, agenda roaded through organized

INTRIGUE

produce enough his Wayne Coy, now on “long-needed vacation,” would return in early or mid-March and resume his FCC chairmanship.

FM STATION group planning to send southern broadcaster to England and Germany in search of factories able to turn out FM sets to meet what they contend to be U. S. demand. Also in sight is huge petition demanding Congress, Dept. of Justice and Federal Trade Commission prods purposed refusal of set makers to produce enough FM receivers.

INTRIGUE OVER ratification of NARBA (North American Regional Broadcast Agreement) intensifies as Senate hearings on contorted agreement approach. In addition to Clear Channel group, opposing ratification (see story page 54), Daytime Petitioners Assn. representing daytime stations operating on Mexican clearerrs which are seeking fulltime, are asking their Senators to oppose treaty unless FCC grants them fulltime. Supporting ratification is FCC, State Department, clear channel stations organized by Ed Craney, Pacific Northwest Broadcasters head, and ABC. Other networks, so far as known, are non-committal.

SEVERAL STATIONS may quit in huff because California State Radio & Television Broadcasters Assn. reported vote favoring ratification of NARBA agreement [BROADCAST- ING / TELECASTING, Feb. 26] as "unnecessary." Disgruntled stations say report was “railroaded” through as last order of business on agenda when several interested managers were not present.

HEARINGS, after all, on radio legislation in House, according to 11th-hour word Friday from sanctum of Chairman Robert Crosier (D-Ohio) of House Interstate & Foreign Commerce Committee. As soon as work load permits, it’s reported, hearings will be held on new McFarland Bill to which House-approved monitoring bill (HR-1760) was attached by Senate Committee last week (see story, page 30, editorial, page 48).

LACK OF STANDARDIZATION in TV may bring new troubles to Europe’s confused and

BE RADIO-READY!

MONTH-LONG on-the-air campaign urging listeners to repair or replace faulty radio sets begun by WOW Omaha and may be taken up by other Nebraska stations at suggestion of Nebraska Broadcasters Assn. Theme of campaign: “If world peace efforts fail, your radio will be the most important device in your home. Buy a new one or see that your present sets are put in first-class condition now.”

BROADCASTING

Telecasting

Closed Circuit

News May break soon on gift of WATL Atlanta, by James W. Woodruff Sr., Coca Cola tycoon; to WATL, Atlanta, Station, now 5 kw independent on 1300 kc, formerly on both ABC and Mutual. Networks now are on WGST, operated by Georgia Tech, and it’s presumed that if transfer is consummated, Mutual might switch back to WATL.

IMPORTANCE of joint recap of research confusion in radio-TV (see page 25) shown by plan of American Assn. of Advertising Agencies and Assn. of National Advertisers to publish committee document as research catechism.

WHEN FCC APPEARED before House Appropriations subcommittee in closed session last week, Acting Chairman Paul A. Walker opened proceedings by stating flatly that Wayne Coy, now on “long-needed vacation,” would return in early or mid-March and resume his FCC chairmanship.

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Business Briefly


VITAMIN NEWS ● Vitamin Corp. of America (Rybutol), sponsoring Gabriel, Heatter, 7:30-7:45 p.m. over MBS, Thursday, beginning March 29. Harry B. Cohen Inc., New York agency. Rybutol replaces Amurol Products Chicago, currently sponsoring Mr. Heatter Committee last winter.


H-R APPOINTED ● WMSC Columbia, S. C. appoints H-R Representatives as exclusive national representative.


KATZ TO BAB BOARD

STATION representatives due to get their membership on new BAB board soon, will Eugene Katz, of Katz Agency, in line for ap pointment. He probably will be assigned to Research Committee. Present directors from representative field: Lewis H. Avery, of Avery Knodel, and H. Preston Peters, of Free & Peters (see BAB story page 25).

MILBONNE ELECTED

L. WATERS MILBONNE, formerly executive vice president of WCAO Baltimore, elected president of station. He succeeds his father Lewis M. Milbonne, who has retired from active business.

KNEB SCOTTSBLUFF TO MBS

KNEB Scottsbluff, Neb., independent, will be come MBS affiliate about March 15; station owned and operated by Platte Valley Broadcasting System, operates on 970 kc with 1 kw day and has CP for 500 w night.

POTTER MOVES TO B&B

DANIEL POTTER, NBC, joins Benton & Bowles, New York, as director of media for a Procter & Gamble account.

IVOR KENWAY JOINS GREY


Broadcasting ● Telecasting

Page 4 • March 5, 1951
DALLAS BANKERS INVEST IN KRLD-TV

Dallas banks are alert, progressive and enterprising . . . and with a banker's sure sense of sound investment value, three are regular users of KRLD-TV . . . with several others in the production stage.

KRLD-TV, the CBS station for Dallas and Fort Worth serves the largest metropolitan market in the Southwest. More than a million urban population in the primary coverage area, and more than two million in the 100-mile radius. A market with more television receiving sets than any other market in the nation of comparable size.

this is why
KRLD-TV
is your best buy
CHANNEL 4 DALLAS

OWNERS AND OPERATORS
KRLD
50,000 WATTS
COVERING THE GREAT SOUTHWEST MARKET EMPIRE

THE TIMES HERALD STATION
EXCLUSIVE CBS OUTLETS FOR DALLAS-FORT WORTH

THE BRANHAM COMPANY, Exclusive Representative
The interesting thing about people is how different they ain't. Witness: a couple of years ago, we got the idea that Milwaukee huisfraus had never been subjected to Western music and maybe they'd like it. On the air went Ranch House Roundup, complete with a Western mc whose drawl was as broad as Lake Michigan. Request mail poured in almost immediately, hundreds a day.

Now Hooper tells us that—directly bucking three top shows on the three networks serving this market—our little old Ranch House Roundup does all right. In fact, it has ten percent more audience, in one of the reported periods, than the average for the competing network shows.

Ranch House Roundup is on the air for two hours a day, right after the noon news, right before the perennially popular Fritz the Plumber.

Want to join our rodeo?
You’ve probably never seen an Easter ham delivered like this—and you don’t want to. You want just ham—not a whole hog.

It’s specific wants like these that put the meat packing companies in business a long time ago. And it’s these same wants that keep them in business.

You, of course, can use only a small part of a meat animal at one time. But the meat packer sees to it that all the meat finds customers—that there is no waste.

A single porker, for instance, is converted into as many as 80 different pork products that may be bought by as many different people.

You buy what you want when you want it. And the cost of this service is kept remarkably low by other activities of meat packing. By saving and finding buyers for by-products that end up in such things as pharmaceuticals, shoes, buttons, brushes and insulation, meat packers earn an important income that is applied against the cost of processing meat.

American Meat Institute

Headquarters, Chicago • Members throughout the U.S.
Listeners decided it was time he had another sponsor

"I am very happy to announce," writes Fred Stevenson of KGRH, Fayetteville, Ark., "that the Arkansas Western Gas Company has signed a 26-week contract for Fulton Lewis, Jr., five-a-week across the board."

KGRH had been carrying the program sustaining. An announcement was made on one broadcast indicating that, unless the response justified carrying the program as a service to the audience, Mr. Lewis would no longer be heard on KGRH. "In five days," Mr. Stevenson continues, "we received 796 pieces of mail, requesting that we continue the program." Several inquiries from potential sponsors were also received. KGRH closed with the first, the Arkansas Western Gas Company, after this impressive demonstration of audience loyalty.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBA stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BLAYNE BUTCHER, former radio and TV director Newell-Emmett Co., and more recently television producer KTTV (TV) Hollywood, to Cecil & Frenshrey Inc., N. Y. His responsibilities will include the Somerset Maugham Radio Theatre and the Johnny Olsen Luncheon Club shows.

HALEY TURNER, president, and FRANKLYN W. DYSON, vice president in-charge of radio and TV Turner & Leach Co., Inc., N. Y., purchase company as equal partners. It will be known as TURNER & DYSON Inc. Mr. Turner continues as president and Mr. Dyer becomes executive vice president and treasurer.

ORIN L. LANCASTER, Morse International, N. Y., treasurer for past five years, to Federal Adv., N. Y., as treasurer.

WALTON BUTTERFIELD, vice president H. B. Humphrey Co., N. Y. and Boston, has resigned to open his own firm, specializing in radio and TV advertising and public relations service under his own name effective March 1. Office will be located at 33 West 42nd St.

TWENTY YEARS ago Frank Baker renounced dramatic stock for a job as announcer-writer on WKZO Kalamazoo. This proved to be the most prudent decision of Mr. Baker's life, for it launched him on a series of broadcasting and writing situations that prepared him for his present position as radio-television director of Reincke, Meyer & Finn agency, Chicago.

One of the more articulate agency men on the Chicago scene, Frank Myers Baker is as accomplished a writer as he is a speaker. Chicagoans know his voice as the Edgewater Beach Hotel announcer of the mid-thirties. There were the days when the famous North Shore hostelry originated some 20 radio shows weekly—a number of them to the CBS network. Mr. Baker was retained at the "Beach" in full-time. But few Chicagoans know that Frank also wrote the Salty Sam the Sailor kid series on WMAQ Chicago; Safety Legion Time, starring Colleen Moore on WGN Chicago and Mutual; and at time, as a free lance writer, did radio copy for the Morris B. Sachs Amateur Hour on WEAF Chicago and Coco Wheats, advertised on over 30 stations. Founder of Reincke, Meyer & Finn's radio-television department in 1946, Frank was born 42 years ago in Reading, Mich. His father, a salesman, moved the family to Springfield, III., within a few years, however, and Frank went through grade and high schools in the Illinois capital. He won a scholarship to Ohio Wesleyan U., but before graduating joined the Gifford Players, a stock group popular in central Illinois. He then shifted to the Henderson Players, based in Kalamazoo, and a year later joined WKZO.

Mr. Baker invaded Chicago in 1932 and for two years served WAAF as an announcer and writer. The next four years were spent at Edgewater Beach and on the continuity staff of NBC Chicago. In 1936, Frank became continuity editor at WLS, Chicago where he remained six years, moving up to assistant program director and, in the early months of World War II, war program director.

For about two years prior to his joining the Marine Corps in 1944, Frank was Chicago program director for Marshall Field's Ham (Continued on page 75)
ON THE
WASHINGTON SCREEN
MONDAY THRU FRIDAY
from 2 to 3 p.m.

more people watch
HOLLYWOOD
MATINETE

than the other 3
stations combined*

Feature films . . . starring top
Hollywood personalities . . . are
a sure-fire bet for afternoon
audiences! Hollywood Matinee
brings drama, mystery, love
stories and comedy right into Wash-
ington homes . . . and customers
for your product right into the
stores!

BAXTER WARD
popular TV personality,
is the genial host of
HOLLYWOOD MATINETE —
and introduces the
commercials between
acts.

ONE
MINUTE
Participations
are now
available!

* American Research Bureau TV Survey-Jan. 14-21, 1951

Call or Wire ABC Spot Sales

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D.C.

March 5, 1951 • Page 9
**NEW BUSINESS**

**PIZZA-FRO Corp., Chicago** (frozen Italian pizza pies), appoints Presha, Fellers & Presha, Chicago, to handle advertising. Radio and television will be used.

**GOOD BROTHERS, Phila.** (food product distributor), names Buckley Organization, same city, to handle account. Radio and television will be used.

**IVANO Co., Chicago** (Irvalon "Miracle" Sponge), is considering purchase of radio and TV spots for introductory campaign. Agency: Henret, Hurst & McDonald, Chicago.

**KRAFT FOODS, Chicago** (Kraft Salad Oil), buying additional AM spot schedule on 14 West Coast stations in 13-week campaign. Agency: Needham, Louis & Brorby, Chicago.

**NATURAL GAS Co., Sikeston, Mo.,** appoints The Harold Kirsch Co., St. Louis, to direct advertising and merchandising.


**LIBBY, McNEILL & LIBBY Ltd., Chatham, Ont.** (canned foods), starting 5 to 15 minute local programs on number of eastern Canadian stations, Mon.-Fri., for 36 weeks. Agency: McConnell, Eastman & Co., London, Ont.

**KAUFMANN'S Department Store, Pittsburgh,** sponsoring 15-minute film *Something New,* Thurs. 1-1:15 p.m., over WDTV (TV) Pittsburgh. This is first time store has used television.


**COLGATE-PALMOLIVE-PEET Co., Toronto,** March 5 started quarter-hour *Sports Parade,* Mon.-Fri., on 10 Canadian stations. Agency: L. J. Haggerty Ltd., Toronto.

**Network Accounts**

**AMERICAN DAIRY Assn., Chicago** (fluid milk and cream), renewing first half sponsorship of *Paul Whiteman TV Teen Club,* ABC-TV, 8-9 p.m. Saturday, for 13 weeks. Agency: Campbell Adv., Chicago.

**HARRISON PRODUCTS Inc., S. F.** ("Shut Eye" sleep inducer), sponsoring news analysis by Cecil Brown, MBS, Sat. 10:45-11 a.m., beginning March 3. Agency: Sidney Garfield & Assoc., S. F.

**CENTUR-CALDWELL Div., STERLING DRUG Inc., N. Y.** (Mollé Brushless shave cream), effective Feb. 26 increased radio program, *News of Tomorrow,* from 5 to 15 minutes, four times weekly, on 215 ABC stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

**JULES MONTENIER Inc., Chicago** (Stopette spray deodorant), renewing *What's My Line* on CBS-TV, Sunday, 9:30-10 p.m. CST, for 13 weeks from April 8. Agency: Earle Ludgin & Co., Chicago.

**JACQUES KREISLER Inc., New York** (watch band and jewelry manufacturer), to sponsor *Kreisler Band Stand,* a George Foley and Dick Gorden package, effective March 21, on ABC-TV, Wed., 8:30-9 p.m. Agency: Hirshon & Garfield, N. Y. This marks Kreisler's first entry into TV. Show will feature name bands, singing stars and Kreisler band awards and will be carried in 15 cities.

**PEPSICO-Cola Co., yesterday (Sunday)** was to start sponsorship of *Phil Began Show,* NBC Sun., 5-5:25 p.m., EST, originating points to rotate from Army, Navy, and Marine bases and defense plants.

**CARNATION Co., L. A.** (Carnation Fresh Milk, Ice Cream), March 19

(Continued on page 14)
New Concept for Effective Daytime Radio Buying:

WASHINGTON, D. C.

METROPOLITAN NETWORK

For the first time in the history of radio advertising, five stations within one market offer their combined audience—the second largest in the area—as a unit buy at lowest cost per listener.

Five Independents have joined forces to offer low-cost, effective daytime coverage of the important Washington market to national advertisers at a 50% saving over combined individual rates. Each station is owned, managed and programmed independently, competing aggressively for local business. Each of the five stations has its own loyal listening audience, available now to national advertisers as a composite unit which delivers a major part of the metropolitan audience.

Met Net Advantages:
1. Complete daytime coverage of the market at the lowest cost per listener* of any station in the area.
2. Second highest average daytime audience** in the Washington market.
3. Simplified buying—five-station coverage with one order, one transcription, one invoice. Programs can originate from studios of any member station.
4. Spot announcements may be bought for the same time on each station, or staggered at various times from station to station.
5. Low rates: ½ minute, or time signals, $18.24; 1-min., $22.80; 5-min., $36.48; 15-min., $72.96; 30-min., $109.44. (Data for 26-time rates; complete rate card supplied upon request.)

for further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 55 W. 42nd St., N.Y.C. 18, N. Y.—Longacre 3-6741. J. Douglas Freeman, Commercial Manager, Munsey Building, 1329 E Street, N.W., Washington 4, D.C., STerling 1772.

METROPOLITAN NETWORK—WASHINGTON, D.C.

WARL
Arlington, Va.
780 KC
1000 W
AM & FM

WBCC
Bethesda, Md.
1120 KC
250 W
AM & FM

WFAK
Falls Church, Va.
1220 KC
250 W

WGAY
Silver Spring, Md.
1050 KC
1000 W

WPIK
Alexandria, Va.
750 KC
1000 W


**Pulse Reports, July—Oct., 1950, Washington, D.C.
P. I. Story
EDITOR:
... You might be interested in the correspondence I received as a result of the story on P. I. in the Feb. 12 issue. There were 34 letters; 31 were from stations, agencies or advertising people who agreed. Two of the letters were from stations pointing out that they would not be on the air today, if not for P. I. The 34th letter was from a small station in Alabama, and they made this very interesting point: "I have not done business with your present agency. I have not done business with the agency you are going to. Mind your own business!" I think maybe he's right. ... 

J. S. Stolzoff
Foote, Cone & Belding
Chicago

Trade Ad Impact
EDITOR:
For the first time, I have tangible, personal evidence of the impact of trade paper advertising ... and Broadcasting • Telecasting slapped me right in the face with it!
I refer to the page ad of WMT Cedar Rapids, Iowa, on page 40 of the Feb. 19 issue of Broadcasting • Telecasting. Perhaps the conditions were right ... perhaps WMT has a smart promotion man. I was sitting at home, listening to the radio and reading Broadcasting • Telecasting ... I got to page 40 ... and whammo! I didn't know anything about Iowa ... but I do now. The finest ad I've ever seen. It's many a day ... it proves that the air is NOT the only place radio can be sold. NOW, to justify my conversion from the hidebound ... what's the results?
Is there another magazine ... that has so much to the point information from cover to cover? Broadcasting • Telecasting carries more information ON the cover than most do inside.

John R. Terry
Promotion Director
WTNS Coshocton, Ohio

[EDITOR'S NOTE: The WMT ad carried the label "To an Ad Man Who Takes Trade Papers Home."]

EDITOR:
If nothing else, this proves that we read Broadcasting • Telecasting from cover to cover—even the advertising. But either your proof readers or your research department is "asleep" at the switch. We refer to the statement Atlanta, Macon and Savannah are Georgia's three largest markets.
Here are the facts. According to 1960 census figures, Georgia's metropolitan areas listed according to population are as follows:
Atlanta 664,053
Columbus 169,921
Augusta 163,104
Savannah 150,946
Macon 134,464

We have an additional 40,000 men at nearby Fort Benning, but we aren't going to count them unless it becomes necessary.
Allen M. Woodall
President
WDAK Columbus, Ga.

[EDITOR'S NOTE: Advertising department hasn't yet committed to memory all metropolitan area populations based on 1960 census. Steps, however, have been taken to avoid recurrence, or any interference with stork's march through Georgia.]

"Finest Story Ever"
EDITOR:
... that wonderful story on Jim Moran [Broadcasting • Telecasting, Feb. 19] ... was the finest story on Courtesy that has been published anywhere anytime ...

H. A. Barkau
Malcolm-Howard Adv.
Chicago.

"Very Gratified"
EDITOR:
I was very gratified to read in your Feb. 19 issue a story about the emergency supersonic air raid alarm system that is being planned for the District of Columbia.
In talking yesterday with Ross Beville of the Communications Advisory and Planning Committee of the D. C. Office of Civil Defense, he told me that the Washington plan for the supersonic alarm system was based upon the plan I had sent to him and Ben Strouse, the details of which were printed in the Nov. 27 issue of Broadcasting • Telecasting.
Incidentally, I submitted the plan originally to Civilian Defense officials in New York City last August and acceptance of it in Washington may stimulate activity on it here.

Stanley Joveloff
President
Storecast of America
New York

FIRST
In Idaho
(one of the 5 Major Markets of the Pacific Northwest)

FIRST Station Licensed in Idaho.
FIRST Commercial Station in Idaho.
FIRST Network Affiliate in Idaho.

IN BOISE — IDAHO
Georgie M. Davidson, President
Walter E. Wagstaff, Vice President and
General Manager

JOHN BLAIR & CO.
NATIONAL REPRESENTATIVES
WJR

RADIO—AMERICA'S MOST POWERFUL ADVERTISING MEDIUM

Michigan's most powerful Advertising Medium

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

March 5, 1951 • Page 13
Milestones

- Swift & Co. Feb. 8 celebrated 10th anniversary as co-sponsor of Breakfast Club, Monday - Friday, 9-10 a.m. over ABC with luncheon for key executives from Swift & Co., J. Walter Thompson, McCann-Erickson and Needham, Louis & Broby, advertising agencies, and ABC and Breakfast Club members in Chicago.
- Russell Canter, chief announcer at WBSN Columbus, Ohio, Feb. 14 began his 21st year with the station.
- Manny Margot, manager of KVOX Moorhead, Minn., chalked up his 20th anniversary of sports-casting Feb. 27.
- Canadian Broadcasting Corp. has begun its 11th year of the daily National News Bulletin from its own CBC News Service, with headquarters in Toronto. Veterans who have been with the Bulletin since its beginning in 1941 are D. C. McIlhinney, Toronto, chief editor; Bill Hogg, Toronto, senior editor; Mrs. Margaret Macdonald, Halifax, senior editor, and Laurence Duffey, Montreal, senior editor.
- Harry "Socko" Hartman, salesman for AM-TV operations at WCPO Cincinnati, is marking his 23rd year with the WCPQ stations.
- Storecast Corp. of America began its fifth year in January, a month that brought 12 new advertisers. Current sponsor list tops 100. Storecast broadcasting and merchandising services reportedly cover five metropolitan areas and more than 3 million chain store customers each week, plus FM home listeners.
- Frank Welling, farm director at WCHS Charleston, W. Va., has just completed 20 years of service with the station.
- WEDO McKeesport, Pa., has now been covering with direct broadcast the McKeesport City Council meetings a full year. A total of 32 meetings were broadcast direct from City Hall during the year, which was completed Dec. 29, 1950.

Mr. Hildebrand began his radio career in his hometown, Akron, over WWJ, a station he went to Pittsburgh. After one year with WJAS he won the H. P. Davis award for outstanding announcing. Walker & Downing General Agency handle all the broadcasting company's advertising under direction of V. I. Maitland, agency vice president.

- KGGF Coffeyville published 16-page supplement in The Coffeyville Daily Journal, affiliated newspaper, commemorating station's 20th year of broadcasting. Station also mailed 1,152 copies to agencies and timebuyers.

Mrs. Anne Grindley

MRS. ANNE P. GRINDLEY, 80, mother of Mrs. Idella Kampf, day program supervisor for MBS, and grandmother of Lois W. Crossman, on staff of Transamerican Broadcasting & Telecasting Co., died Feb. 25 at her home in Dumont, N. J. Services were held from Rievert's Memorial Home and all Saints Church, in Bergenfield.

New Business

(Continued from page 10)

starts sponsorship of Elmer Peterson five minute newscasts five days weekly on KMBH(TV) Hollywood. Contract for 52 weeks. Albers Milling Co., Division, Carnation Co. (Friskeys Dog Food) currently sponsors Peterson three weekly quarter-hour newscasts on NBC Western Network. Agency: Erwin, Wasey & Co., L. A.

Adpeople

W. JUDD WYATT, director of advertising MFA Mutual Insurance Co., Columbia, Mo., has received 90-day appointment as information consultant with Agricultural Div., National Resources Section, of Gen. MacArthur's headquarters in Japan.

DON LAWTON, advertising manager Golden State Dairies Ltd., S. F., resigns.
SALESMAKER TO THE CENTRAL SOUTH

A shoe manufacturer with one WSM half-hour program a week increased his Central South sales 73 per cent!

Radio stations everywhere ... but only one

... with a talent staff of 200 top name entertainers ... production facilities that originate 17 network shows each week ... a loyal audience of millions that sets its dial on 650 ... and leaves it there!
In Support of NCCJ ’Brotherhood Week’

RADIO AND TV STATIONS throughout America last month lent their strength to Brotherhood Week, sponsored by The National Conference of Christians and Jews. Unstintingly, stations used their facilities to reach with messages of human kindness hearts and hearts in millions of homes.

Spot announcements, special features, programs and interviews all played their part in sending light into the dark pit of prejudice.

Speeches embracing ideals of brotherhood to all men struck out to crumble the labyrinthine walls of bigotry.

President Harry S. Truman, chief executive of a country founded on ideals of brotherhood, sounded the keynote in a letter to Eric Johnston, general chairman, in which he accepted the title as honorary chairman of Brotherhood Week, which ended Feb. 25. "The American people know that the cultivation of the spirit of brotherhood is merely the fulfillment of the purpose of God that all His children should live together as one family," the President said.

Robert E. Kintner, ABC president, who served as chairman of the NCCJ radio committee, made available announcement scripts and transcribed discs of which the stations made full use.

Ted Cott, general manager, WNBT NBTV (TV) New York, served as chairman of the Committee for United States Radio. Mr. Cott won the annual NCCJ award as the individual radio personality who contributed most to brotherhood radio [Broadcasting & Telecasting, Feb. 19].

Dorothy Lewis served as liaison officer on the Committee for International Radio. Mortimer W. Loewi, DuMont TV Network director and chairman of the NCCJ television committee, sent program kits to all TV stations for use during the week. The kits included appropriate films, spot announcements and progran suggestions.

WNBT (TV) New York also made available six films, each not longer than a minute, and the American Jewish Committee prepared two 57-second animated billboard cartoons for national distribution.

Dr. Everett E. Clinchey, NCCJ president, gave a special certificate of merit to Hugh B. Terry, general manager, KZL Denver, for "alloting much broadcast time to help increase understanding between persons and groups." During the presentation, Dr. Clinchey characterized radio as "the symbol of the One World."

A few examples of what stations all over the country did follow:

WABD (TV) New York and the Dumont TV Network employed special features and spots to boost the annual drive for better interfaith and inter-race relations.

WCBS New York scheduled 52 Brotherhood announcements on its programs, in addition to 21 station breaks, and mention on all news shows. All WCBS talent participated. WCBS-TV carried a comparable Brotherhood promotion schedule.

WILL-AM-FM Hempstead, L. I., carried highlights of an interfaith dinner meeting as part of its effort.

Also in New York, eleven volunteer advertising agencies of the Advertising Council's group pre-judge campaign against intolerance contributed special spot announcements for use during the observance.

Pittsburgh's Brotherhood Week was formally opened on WDTV (TV) by George Jessel and Mayor David L. Lawrence. Mr. Jessel was introduced by Donald A. Stewart, WDTV general manager.

Bill Sears, of WCAU Philadelphia, gave a talk during which he told listeners that "There is no color to the soul."

KTRK Billings Increase

KTRK Lu很难, Tex., has announced that national and regional billings increased 320% in 1950 over the previous year. Richard Lewin, general manager, said that gross billing showed an increase of 23% over the previous record year of 1949. Sales increase is attributed to growth in industrial and agricultural enterprises in Central East Texas, and to the extensive sales promotion on the part of KTRK.
The sleeper that took the 12 noon plane

Would you have been caught napping in a situation like this?

Suppose you were in the fashion business. You have just created a line of women's nightgowns that are going to be given an unexpected publicity break in some top national magazines. This will mean more sales all over the country. But you must get more merchandise to the stores in a hurry—or forever lose your golden chance to get sales.

What would YOU do?

This happened to one company recently—but the problem caused them to lose no sleep. Faced with this situation at 10:30 A.M. they were able to start goods flowing to the stores on planes that left at noon.

The answer was Air Express!

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

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

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency, arranges everything.

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

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

For more facts call Air Express division of Railway Express Agency.
feature of the week

Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

Sir Robt. Bacon

Wyoming Valley's
"GRAND KNIGHT OF
THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

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

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

.strictly business

SOME MEN are lured into advertising because the field holds exciting possibilities; others go into it because of an irresistible drive that has pursued them since they heard their first singing commercial; still others follow the path because their agency-holding fathers hold out vice presidencies to them. None of these reasons are applicable in the case of Lincoln P. Simonds, Pacific Coast manager, Wood & Co.

Linc went into advertising because in 1923 he won a $100 first prize in a Boston Advertiser advertising slogan contest. His winning slogan, a seven word masterpiece of alliteration, boldly stated, "Advertiser Ad Atracts Attention and Assures Action." Armed with this vote of confidence from the local paper, Linc decided that perhaps advertising was the field for him.

When this decision hit him he was half-heartedly engaged in the parts department of his uncle's Cincinnati, the plan provides a free course in store operation and the use of WSAI studios for association meetings.

Three food retailers' organizations, Cincinnati Retail Grocers and Meat Dealers, Cincinnati Retail Meat Dealers and Northern Kentucky Independent Food Dealers rotate monthly meetings and store promotions.

At the February meeting, WSAI engaged Norman J. Sloan, vice president and general manager of WSAI Cincinnati has gone into the grocery - meatline business. Not as a competitor of Cincinnati's retailers; rather, as the hub of a plan to increase profits of the city's grocers, and to strengthen the relationship between food retailers and WSAI advertisers.

The station likes to say it is "anchor man" of the plan, known as the "Shelf Level Selling" plan. And the Buckeye Broadcasting Co. station has hit the bulls-eye in the elusive target of good will.

For food retailers in greater

Pictured at monthly meeting are, seated, August Meyer, secretary, and Karl Yochum, president, both of the Cincinnati Retail Grocers and Meat Dealers' Assn.; standing are Mr. Sloan, and Polly Pickens, WSAI columnist for greater Cincinnati grocers' trade journals.  

LINC

Buick distributing firm in Boston. An advertising agency acquaintance.

(Continued on page 20)

Page 38 • March 5, 1951
TAILOR-MADE COAL MAKES STEEL FASTER.

Special coking coal, supplied by a modern coal preparation plant, is increasing the daily production of the Inland Steel Company. This carefully prepared coal has an ash content 50% lower than average, and the coke produced develops heat much quicker in the blast furnace. This saves production time in converting iron into steel, and, in the time saved each day, Inland Steel is able to produce 200 more tons—without having to add new steel-making facilities.

1950, COAL MINING'S SAFEST YEAR!

The Bureau of Mines has announced that 1950 was the safest year in coal mining history, and the Pittsburgh Press has honored this achievement with a four-page picture story. This new record is the result of one of the most active and effective safety programs in American industry, embracing intensive emphasis on safety needs, constant education in safety procedures, and expenditures of tens of millions of dollars annually for equipment designed to make coal mining a safer job. 1948 was a record year for coal mine safety. 1949 exceeded the 1948 record, and the 1949 non-fatality record has been bettered by 12 per cent in 1950.

RECOMMISSIONED VICTORY SHIPS TO "CARRY COAL TO NEWCASTLE."

The Maritime Administration is taking victory ships out of moth balls in order to carry coal and grain to England and the other Atlantic Pact nations. According to the ECA, Western Europe's coal production, especially Britain's, has failed to meet the increased pace of industrial activity. Britain is now burning 500,000 more tons of coal a day than her nationalized mines can produce, and only America can make up the coal deficiency in Britain and Western Europe.

MASS-PRODUCTION MINING KEEPS COAL COSTS DOWN.

Like most other American industries, the economics of coal is geared to the mass-production principle. Highly efficient mining techniques, making full use of modern machinery, not only greatly increase man-hour productivity, but also help keep the cost of coal down. Coal experts estimate that without the advantage of mechanized production, coal would cost the consumer almost a third more than its present price.

F R O M  B I T U M I N O U S C O A L I N S T I T U T E

A Monthly Report to Editors

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
Strictly Business
(Continued from page 18)

ance of his told him about the contest, got him interested, and Line didn't rest until he came up with a slogan.

Shortly thereafter he took action, left his uncle and the Buicks and joined a local advertising agency. He has never been out of advertising since. After two years with the agency, he got his first taste of the representative business when he left to take a job with the Scripps-Howard newspaper chain as cub space salesman, representing their 25 papers.

Five years later he decided to concentrate on one medium and left to become a salesman for the New York Herald-Tribune. After two years, in 1930, he felt the urge to get back to the representative business and joined Paul Block, New York publisher. Also working for Block as space salesman at the same time was Joe Weed, whom Line had known for several years.

Just about this time he was made aware of a bright young new medium called radio pushing its way upward to recognition through Ben Duffy, BBDO president, then media head of the agency. When Duffy showed him tremendous response in letters and cards which the agency had received from listeners to its programs, Line decided that this new medium, upstart though it seemed, was for him.

Joins WMCA

In 1933 he carried out his conviction and entered the radio field as salesman for WMCA New York. His new career almost ended suddenly two weeks later when he came down with scarlet fever. The confident station operator George Storer, now head of Fort Industries, kept him on the payroll, however, and Line recovered to fulfill several months of service with the station.

From there he returned to the representative field, this time in the radio end, when he joined Blair & Co., New York. One of his most impressive recollections there concerns his oddest if not his largest sale. A man phoned him in his office one morning identifying himself as John Ballard, president of Bulova Watch Co., and said he would like to see Mr. Simonds at three that afternoon. Fancying the call the doing of a Madison Ave. practical joker friend, Line nevertheless squelched the impulse to retort, "Sure, and I'm Mary Pickford" and decided that he could go along with a joke. He kept the appointment—discovered the man actually was John Ballard—and ended up with one of the largest sales of his career.

Line was with Blair over four years, leaving in 1938 to join the New York office of Texas State Network, then forming. He was transferred a few months later to the Fort Worth office as sales director, his duties including station relations and merchandising as well. In 1941 he was sent back to New York as eastern manager of the network. A few months later, when the network named as its representative Weed & Co., a firm formed in 1933 by his former associate Joe Weed, Line went along to the representative firm as specialist on the Texas network.

In 1943 he was transferred to the West Coast as Pacific Coast manager in charge of the Hollywood and San Francisco offices, with headquarters in Hollywood. In that capacity he handles from there all of Weed's radio and television clients. Believing in radio and television as a superior media and in representative selling as a way to prove it, Line is in the happy position of doing exactly what he likes to do.

In the coming year he feels that radio and TV will get an ever-growing share of the anticipated heavy media buying on the West Coast because he believes they deliver better than any other media.

Born Lincoln Perry Simonds in Boston, he attended elementary schools there, graduating from Malden High School, Malden. Further formal education was interrupted by two years service with the Marine Corps from which experience he carried away a Purple Heart. Upon his return he attended Boston U., where he studied advertising. His Buick apprenticeship followed.

Line and Mrs. Simonds, she is the former Mary Ann McHugh, reside in Glendale with Ronald, 15, and Roberta, 13. As hobbies Line enjoys pro football, baseball and amateur fishing.

He is a member of the Hollywood Advertising Club and National Assn. of Radio Station Representatives, of which he was first Los Angeles chairman of the counsel, when the organization formed the first Los Angeles group in 1949. Line also boasts early membership in the Radio Executives Club of New York.
In the heart of KGW's COMPREHENSIVE COVERAGE area are the twin cities of Camas and Washougal, Washington. Camas, with its largest specialty paper mill in the world, and Washougal with its giant woolen mills, are stable, high-payroll communities. Both offer important contributions to the region's economy. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, proved KGW's COMPREHENSIVE COVERAGE of this rich, important market. The Tour-Test was witnessed by Mr. Clyde Brown, Camas Chamber of Commerce secretary, shown above with "Miss KGW". Only through KGW's COMPREHENSIVE COVERAGE can you be sure of maximum results in Camas and Washougal and the rest of the great Oregon market.

**TOTAL BMB FAMILIES**
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
</tr>
<tr>
<td>Station B</td>
<td>337,330</td>
<td>350,820</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,630</td>
<td>205,440</td>
</tr>
</tbody>
</table>

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

**PORTLAND, OREGON**
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**BROADCAST MEASUREMENT BUREAU SURVEYS PROVE**

KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.
Ratings aren't everything but...

...when peak ratings combine with continuing dominance of one of the nation's richest market-areas, you get a wonderful buy for your advertising dollar. And that's the case with 50,000-watt WBZ in New England!

Take the 6:00-6:30 PM segments, for example.

The Geoffrey Harwood news program shows a 7.4 rating from 6:05 to 6:15. Best competitor: 5.6. The major league baseball team of Bump Hadley and Elbie Fletcher hits a 6.5 pace from 6:15 to 6:30. Best competitor: 5.2. And at the moment, these popular segments are still available!

At any time of day or night, you can count on a large and loyal audience on WBZ. For details, check WBZ or Free & Peters.

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KEX - KYW - WBZ - WZIA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio — America's Great Advertising Medium
RESEARCH MUDGLE CLEARING

By J. FRANK BEATTY

THE COMMON GOAL of buyers and sellers of time—uniform audience rating data—is drawing closer.

A three-step formula for matching of radio-TV research figures, designed to clear up the muddled measurement field, is proposed in a report issued Friday by the Special Test Survey Committee headed by Dr. Kenneth H. Baker, NAB research director.

This committee was recruited last summer by Stanley Breyer, commercial manager of KJBS San Francisco, when he found himself hopelessly confused by widely divergent audience figures issued by recognized research firms [BROADCASTING & TELECASTING, July 10, 1950, et seq.]

Many of the leading research specialists of the advertising and media fields took part in drawing up the three-point program. Briefly, the committee proposes:

- Creation of $140,000 operating project, including personnel and advisory committee, with NAB providing the initial push. This project would include:
  - Analysis of radio and TV audience measurement methods.
  - Comparison of available data.
  - Original field experiments to show why different survey techniques agree or disagree.

Report Reviews Situation

After a series of exploratory meetings, plus extensive research, the committee came up last week with a 33-page report giving a thorough review of the whole audience survey situation.

Some parts of the report, according to those who reviewed preliminary drafts, shed important new light on the confused research situation.

One part, for example, poses a list of questions to be used in evaluating any measurement report. The questions put the research services on the spot, getting at potential weak points in the data and the techniques used.

Before the committee's report was released it was previewed by representatives of three of the radio-TV research organizations. Their comments follow:

C. E. Hooper, president of C. E. Hooper Inc.—"This activity should have been undertaken a long time ago."

A. C. Nielsen, president of A. C. Nielsen Co.—"We will gladly continue to cooperate in furthering the worthy objectives of the Special Test Survey Committee."

Sydney Roslov, president of The Pulse Inc.—"The proposed study will make the job of the researchers simpler and more effective because it should tell us just what it is the industry wants and needs."

One of the committee's most important contributions, its members feel, is a clear-cut analysis of the reasons for differences between measurements reported by different ratings services. This analysis, says the committee, shows why "resolution of the existing confusion is far more difficult than it may appear on the surface."

Members of the committee, who signed the long report, besides Dr. Baker, are:

- Lewis H. Avery, Avery-Knodel Inc., past president of National Assn. of Radio Station Representatives.
- Hugh M. Beville, NBC director of plans and research.
- Matthew N. Chappell, chairman, Dept. of Psychology, Hofstra College.
- Fred B. Manchee, executive vice president, BBDO.
- A. Wells Wilbor, director of marketing research, General Mills Inc.

Meares, Hooper and Roslov originally were members of the committee but agreed to accept status as observers in view of the project's expanded scope. Rodney Shearer, of A. C. Nielsen Co., also serves as an observer.

Attacking the survey problem, the committee said "it would be an understatement to say that there is confusion in the radio and television industry—including both buyer and seller—with regard to radio and television ratings!"

Breyer Complaint

The group thus quickly accepted the complaint of Mr. Breyer in an advertisement published in the July 8, 1950 BROADCASTING & TELECASTING that different measurements in San Francisco produced different results, and proposing a test using the new Pulse methods by an industry committee.

But the committee went much

(Continued on page 64)

NAB BECOMES NARLB

As of Today (Monday, March 5) the National Assn. of Broadcasters (NAB) is under orders to drop its 23-year-old name. After April 1 NAB will be known as the National Assn. of Radio & Television Broadcasters.

Mr. Haverlin

As president of Broadcast Music Inc., Mr. Haverlin's broadcast contacts bore fruit once it was learned he was far ahead of the field in the NARLB presidential campaign. His name was enthusiastically discussed by the NARLB board's special presidential committee when it first met in Bellevue, Fla., during the winter board meeting.

Since that time the industry has thrown strong support behind the "draft Haverlin" movement and last Wednesday the special committee, vested with board authority to act on its behalf, made a definite offer to the BMI president.

He was the unanimous choice of the committee.

Because of expressed reluctance by some BMI board members to let him go, Mr. Haverlin did not make a firm commitment. A special meeting of the BMI board was called for March 7. At that time the details will be worked out, and a final decision will be announced.

Salary terms, as tendered by the special committee, specify $40,000 the first year, $45,000 the second and $50,000 the third, plus agreement to take over his $3,000 per year BMI retirement equity.

The Haverlin offer was only one phase of an important week in NAB history. Other phases:

- Broadcast Advertising Bureau, member of NAB family, elected Edgar Kobak board chairman and mapped future operations (story page 25).
- NARTB board chairmanship for Judge Justin Miller ratified.
- Thad Brown named TV counsel for video branch of NARTB (story page 58).
- Television Broadcasters Assn. prepared for its final abolition April 1.
- Membership drive started among TV stations.
- Broadcast Advisory Council charted its scope and voted to bring in new members (story page 34).
- Joint FM meeting of NAB, RTMA and industry committees set for March 19 (story page 37).
- But interest centered in the complete revamping of NAB's structure. (Continued on page 36)
BASEBALL PACTS

Schaefer Pays $3 Million

SIGNINGS of radio-television baseball contracts mounted last week as diamond schedulers went to work for the coming season. A contract involving $3 million for the first five years, with options extending for seven years, was signed by the F. M. Schaefer Brewing Co., Brooklyn and the Brooklyn Dodgers.

The pact, signed last week in Florida, exceeds by two years the five-year contract between the New York Yankees and WPIX (TV) New York announced a fortnight ago.

Four packages are being offered to advertisers. One consists of 276 20-second announcements preceding and following the baseball telecasts, priced at $82,100 for a single sponsor or $15,550 for each of four advertisers on a rotating sponsorship basis. Another package is a similar set-up of 276 eight-second spots, priced at $30,360 for one advertiser or $7,455 each for four.

Giants Preview

A third package is A Day With the Giants, a 29-minute telecast by Actress Laraine Day preceding Giants games, priced at $65,000 for the season, though it too may be broken into rotating sponsorships with up to four advertisers. Another package is a 10-minute summary following Giants games, for which the price is set at $35,750, also available for up to four rotating sponsors.

WPIX plans with Philip Morris for sponsorship of Dizzy Dean telecasts before and after the Yankees games reportedly are being held up pending approval by Liggett & Myers Tobacco Co., which sponsors the WPIX telecasts of Giants games.

WJBK Detroit expanded announcement of its regular Detroit Tiger baseball broadcasts to include all 1951 exhibition games. Games will be fed to the entire Goebel Baseball Network of 46 stations. The Goebel Brewing Co., of Detroit will sponsor the complete series for the 10th year, with the account handled by Brooke, Smith, French & Dorrance, Detroit and New York.

In addition, Edwin J. Anderson, Goebel president, said that radio and spot adjacencies to precede and follow WPIX coverage of this summer's home games of the New York Giants and Yankees was announced last week by the New York independent station.

REVISED rate cards, with some increases based on "very large gains in radio sets in the stations' areas," have been published by Westinghouse Radio Stations Inc. The new cards are effective March 1 and protect existing advertisers for one year.

Stations covered by the cards are WBZ and WBZ-TV Boston (including WBEA Springfield), KYW Philadelphia and KRDK Pittsburgh.

No changes were made in the base program time rates. Transition rates were instituted in some areas last year, but conditions now allow the combining of one-minute and station break announcements for the earning of additional rates.

According to E. R. Borroff, WRS general sales manager, this arrangement recognizes continual advertisers and enables them to spread the advertising dollar even further. New cards, designated No. 5, supersede cards published Jan. 1, 1947.

WRS announced that the WBZ sales organization has been separated into aural and TV units, following appointment last August of separate sales manager, C. M. (Tom) Meehan heads WBZ sales. Assisting him are Tom Judge and Roger Harrison. C. Herbert Masse is in charge of WBZ-TV sales, aided by Henry V. Greene Jr. and Bruce G. Payton. John G. Stiffler Jr. serves both staffs as sales promotion and publicity manager.

Others in the sales organization are Rita Cane, Ruth Moran and Lilian Bell.

KOOK AFFILIATION

KOOK Billings, Mont., 5 kw fulltime on 970 kc, with CBS on or about March 10 has been announced by Herbert V. Akerberg, CBS vice president in charge of affiliations. KOOK will be the 197th CBS radio affiliate.

Owned and operated by the Montana Network, the station is headed by C. L. Crist, president, and K. O. McPherson, general manager. KOOK'S Class A hourly rate is $100.
By RUFUS CRATER

EDGAR KOBAK was elected permanent chairman of the board of Broadcast Advertising Bureau last Thursday as the directors held their first meeting and adopted as immediate objectives the development of radio time sales, establishment of a full-time field force to help achieve this goal, and expansion of present BAB services.

The meeting, held at BAB headquarters in New York and attended by 19 directors and alternates, heard a report by BAB President William B. Ryan outlining plans for expansion of activities, and also approved a committee structure for the organization.

Along with Mr. Kobak as president, William B. Quarton, WMT Cedar Rapids, was secretary-treasurer, and Allen Woodall, WDAK Columbus, Ga., treasurer.

The new board chairman, a business executive as well as owner of WTTA,Thomson, has had extensive experience in the advertising field and also formerly served as president of Mutual and an executive of the Mutual Music Company.

Lewis H. Avery, of Avery-Knodel Inc. and H. Preston Peters, of Free & Peters, attended from the station representitive field, whose two directors had not been chosen when the first group of directors was announced the preceding week. [BROADCASTING & TELECASTING, Feb. 29]. With President Ryan a director under the by-laws, their selection brought the board membership to 24, with two others probably to be selected later from the manufacturing industry and one from the talent field.

Adopted unanimously, the board's statement of immediate functions and goals, is: "The directors, under the leadership of Charles C. Caley, WMBD Peoria, and seconded by Mr. Avery, "The purpose of BAB Inc. being to assist its members—stations, networks, sales representatives, and allied organizations—in promoting the wider use of radio as an advertising medium, BAB Inc. adopts these immediate objectives and principles for the guidance of the bureau's management;" 1. To encourage wider use of radio by all advertisers, employing an advertising medium and its wide acceptance in American homes.

2. To accomplish this purpose not by headquarters activity, but to establish a field organization which will devote its entire attention to selling the medium.

3. To expand and develop the present service activities of the Bureau.

Purpose of Objective

BAB spokesmen said the latter objective related to advising on cooperative advertising budgets, determining which advertisements and similar services which are currently handled by BAB.

Creation of four committees was authorized: Executive, Research-Promotion, Membership and Finance. Chairman Kobak said committee appointments will be announced this week.

NARTB CONVENTION

FOUR days of meetings will mark the first three-way convention of the broadcasting-television industry's trade associations—National Assn. of Radio & Television Broadcasters (formerly NAB) and the convention meetings will be held in Chicago April 15-19 at the Stevens Hotel.

Quick glance at preliminary convention planning indicates the management meetings will open Monday and Monday work sessions Tuesday and Wednesday; banquet Wednesday night; TV sessions all day Thursday. Engineering meetings open Monday and wind on Wednesday.

Special attention is being given the annual exhibits of heavy equipment and the displays of light equipment and broadcast services. These shows will open Sunday at 10 a.m. and conclude Wednesday at 5 p.m.

Early Arrivals Expected

No formal convention events are scheduled Sunday but convention arrangers expect many broadcasters and engineers on the scene that day. The formal management program will not open until 2:30 p.m. Monday. After a two-hour session delegates will attend receptions in connection with the displays.

This program arrangement provides much more time for inspection of individual displays and contacting of those in charge of the exhibits.

The convention will be formally opened Monday afternoon by Edgar Kobak, president, WOR New York, chairman of the board's convention committee. Mr. Kobak will preside as the convention chairman.

The next board meeting will be held in Chicago in advance of the NAB convention, which is scheduled there April 16-19. Further plans for the BAB will be presented to the board by President Ryan at that time.

The board adopted a resolution thanking Robert D. Swezey, WDUS New Haven, for his service as chairman of the BAB incorporating board, which with Mr. Ryan selected the full board membership. Other incorporating board members were Messrs. Kobak, Quarton, Caley and Woodall. As acting chairman of the full board pending election of a permanent chairman, Mr. Swezey presided in initial phases of Thursday's session.

Envisioned as ultimately a million-dollar sales promotion agency, BAB currently is operating on a budget of approximately $150,000, plus income from new, non-NAB members.

Attending the meeting were: John Hebert, NBC vice president (alternate for Niles Trammell, NAB board chairman); Louis Haasman, CBS president (alternate for Frank Stakos, CBS president); and ABC board vice chairman (alternate for ABC President Robert Kintner); Frank White, WDSIJ MBS president; Jack Pepple, vice president, WOR New York (alternate for Theodore Streibert, WOR president); Tom Harker, for Fort Industry Co. (alternate for George B. Storer, Fort Industry president); John F. Patt, president; G. A. Richards stations; Messrs. Swezey, Woodall, Caley, Quarton; Simon Gold- man, WJTN Jamestown, N. Y.; Hugh Terry, KLZ Denver; Kenyon Brown, WFTW Wichita Falls, Tex.; Harry Spence, KKKO Abilene, Wash.; Wil- liam Beaton, KKKW Pasadena, Calif.; Messrs. Avery and Peters.

Those who were unable to attend and were not represented by alternates were Frederic W. Ziv, Frederic W. Ziv Co.; Paul Kesten; Martin B. Campbell, WFAA Dallas; Walter Evans, president, Westinghouse Radio Stations Inc.

ARCHIE RESULTS

Stir Ryan's Enthusiasm

BAB President William B. Ryan was described as enthusiastic last week after hearing Joseph B. Ward, managing director of Advertising Research Bureau in Seattle, describe the point-of-sale survey technique and the results of a series of ARB tests which showed radio consistently out-ranked newspaper advertising, dollar for dollar.

Mr. Ward conferred with President Ryan Monday. Retailers' enthusiasm for electrically loaded, radio-sponsored retail campaigns using the poll as a method, and for the results it has shown, is expected to lead to requests that BAB launch a nationwide survey project. (CLOSED CIR- CUIT, Feb. 29, in the Telegraph Inc. not broached at the BAB board's initial meeting last Thursday, which was devoted to organizational matters and broad policy objectives (see story above).
HADACOL

By EDWIN H. JAMES

An Extrovert Cajun from the bayous of Louisiana— as glib a medicine man as ever fobbed off a jug of colored water on an infirm and gawking rube—has, within the patent medicine formula and a past three years, parlayed a $2,500 bank note into a household word and a $20 million business.

The medicine man is Dudley J. LeBlanc. His medicine is Hadacol. Not since Lydia Pinkham brewed her first mess of energizing roots has there been anything like Mr. LeBlanc in the patent medicine fraternity.

Mr. LeBlanc enjoys immense advantages over the late Mrs. Pinkham. First, his potential customers are not confined to that fraction of the population that is female and peculiarly distressed; indeed Hadacol is said to do wonders for everyone from the cradle to the grave, and possibly a little before the cradle. Second, his formula was perfected in the radio age.

Radio, in the opinion of Mr. LeBlanc's advertising experts, has done more than any other medium to build Hadacol from a backyard operation in Mr. LeBlanc's dilapidated barn to a nationwide industry that Mr. LeBlanc does not hesitate to predict will gross more than $75 million in 1951.

Hadacol commercials today are on some 900 stations in the 24 states where the product is sold. By the end of the year, when the Hadacol company expects to have achieved national distribution, they will be drummed into the public consciousness from some 2,100 stations. Hadacol now spends an average of $200,000 a month on radio, mostly spots, and the amount will grow, of course, with the vast expansion planned for 1951.

The Hadacol radio technique has been carefully planned by the company to accelerate sales even more rapidly than Hadacol itself invigorates the listener.

Saturation radio campaigns precede the arrival of Hadacol in markets the company is opening. For five days before the first bottle of Hadacol arrives in a community, the air is filled with a "mystery tune" contest. Listeners who correctly identify the "mystery tune" are told they will receive a free bottle of Hadacol.

There are unique features to this contest. For one thing, the "mystery tune" quite often is one that currently leads the Hit Parade, a prudent insurance against the frightful possibility that some listener might not recognize it. For another, those alert students of music who submit correct answers do not receive a bottle of Hadacol, but a coupon entitling them to a free bottle at their local drug store.

Druggists, being without a bottle of the remedy in stock, can do nothing but fight a delaying action against the growing hordes of customers clamoring for Hadacol—until they are relieved by the fortuitous arrival of Hadacol distributors.

"Man, those druggists usually got up a real head of steam before we give 'em the first bottle," a Hadacol executive explained last week.

By the time the Hadacol distributor comes to their rescue, the besieged pharmacists are in a mood not only to accept enough free Hadacol to cover the coupons that have been won but also to order large quantities for sale. As Hadacol executives put it, the method assures quick distribution.

Once Hadacol has been successfully introduced to a reeling community, the company's radio usage settles down to a steady four or six spots per day on selected stations, enough to convince those who already have tried Hadacol that their ailments are vanishing and to persuade the untried or skeptical that Hadacol is what they need for a rich, full life.

The enormous success of Hadacol has been achieved despite a number of obstacles such as Mr. LeBlanc's original poverty and, more bothersome, a persistent observation of the company's development by the Federal Trade Commission.

The querulous FTC has exhibited a nagging interest in Hadacol advertising copy, particularly in the testimonials that Mr. LeBlanc has assiduously gathered from satisfied users, some apparently contributing their remarks after deep draughts of Hadacol, which is 12% alcohol.

Starts Testimonials With Free Samples

Mr. LeBlanc started accumulating testimonials from Cajun neighbors to whom he distributed samples of Hadacol free, in the pre-commercial, or formative, period of his enterprise. Having been bothered by annoying legal inconveniences during his earlier career as a manufacturer of Happy Day headache powders and other remedies, he thoughtfully provided himself with a recording machine and a notary public when soliciting testimonials for Hadacol.

Later he resorted to the device of including a form in every Hadacol package, inviting customers to write Mr. LeBlanc, at his Lafayette, La., headquarters, and tell about their experiences with Hadacol. Many have accepted the invitation.

Among testimonials harvested by this means was one from a grateful Arkansas preacher who wrote: "My nerves were bad, poor appetite, lost of manhood, dry skin, and general rundown in manly vigor, lost of manly pep, but since I had started to use Hadacol I feel like a new man."

Last year Mr. LeBlanc was discouraged from using such testimonials by the FTC, which did not
openly question their veracity but did doubt that Hadacol would accomplish the wonders that some of its users claimed.

Among advertising claims which Mr. LeBlanc agreed to abandon, in a stipulation he signed with the FTC, were: that Hadacol will restore youthful vigor and appearance; that Hadacol has any therapeutic value other than providing some quantities of vitamin B1, iron and Niacin; that use of Hadacol assures good health.

One Golbe Cannon, a crossing watchman for the Wabash Railroad in St. Louis, has been quoted by Hadacol as saying: "...I don't have a chance to get much exercise. I seem to get gas on my stomach and then I lose my appetite. Many times I have had nervous spells and been unable to sleep at night. Then one day I heard how other folks were being helped by Hadacol. Now the gas on my stomach has vanished, my appetite is first rate and I get a good night's sleep and those nervous spells? I very seldom have them any more at all. I think Hadacol is mighty fine."

Mr. LeBlanc hit upon the formula for Hadacol after years of scientific research conducted in a corner of his ramshackle barn at Abevilla, La. He had been passionately interested in vitamins since he was cured of what he says was an arthritic condition in 1938 by injections of vitamins given him by a doctor. In the interval between his cure and the discovery of Hadacol Mr. LeBlanc had put up for what was to be his greatest medical achievement by perfecting two lesser remedies, Happy Day headache powders and Happy Day cough syrup. Neither found a permanent place in America's medicine cabinets.

In 1946 he produced the first batch of Hadacol and tried it out on fellow neighbors with what he modestly describes as miraculous results.

"One woman was sick for 22 years," Mr. LeBlanc recently recalled. "Now she's 66, and I've seen her plowing the fields behind two mules."

Having wrought such therapeutic marvels as raising a middle-aged woman from her sick bed to a useful occupation behind a plow, Mr. LeBlanc decided to give Hadacol to the world. He borrowed $2500 from the Iberia National Bank of New Iberia, La., made up a big batch of the stuff and began to advertise. He bought his first radio spots on WNOE New Orleans and KSLO Opelousas, La. The stations made him pay for the first modest schedules 10 days in advance. Before the completion of the original contracts, he had sold enough Hadacol to finance an expansion of his radio campaign. It has been spreading like a prairie fire ever since.

Abandon P. I. Deals As Distribution Spreads

In the early stages of Hadacol's radio development, Mr. LeBlanc occasionally indulged in per inquisition contracts, but his organization later abandoned that type of advertising as Hadacol attained widespread distribution through retail stores.

Today Hadacol pays for its radio advertising, but at the very best rate it can get. The company places its radio budget directly, with either Jack Rathburn, advertising director, who formerly was stations director of Arkansas Airways Co. (KKLR Little Rock, KHOZ Harrison, KWEM West Memphis, KWAK Stuttgart), or George Dupuis, the company's timebuyer, in charge.

It is customary for the Messrs. Rathburn or Dupuis, when buying new radio markets, to send wires to stations asking for a quotation on the price of, say, 1,500 spots in 66 weeks. Occasionally, when the stations have submitted their price, the LeBlanc company sends a second wire offering the business at half the price quoted.

It is not known how many of the 200 stations now doing business with Hadacol have agreed to the "package" deal, but it is known that many have stuck by their quotations and have been given Hadacol contracts.

Typical of the Hadacol technique in moving into new markets was its invasion of Los Angeles, a community that naturally greets new nostrums with outstretched arms. Hadacol had 12 spots per day on 16 Los Angeles stations for several weeks preceding the delivery of the first bottle to the community. The radio campaign was topped off with Hadacol's only network adventure to date, a half-hour broadcast Jan. 12 on MBS, Liberty Broadcasting System and 150 unaffiliated stations and re-broadcast the next night over ABC. Within a month after its introduction to Los Angeles, $1 million worth of Hadacol was sold.

The network program, which cost $50,000 for time and talent, according to the LeBlanc company, featured Groucho Marx, Judy Garland, Vic Damone, Minnie Pearl and, not unexpectedly, Dudley J. LeBlanc, who is never at pains to conceal his role as the discoverer of the 20th century's miracle remedy.

Mr. LeBlanc was also conspicuous in the Hadacol caravan, a traveling medicine show that played in 19 southern cities last summer, attracting an estimated 400,000 people, each of whom paid a Hadacol box top as admission.

The Hadacol caravan had music, girls, clowns and big-name stars, including Mickey Rooney, Carmen Miranda, George Burns & Gracie Allen, Chico Marx, Connee Boswell and Minnie Pearl. Radio was used extensively to promote the shows staged by the caravan.

This summer, according to Mr. LeBlanc's present plans, the Hadacol caravan will be transported on a special train, will visit more than 19 cities. Characteristic of the skyrocket nature of Hadacol, the caravan which cost $550,000 in 1950, will cost $1 million this year.

Radio appropriations take about half of the total Hadacol advertising expenditures. The rest goes into newspapers, outdoor, direct mail, premiums such as Captain Hadacol comic books, T-shirts that glow in the dark, lipsticks ("this makes you LOOK good, but to FEEL good take Hadacol"), clockwork toothpick holders and schoolboy's rulers.

Mr. LeBlanc's energies have by no means been exhausted by the job of running a backyard business into a multi-million-dollar concern. Invigorated beyond normal limits of strength by frequent recourse to his own tonic, he is able to conduct an active career as a Louisiana state senator.

Louisianans believe that his political aspirations do not stop with his present job. His whirlwind advertising, they say, is intended not only to pour Hadacol down the throats of everybody in the country, but to fix the name of Dudley J. LeBlanc on the tip of every tongue as well.

To some extent Senator LeBlanc, or "Cousin Dud," as he is known among the bayou folk, follows the pattern of other political figures who have risen to eminence from Louisiana. He has some of the characteristics of the late Huey Long, particularly a talent, like the Kingfish's, for self-promotion.

The time may come when, instead of Hadacol commercials, the voice of Candidate LeBlanc will be booming from loudspeakers throughout the land.

March 5, 1951
NBC Shift

WALTER D. SCOTT, eastern sales manager of NBC, was promoted last week to national radio network sales manager, a new position, and Gordon H. Mills, of the eastern network sales staff, was advanced to midwestern radio network sales manager.

Mr. Mills succeeds Paul McCluer, who resigned to join Wade Adv. Agency, Chicago. Mr. Mills will make his headquarters in Chicago.

The promotions were announced Wednesday by John K. Herbert, NBC vice president and general sales manager for the radio network.

Report to Scott

All regional radio network sales managers will report to Mr. Scott in his new position. He has been with NBC since 1938, when he joined the sales department, and has been eastern sales manager since 1949.

Mr. Scott served in the sales department of Hearst Radio before

Mr. Mills

he joined NBC, and, prior to that time, was on the advertising staff of the Daily Oklahoman and Times.

Mr. Mills joined NBC in 1933 as a guest tour supervisor and became manager of what is now Grant Relations in 1936, before moving to the sales staff in 1937. He left to become business manager of the radio and television departments of Kudner Agency in 1945, returning to NBC network sales in 1949.

Previously With RCA

He formerly was employed in RCA radio sales: Chicago Herald and Examiner advertising space sales, and also established and managed the Philadelphia office of Erwin, Wasey & Co., advertising agency, and was national advertising manager of Grit Publishing Co.

Meanwhile, Carl M. Stanton, NBC manager of television talent

RUPPERT BEER

New Product Gets Backing

JACOB RUPPERT Brewery, New York, using the biggest advertising and merchandising campaign in its 84-year history, launched a new product last week, Ruppert Knickerboker beer.

The firm, through its agency, Blow Co., New York, will continue its television advertising using the Broadway Open House and Zoke Manner Show. In addition a local spot radio campaign will be used.

Mills Succeeds McCluer; Scott Promoted

and procurement, announced that George H. Halbert, of the NBC legal department, has joined the television talent and procurement department as television contract negotiator. He will negotiate all television talent and program contracts, and manage related contract matters.

Mr. Halbert has been with the network's legal staff since January 1949 and has been senior attorney in charge of television matters for the last year.

ARMS-AIR FORCE

RECRUITING contract for the U. S. Air Force and Army, now handled by Grant Advertising Inc., will be renewed for the fiscal year, the Defense Dept. announced last Monday.

At the same time it was disclosed that the two services are seeking an "appreciably larger" advertising budget to cover recruiting activities beginning July 1. A sum of approximately $4 million was quoted in some Pentagon quarters.

While no figures were revealed on media breakdown, it was learned that radio and television will receive a substantial share of the 40% now allocated of the total outlay. The paid broadcast allocation for the current year (1950-51) is $656,400 out of a total of $1,951,600, with about $567,163 already obligated (paid out) to the Grant agency.

In the announcement, the Defense Dept. said the renewal is "contingent upon appropriation by Congress of necessary funds" for advertising supplies and services for the recruiting service of the two branches. The estimated $4 million figure was said to compare with funds allotted immediately after the war, though the outlay has fallen off in recent years.

Contract Extended

Grant Advertising originally was granted the contract for a six-months' period beginning Jan. 1, 1950, but was later extended another 12 months. It was previously handled by Gardner Advertising Co.

Industry observers are expected to keep a watchful eye on the radio share in view of the controversy which arose last year when stations protested donations of free time to military organizations conducting p a i d advertising campaigns in other media. The issue was crystallized through NAB and BAB in the wake of an earlier disclosure that Radio had been virtually excluded from appropriations for recruiting drives [Broadcasting • Telecasting, March 6, Feb. 27, 13, 6, 1950].

A YOUNG but suffering spinster who describes herself as a veritable dynamite charge of passion, but who scrupulously conceals her identity lest some excited admirer attempt to light the fuse, is lending her graceless presence to the schedules of 73 radio stations these last nights.

She calls herself Lonesome Gal. If her conduct in her private life is in character with her radio performances, it is easy to understand how she came to select her name.

Lonesome Gal has trained her voice to have the steamy quality of a whisper breathed into your ear from a range of less than an inch.

MOTOROLA ADS

Ups Budget $1 Million

MOTOROLA Inc., Chicago, has appropriated an additional $1 million for radio advertising for a concentrated campaign on its entire line, Ellis Redden, director of advertising and sales promotion, said Thursday.

The only broadcast media to be used in the current drive is Moto- rolea's continuing sponsorship of Four Star Revue on NBC-TV. Next fall, however, a heavy spot announcement campaign on both radio and TV is expected to be launched.

"A couple of hundred" non-TV markets then will be chosen for AM announcements as a supplement to the network video vehicle. Possibility of scheduling programming in AM-only markets is being considered also. The entire line will be plugged on the TV purchases, the radio line (home, auto and portable) in non-TV areas, Mr. Redden said.

Radio and television get about 40% of the firm's advertising budget this year. The total advertising money spent last year was $15 million. The additional $1 million just added is only for the spring campaign.

Year-end budgets have not been set, so 1951 advertising expenses may not exceed those of 1950.

She addresses herself to an audience of one, apparently thinking of her single listener as a male, half drunk and dying to be cooed to.

Her signature song, with which she opens her show, sets the exact mood of her performance, the lyrics adding weight to the suggestion that she and the befuddled object of her attentions should fling away the future in the madness of tonight. "Who knows what tomorrow brings?" is the theme of her appeal.

"Hello, angel, this is your Lonesome Gal," she says. "Sweetie, no matter what anybody says, I love you better than anyone in the whole wide world."

From time to time she plays music of a kind that accentuates the oppressive atmosphere. "I must be getting older," she said recently, "but I'm thinking, angel, of those wonderful days ahead when you and I will wrap our arms around each other's waist . . . when we will sit beside the river . . . . I'm thinking, sweetie, about summer time." This was her introduction of a particularly cloying arrangement of the Gershwin song.

The program proceeds on this high plane to its all too delayed conclusion. "I no sooner get snug and cozy with you, baby, than I have to leave," she says morosely, but somehow implying an expression of relief to be out of the trap before it's sprung.

Lonesome Gal is a sort of vocal strip tease who scuttles into the wings at the exact moment the fatal button is undone. More to the point, it must be said that her performances exalt the unrequited aspects of unrequited love.

The entire atmosphere of the program is, in the correct sense of the word, indecent.
ATTENDING the CAB Convention in Quebec (1 to 5): Mickey Sillerman, Chairman, and Mrs. Sillerman; Doug Grant, CHNS Halifax, and Joe Weed, Weed & Co., New York.

By FLORENCE SMALL

HEAVY American advertisers in significant numbers are plunging into Canadian radio to promote their products among the 14 million popular market radio listeners.

Radio schedules are being placed in markets extending from the Nova Scotia-New Brunswick line to British Columbia, seeking to widen the sale of main food, soap, aspirin and magazines.

Kellogg Co., Battle Creek, Mich., one of radio's largest breakfast cereal advertisers, starts today (Monday) for its corn flakes and Rice Krispies a five-times-weekly spot announcement schedule in four and six Canadian markets respectively. On April 16 another campaign will be launched for Bran Flakes in six markets, seven times weekly, and on April 2, Raisin Bran starts in a few markets, seven times weekly.

The spot activity of Kellogg will be in addition to the firm's sponsorship of Clyde Beatty and Mark Trail, both heard on 14 stations in Canada since Feb. 5 [BROADCASTING * TELECASTING, Jan. 22], and another half-hour program, Magic Diamond, which started Feb. 10 in three cities in French Canadian territory.

The latter program is written entirely in French, including the commercials. All Kellogg's Canadian business is through Kenyon & Eckhardt, New York.

Procter & Gamble, radio's largest advertiser, through Pedlar & Ryan, New York, also is hitting the Canadian trail, lining up availabilities for its Camay soap.

P&G's Drift, through Dance-Fitzgerald-Sample, New York, also is hitting the Canadian trail, lining up availabilities for its Camay soap.

Heaviest turnout in the history of the Canadian Assn. of Broadcasters found nearly 400 executives of the Canadian and American broadcasting industry attending the Tuesday-Thursday annual meeting held at the Chateau Frontenac, MONTREAL.

At a closed session Tuesday afternoon, CAB members were given a broad look at radio's function in civilian defense and disaster preparations in various sections of Canada. Broadcasters discussed how best the industry could help in all emergencies.

Panel was chaired by Vic George, CFCF Montreal.

CIVIL DEFENSE PLANS

Consensus was radio would (1) inform the public and (2) serve as close liaison with local civil and military authorities. CAB resolved that the industry prepare detailed plans and join or initiate local civil defense units.

That afternoon, at a business closed session, General Manager Jim Allard submitted his report to the convention delegates. Later, CAB Board Chairman Bill Guild, CJOC Lethbridge, reported on the Massey Royal Commission report on broadcasting and television, now expected to be released April 15. Delegates endorsed CAB's Royal Commission Committee urging it to continue its work.

Also, a panel of copyright experts identified all copyright music in the shortest time since current copyright agreements end this year.

Welcomed were United States agency, station, programming and advertising firms, at which time Ben Laird, WDUZ Green Bay, Wis., was introduced as a representative of the entire U. S. radio industry. William Fay, WJAM Rochester, was official NAB delegate. Special mention was made of the late John J. Gillin, Jr., WOW Omaha, who had regularly attended the meet as NAB representative.

Opening panel was on "Earnings and Services"; Chairman F. H. Elphicke, CWX Vancouver; Charley Edwards, Press News, Toronto, spoke on news value to a station operation, pointing up its top priority with listeners as shown by surveys for main Canadian cities. Other news features were explained by Phil Curran, British United Press, Montreal.

Transcription library panel participants included Alex Sherwood, Standard Radio; John Langlois, Lang-Worth Feature Programs; Al Sambrook, RCA-Thursaurus; Bert Lown, Associated Program Service, and Mickey Sillerman, World Broadcasting System. Open-end transcription advantages were discussed by Stuart Mackay, All-Canada Radio Facilities, Toronto, and Spence Caldwell, B. W. C. Caldwell Ltd., Toronto. Floor comment brought up the need for more Canadian shows, use of transcribed shows to meet personnel shortages and the need for network continuity for Canadian stations.


A panel on "Information Please," was chaired by Mr. George. Among the panel members were Ruth Jones, Benton & Bowles, New York; John Weed, Weed & Co., New York, with other participants from Hamilton, Montreal and Toronto.

More market data for the advertiser and agency from smaller market stations was emphasized in addition to the need for station men to meet agencies and clients personally; stations to make local presentations to local sales representatives of national accounts; desire of U. S. timebuyers to obtain faster data on availabilities and more concise market data on Canadian stations.

Research Covered

Research problems were discussed Tuesday morning in an "Earnings and Audience" panel with Ralph Snelgrove, CKBB, chairman. CAB Quarter Century Club awards were presented at a dinner with Chairman Malcolm Nell, CFNB Fredericton, master of ceremonies.

First presentation of the John J. Gillin Jr. Memorial Award was made to J. O. Blich, CJOB Winnipeg, for that station's "outstanding community service in the interest of charity." Joseph Sedgwick, CJCA Edmonton; Bernard Musnick, WLW Cincinnati; Vic George, CFCF Montreal; Ben Sillerman, Los Angeles; Harold Moon, BMI, Toronto; Robert Burton, BMI, New York; Bill Himann, Kenyon & Eckhardt, New York; Pete McGurk, Weed & Co., New York; Keith Chase, CFPL London.

P&G's Drene (shampoo) starts March 19 in 11 Canadian markets. Compton & Al, New York, is the agency. In addition, P&G had started in mid-January a spot schedule for Ivory Snow on 12 Canadian stations in eight markets through Benton & Bowles. Among the other P&G products running regularly on the Trans-Canada Network are Ivory Soap, Ivory Flakes, Dux, Crisco and Fluffo (shortening), all through Compton.

Sterling Drug, through Dance-Fitzgerald-Sample, New York, on Feb. 28 started a spot promotion campaign for its aspirin in three markets in Canada.

Other type of advertiser, Ladies Home Journal, through RRDD, New York, started a canadi an spot campaign Feb. 28 in seven markets.

Reasons advanced for the sudden accelerated interest in Canadian radio are several, but they all reduce themselves to a somewhat spontaneous realization of the rich potential of the growing commonwealth to our north. One station representative attributed the spontaneous awakening in part to the publicity deriving from the recent widespread discovery of oil in western Canada, while another ascribed it to the increased distributive capacity of the American advertisers.

CAB counsel, made the presentation for William Cranston, CKOC Hamilton, Awards Committee chairman, who, Mr. Sedgwick called the panel. The late Mr. Gillin held in the

(Continued on page 87)
McFARLAND BILL RIFT

By DAVE BERLYN

TESTY overtones began to appear last week in the Senate Interstate & Foreign Commerce Committee's attitude toward the apparent stymie of the McFarland Bill (S. 658), introduced by Sen. Edward C. Johnson (D-Col.), for the fourth time in the past two years, unanimously recommended passage of the radio measure.

In a sequence to this move, the House committee, if it follows its 'procedure of last year, probably will hold hearings again on the FCC-procedural bill.

Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, took to task the FCC for requesting action on the radio provisions of the McFarland Bill in the form of separate legislation.

Executive Meeting

At an executive meeting Wednesday, the Senate group unanimously reported FCC's monitoring bill, as passed by the House a fortnight ago. The measure (H.R. 1730) contains similar language already included as a provision of the McFarland Bill. As it did last year, the Senate committee struck the language of the House-approved monitoring measure and attached the provisions of the McFarland Bill as a rider.

Acting Chairman Paul A. Walker of the FCC had referred to the monitoring bill, which would give the Commission authority to purchase technical data and equipment for the purpose of monitoring broadcast signals, as essential in view of the national emergency when he appeared before the House committee Feb. 15. [BROADCASTING, Feb. 26.]

Capitol Hill parliamentarians were quick to point out that the latest Senate maneuver had many overtones. Since the measure reported by the Commerce committee in the upper chamber is a House-passed bill—and it most likely will pass the Senate with little trouble—the House will have the alternative of (1) appointing conferences or (2) holding hearings on the measure.

An identical situation occurred last summer when the Senate passed a House-approved monitoring bill [BROADCASTING, July 31, 1950]. At that time, the House committee, chaired by Rep. Robert Crosier (D-Ohio), chose to hold hearings. However, a notable change in the general climate this year is the emergency nature of the monitoring bill and the anxiety of the FCC to have such a bill passed in the shortest time possible.

The House committee moved a double-time bill clear the monitoring bill for lower chamber consideration early in this session.

In effect, this places the upper chamber in the position of demanding some kind of procedural bill be enacted, whether it be the McFarland Bill or some other version—points repeatedly expressed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), author of the measure.

Fraud Law Omitted

Significantly, the Senate committee this time deleted that section of the bill which provides for the setting up of a radio fraud law, as an amendment to the U. S. Criminal Code. In the past, the Senate has asked Congress to enact the measure—separate from the all-inclusive procedural bill [BROADCASTING, Feb. 20].

The Senate already had a radio fraud law, similar to the postal fraud law, that had been referred to the Judiciary committees of the Senate and of the House. From the latter committee, Chairman Emanuel Celler (D-N.Y.) already has introduced a bill (HR 2948) to accomplish this purpose.

But in the Senate, Chairman McFarland has sent a letter to the FCC, admonishing the agency for its failure "to mention the fact that a provision such as you advocate was included as Sec. 19 of a bill (S 658) which was passed by the Senate on Jan. 25 of this year and is now pending in the House. Why should you desire the Senate to pass the bill which it has already approved by the Senate once is not made clear."

Sen. McCarran's letter continued: In your letter of Feb. 13, you point out that the Commission does not have any criminal jurisdiction in either mail fraud or radio fraud cases and it is clear the Commission would have no jurisdiction under the provisions of the (U.S. Criminal Code section which you have proposed.

It seems to me, therefore, that the Commission probably has less interest in this matter than the Dept. of Justice; and certainly, it would seem that the Dept. of Justice, which administers and enforces the Criminal Code, would be the proper agency to transmit a recommendation for the amendment.

The Senator also stated that if the fraud law should be enacted it would be possible for a station operator to justify the denial of using facilities of his station to "almost any man and woman who wished to keep off the air" by citing this criminal provision.

He pointed out that the proposed statutory "would give the federal government criminal jurisdiction over frauds committed not merely by means of an agency of the United States (the mails) but by means of an agency which the government only regulate." 

Hears FCC Testimony

The Senate Commerce group said it had not included the radio fraud provision of the McFarland Bill in its rider to the monitoring measure since the FCC requested enactment of the fraud law "within days after the Senate had passed S 658" and [the request] was referred to the Senate Judiciary Committee which plans to study the proposal carefully.

The House Commerce group heard FCC testimony behind closed doors on all pending radio matters only nine days before the Senate's new committee action.

At that time, Acting Chairman Walker presented the FCC's so-called "model bill," containing the agency's recommendations for a procedural bill. This revised document was said to be the hub of the controversy, which seems to be rising between the Senate and the House radio groups.

NBC GROSS

NBC's gross income in 1950 hit an all-time high of $92,373,000, an increase of 27% over the network's 1949 gross sales figure of $72,867,000, according to the annual report of RCA, parent company of NBC, issued last week. However, show the NBC TV network gross time sales to have risen from $6,500,104 in 1949 to $21,185,812 in 1950, while NBC's radio network gross time sales declined from $2,603,296 in 1949 to $61,397,651 in 1950 [BROADCASTING, Jan. 29].

RCA also had its biggest business year in 1950, when sales passed the half-billion dollar mark for the first time in the company's history to total $658,382,000, up 48% over the $449,687 of 1949. NBC accounted for 16.8% of RCA's 1950 gross income, RCA Communications for 2.5% ($14,929,000), Radiodistriptive Corp. of America for 1.2% ($7,279,000). RCA Institutes for 0.2% ($910,000), with the manufacturing divisions, labs and international divisions making up 62.6% of the total. 

"Television accounted for all of the increase in broadcasting revenue while radio remained about the same as in the previous year," the report stated. "The value of time sold by the NBC Television Network in 1950 was more than twice the time of 1949. In fact, exceeded that of the next two networks combined. At the opening of 1951 there were 76 national ad- 


Senate Prods House

Tops $92 Million in 1950

pretisers using the NBC TV net-


work, more than twice the number (36) at the beginning of 1950." The report gives no breakdown of actual AM and TV income figures for NBC. Publishers Informa-

tion Week, however, shows the NBC TV network gross time sales to have risen from $6,500,104 in 1949 to $21,185,812 in 1950, while NBC's radio network gross time sales declined from $2,603,296 in 1949 to $61,397,651 in 1950 [BROADCASTING, TELECASTING, Jan. 29].

Commenting on this AM time sales decline of "only 4%", despite the rise in TV billings, the report noted that the average number of stations used by advertisers sponsoring NBC radio programs rose from 113 to 124 in the daytime and declined from 148 to 143 at night.

"Total sponsored hours of NBC national network programs at the rate of 39.6 exceeded by two and one-half hours per week during the first quarter of 1949," the report said.

NBC's National Spot Sales Dept. had all-time high revenues in 1950, with total dollar volume for both radio and television surpassing any year since NBC was organized in 1926, the report stated, without divulging the dollar figures.

"Other NBC data covered by the report include: An increase in NBC employes from 2,879 to 3,482 during 1950, "virtually all ... attributable to television"; seven new TV stations joined NBC for a total of 63 affiliates, of which 47 are connected by cable or radio relay; nine stations joined the NBC radio network, raising the total to 180; NBC television declared its output of kinescope-reel film during the year.

RCA Earnings

RCA's net earnings, the report revealed, totaled $46,250,000 in 1950, compared with the $26,144,000 reported for 1949. These earnings were equivalent to $3.10 a share of common stock and represented 7.9% of net sales. RCA during the year declared dividends totaling $17,010,000, compared with $10,081,000 paid in 1949, with $3,153,000 (35c a share) or preferred stock and $13,857,000 ($1 a share) on common stock.

RCA's total current assets on Dec. 31, 1950, were $209,959,000. Plant and equipment additions during the year amounted to $200,000, compared with $16,340,000 in 1949.

For the past 10 years RCA has had an average gross income of $314,486,000, an average net profit before federal income taxes of $38,547,000 and an average net profit after income taxes of $17,614,000. Profit before taxes has averaged 12.3% of the gross each year of the decade, with an an-
LET THE BUYER BE-WHERE

IF IT'S FEEDS
The Sharp Milling Company is one of the largest feed manufacturers in the Midwest area. This company is presently using Radio Station KELO exclusively to promote the sale of Sharp’s Feed. KELO's campaign consists of two quarter hours — one ten minute period — and one spot announcement per day.

OR FURNITURE
The Donahue Furniture Company, located in Sioux Falls, is South Dakota's largest Furniture store. Three years ago this account started on KELO with one-half hour per day Monday through Friday. Shortly after the program started, it was extended to six per week. Six months after the program had been in effect, the account was added twenty spot announcements per week. Approximately six months later, another twenty spot announcements per week were added, and in the latter half of 1950, six more spots per week were placed on the schedule. In November of the past year, an evening half-hour joined their highly productive campaign. This account is currently using seven half-hours per week and forty-five spot announcements per week on KELO. An order for five additional spots per week is awaiting satisfactory availabilities.

P.S. EVEN WITHOUT TV (OUR APPLICATION IS FILED) KELO DOMINANCE IS THE CLEAREST PICTURE IN THE RICH SIOUX FALLS MARKET.

Represented Nationally By THE JOHN E. PEARSON CO.

BROADCASTING • Telecasting

March 5, 1951 • Page 31
SUGGESTED modifications of a proposed amendment to the Communications Act—some offered by NAB Sec. Ed Johnson, and other indicated by the Senate Interstate & Foreign Commerce Committee—marked developments on the Defense Dept.'s emergency radio-TV contract with Westinghouse.

On Capitol Hill the Senate group was weighing—though it had not yet drafted—a plan which would limit the inclusion of electro-magnetic devices in the types of devices that would be permitted to extend radio transmission over a certain distance—possibly in excess of five miles.

Senate Group Views

The proposal is being studied by Chairman Ed C. Johnson (D-Col.) and members of the Senate Commerce Committee, which earlier held two-day hearings on the Defense Dept.'s request, embodied in a bill introduced by Sen. Johnson, for authority to use radio and television broadcasting and other radiations capable of "homing" enemy aircraft and missiles [BROADCASTING • Telecasting, Feb. 26].

The committee is marking time until it receives reactions from such groups as Radio-Television Mfrs. Assn., the Air Force, FCC and others. At deadline Thursday, only NAB had filed comments on the committee staff proposal, which hopes to give the military sufficient authority within the framework of Sec. 606 (c) of the Communications Act.

Letter to Johnson

In a letter to Sen. Johnson, NAB President Justin Miller said he felt that, with "slight modifications," the staff amendment "fully effectuates the purposes of the Dept. of Defense.

Judge Miller suggested: (1) Clarification of phraseology setting the President's authority to control communications, specifically that a "proclamation" may have to be made before an executive action may be taken; (2) an additional section dealing out compensation to owners whose equipment is not only "controlled or used" but also "closed"; (3) a definition of "radio" in Sec. 801 of the Communications Act to cover incidental radiations of devices not intended primarily for communication; (4) an amendment of the penalty provision of the act to bring any violation of Sec. 606 (c) within FCC jurisdiction.

The Commerce Committee officially took no action last week, nor did it discuss the whole radio regulations issue. The next executive session is set for March 14. Whether the committee will take up the military proposal before that date depends on the tenor and atmosphere felt in the Capitol by agencies and groups. Sen. Johnson already indicated that, if the comments are favorable to the staff amendment, further hearings will not be necessary.

The possibility of modifying the amendment still further to restrict the devices which the amended Communications Act permits to broadcast would be held likely at week's end. It probably would have little effect on radio-TV signals, but would eliminate those devices whose radiations could be restated to extend within an established radius—possibly five, ten or even 50 miles.

This prospect had been broached during hearings during March at Philco Corp., representing RTMA. He had suggested limiting devices to those with over a half-mile radiation, and opposed giving FCC any more authority over interference problems in normal peace-time operation, lest it would "control everything you do." This view is particularly well-justified when factors considered in the Bill's formulation are taken into account. Furthermore, the need for a nationwide system is such that any such proposal would have to be coupled with some control over devices "raiding" the airwaves, so that the owners of "closed" controlled or used devices or stations cannot communicate with those in unauthorized places. Thus, it is important that any amendment be both aimed at this objective and relate to the problem of emergency radio broadcasting and other communications, specifically the radiation from "closed" controlled or used devices.

The committee has already suggested that, in any case, the protections required for the military proposal should be extended to other communications that would be aimed at the civil defense of the country. This would involve a consideration of the possibility of using the electromagnetic spectrum for national defense purposes. It is important that the committee consider this matter in order to ensure that the military proposal is consistent with the overall national security interests. The committee has also suggested that any amendment to the Communications Act should be consistent with the national security interests.

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City________________________ Zone________ State_____________________

March 5, 1951 • Page 33
NARBA OPPOSITION

CONCESSIONS to Cuba, under the new NARBA agreement, could jeopardize the United States' bargaining position in its negotiations with Mexico, the Clear Channel Broadcasting Service warned last week.

In a letter circulated to all broadcasters and to FCC Chairman Ward Quaal, CCBS, director, it was pointed out that "sooner or later" it is essential that the U.S. reach an agreement with Mexico, "much as we want to barter with Cuba."

The letter continues:

It is naive to assume that, once the new NARBA is ratified, Mexico will not make disastrous effective use of these concessions to Cuba as weapons to force the U.S. to comply with excessive Mexican demands. The United States will enter into such negotiations with its hands tied, having set precedents which it cannot disavow, and having totally restricted its freedom of action.

Alluding to fact that the present NARBA pact, now under Senate vote [Broadcasting & Telecasting, Feb. 26], lacks the participation of Mexico and Haiti, CCBS declared the treaty "falls far short of giving the broadcasting industry the "international protection" needed.

The new NARBA . . . not only permits, but it invites . . . Mexican assignments of license to all classes of stations in the United States. This is obvious from recent Mexican demands. CCBS predicted that the new NARBA which will inevitably invite Mexican retaliatory measures. It also warned, "Mexico . . . to set up stations on any frequency."

CCBS contended that the U.S., having "rightfully rejected" Mexican demands, agreed with Cuba that Mexico may use five of Mexico's six 1-Channel "to an extent that will necessarily cause resentment in Mexico . . . which will result in retaliatory measures or even greater demands by Mexico."

In portion of the letter dealing with concessions to Cuba, CCBS

CD AT NBC

Six Named To Committee

SIX NBC Chicago men have been named by Vice President Harry C. Kopf to handle civilian defense problems at Central Division headquarters. Jack Ryan, press chief, leads a team which includes Bill Ray, news and special events manager; George Heinemann, TV operations supervisor; Homer Heak, AVA program manager; Howard C. Luttgens, chief engineer; and Leonard Anderson, manager of integrated services.

The group will deal with such problems as drafting public service education material and inform listeners and viewers on defense against attack, and for action during and after attack; protection of NBC personnel and property; development of plans for continued station and network radio-voice operations in case of attack, Mr. Kopf said.

described Havana as the "nub" of most of the difficulties. The fact that there are now in operation in that city 29 AM stations and that U.S. television is agreeing to recognize 31 stations there was held by CCBS to be "cause, directly or indirectly, of mutual injury to broadcasting service in the United States."

Reasons Offered

Going into the various classes of stations, the CCBS offered its reasons for claiming that stations other than its group, are faced with the same or similar situations.

In its conclusion, CCBS contended that proponents of NARBA are "grossly exaggerating" the dangers of having no treaty pending the negotiation of another agreement. It was further held that the U.S. and Canada "can better afford the temporary lack of a treaty than can Cuba, and the Mexican interests."

CCBS suggested that sympathetic recipients of the letter might so inform their senators and the Senate Foreign Relations Committee.

NARBA proponents acknowledged the need of a treaty covering Mexico, but said that it was imper- nent that the present NARBA agreement be consummated to re- solve immediate interference problems with Cuba and the other signatories and that the negotiation with Mexico would be of necessity another step to be resolved.

Further, it was maintained that it would be easier to negotiate a fair agreement with Mexico than with other nations that have accepted the present treaty.

It was also felt in these quarters that had negotiations with Cuba been terminated and the United States be in a further more vulnerable position than would be broadcasting interest of our island neighbor. This was based on the need of a groundwave signal to serve the relatively small area of Cuba with comparative "immunity" against any "sympathetic" signal interference from the U.S. It was further held that the reverse situation existed for U.S. stations who relied on skywave signal and who could, and did, suffer structural signal inter- fered to heavy interference from stations of a nation not conforming to a treaty.

The allegation that a more effec- tive treaty could have been nego- tiated was disputed by NARBA spokesman who expressed the view that a new treaty could not have been negotiated in the reasonably near future. Further, he expressed the view as "favorable" to the United States could have been reached in future bargaining.

BAC TO EXPAND

To Insure Wide Representation

EXPANSION of the membership of the Broadcast Advisory Coun- cil, all-industry group organized to promote participation in government defense efforts, was voted at a NAB meeting held Thursday in Washington. The action was taken in accordance with a recommenda- tion adopted by the NAB board at its February meeting.

Aim of the expansion is to insure a truly representative cross section of electronic industry elements.

The council adopted a formal statement of its motives, as follows:

Resolved: The purpose of the Broadcast Advisory Council is to render ad- visory to the United States Government and others on means and methods to make the broadcast and television industry as useful as possible during the present emergency.

Thursday's meeting was called by Justin Miller, NAB president and council chairman. It followed earlier meetings in which members gathered first-hand knowledge of problems facing the nation. Opening meeting was held last Dec. 14, and included a visit with President Truman and with other high gov- ernment officials.

Present Thursday, in addition to Chairman Miller, were:

Frank Socolow, NBC; Earl Gom- mon, CBS; Glen Witham, Radio-Television Mfrs. Ass'n; President-elect; Walter Compton, DuMont TV Network, WCAU, Philadelphia; W. B. W. Waugh, WCAU, Lancaster, Pa.; Robert H. Hinckley, ABC; C. Howard Lane, Field Enterprises; William A. Yaw, WHAM Roche-ester; Seymour N. Siegel, National Ass'n of Educational Broadcasters; G. Richard Hill, ABC; John A. T. Dwyer, I. R. Louemans, WGB Buffale; Neal Maunphant, Richard P. Deherty, Vincent Mastian, and Ralph W. Hardy, all of the NAB staff. Mr. Hardy is council secretary.

Waltman Re-elected

LAVERNE WALTMAN, WLPO La Salle, 111., was re-elected chair- man, and Robert F. La Mere, WLSH Mattoon, vice chairman of the Illinois Broadcasters Association at a meeting in Springfield Feb. 23. The meeting was held following ses- sions of the Illinois Broadcasters Ass'n, which were highlighted by addresses from Illinois Governor Adair E. Stevenson and Oliver Gramling, assistant general manager of Associated Press [Broadcast- ing & Telecasting, Feb. 26; also see page 19]. An IBA resolutions committee, headed by Robert Burrow, WDC Danville, proposed that the IBA declare itself as a "state defense organization. The resolution was adopted by unani- mous vote.
Here is the nucleus for your modern 1 kw station

It was once said of a great American industrialist that "on a clear day he can see ten years ahead."

He couldn't do that today. Neither can anyone else. And because of the murky outlook, many broadcast station owners are losing no time in completing their modernization plans.

A number of those who hold one kilowatt AM grants have bought the new Collins 20V transmitter we announced a few months ago, because investigation convinced them it was the most advanced thousand-watt transmitter in the field.

The 20V is the product of post-war research and new engineering techniques. From the standpoint of design, performance, economy and reliability it will set the pace for many years to come.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through the use of high gain tetrodos which also permit the employment of low-drain receiver type tubes in the driver stages. Only 16 tubes, of but 8 types, are used in the entire transmitter.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. A large low speed, high volume blower passes 400 cubic feet of fresh filtered air per minute over tubes and components. The tuning and operating controls are conveniently located on the front. Tubes, components and terminals are quickly accessible from the rear.

Write, phone or wire your nearest Collins office for complete information.
NAB Becomes NARTB
(Continued from page 24)

ture and the move to draft Mr. Haverlin as president.
Judge Miller was elected NARTB board chairman at the February
board meeting in Florida, and technically holds that rank as of
March 5.

The whole process of transforming
NAB into NARTB will be spread over the next few weeks.
NARTB is not yet a living corporate
structure, technically, and it has no funds. So for practical
purposes much of the process will take place in steps.

NARTB's budget becomes available
as of April 1, start of its fiscal
year. The NAB-TV board, now
NARTB-TV board, will put most
of its structure on a going basis
April 1.

Things will happen rapidly in the
meantime, however. If Mr. Haverlin formally accepts the
NARTB presidential offer he is expected to assume the Washington
post well in advance of April 1.

Mr. Brown will assume office as
tv counsel at NABT Washing-
ton headquarters March 8 (Thu-
sday). Under tentative plans the
TV wing of NABT will be housed
on the second floor of the NAB-
T Washington building at 1771 N St.
Northwest.

Appointment of a general coun-
sel for NARTB will be left to the
new NARTB president, Judge Mil-
ler indicated last week. NAB board
members and members-elect have been contacted on possible
appointment of Frank U. Fletcher,
NAB director-at-large for FM sta-
tions, as general counsel [Broad-
casting • Telecasting, Feb. 19].

Board members were contacted on
the proposal to suspend a board
policy against appointment of sta-
tion owners to high NAB positions.
Mr. Fletcher is a part owner of
WART-AM-FM Arlington, Va.,
and is a partner in the radio law
firm of Fletcher & Milten. It is
understood the proposed Fletcher
appointment was favorably re-
ceived.

Activities of the special NAB
presidential committee were sus-
pended last week pending the
March 7 BMI board meeting.
The committee reported its decision to
Judge Miller, as BMI board chair-
man, and asked him to convey to
the BMI board the wide industry
support for the draft Haverlin
movement. Secretary of the com-
mittee is Ben Strouse, WWDC
Washington, NAB board member.

Members of the special presiden-
tial committee, besides Secretary
Strouse, are William A. Fay,
WHAM Rochester; James D.
Shouse, WLW Cincinnati; Robert
D. Swezey, WDSU New Orleans;
Paul McDonald, WHHM Memphis;
Allen W. Woodall, WDAK Colum-
bus, Ga.; William B. Quarton,
WMT Cedar Rapids, Iowa; Harry
R. Spence, KXRO Aberdeen, Wash.

MRS. FARRELL MCGONIGLE, secre-
tary to Wayne Coy, FCC chairman,
samples a useful gift sent by H. R.
Kreelstein, vice president and general
manager, WMPS Memphis—a supply
of St. Joseph aspirin. The aspirin is
a product of Plough Inc., owner of
WMPS. "There isn't any question
but what the FCC is beset with
innumerable problems resulting in
innumerable headaches," the thought-
ful Mr. Kreelstein wrote Mrs.
McGonigle.

Meas. Shouse and Fay were not
present at the Wednesday meet-
ing. Mr. Shouse, who is evaluating
government shortwave broadcasts,
had given his proxy and Mr. Fay
had contacted Mr. Haverlin earlier
in the week at the Canadian Assn.
of Broadcasters meeting.

Sydney M. Kaye, BMI vice presi-
dent and general counsel, was not
available for comment on the BMI-
NABT situation.

One thing was made clear. Mr.
Haverlin will not run BMI if he
takes the NARTB presidency.
Some confusion had arisen over
this point.

No word was available on a
possible successor to Mr. Haverlin at
BMI. Among names mentioned
were those of Robert J. Burton and
Roy Harlow, BMI vice presidents.

Traditionally the president of
NAB has been board chairman of
BMI. Therefore the BMI board
will decide if Judge Miller is to
continue as chairman or if Mr.
Haverlin should be named to the
post in case he accepts NARTB's
presidency.

TV Member Recruiting
Active recruiting of TV mem-
ers for NARTB was started last
week. All TV stations received a
letter signed by Judge Miller; Jack
R. Poppele, WOR New York, re-
taining TBA president, and Eugene
S. Thomas, WOR, as chairman of
the NAB-TV board [board story
Broadcasting • Telecasting, Feb.
26].

With membership approval of the
revised by-laws and charter a
certainty, the entire structure of
the industry's trade association
assumes new form. TV acquires the
autonomy it demands through a
separate TV board of directors. A
TV director or general manager,
whatever the title may be, is to be
selected by the board within three weeks. Mr.
Thomas has been mentioned fre-
frequently for this post.

The TV head, along with Mr.
Brown as TV counsel, will report to
the TV board. In turn the TV
board will hold joint meetings with
the NARTB board.

If Mr. Haverlin becomes presi-
dent, he will take over actual
operation of the association from
William B. Ryan, BAB president.
Mr. Ryan is serving NAB on a con-
sulting basis while directing BAB.
He joined NAB last spring, coming
from KNX Los Angeles.

Some phases of the new NARTB
operation remain to be clarified.
For example, the new by-laws give
the board chairman specific powers
in the by-laws and duties of the
board assigns to him. The presi-
dent's functions are specified in
more detail but it is not yet cer-
tain how the board committee
will be in legislative, governmental
and other special types of associa-
tion activity.

Thumbnail summary of main
changes in association structure
follows:

Name changed to National Assn.
of Radio & Television Broadcast-
ers.

Three-fourths vote of board re-
quired to elect officers (formerly
two-thirds).

One-third chairman of board cre-
ated (Justin Miller elected to this
post at February board meeting;
such to by-laws and charter
ratification in May).

Object of association broadened
to include all forms of aural and
visual broadcasting.

Chairman's duties—preside at
meetings of association; board;
preside at meetings of radio or TV
boards at their request; he is mem-
ber of board.

President's Duties

President's duties—execute board
policies, including TV and radio
boards; manage association affairs;
set up estimated budgets for associa-
tion and separate AM and TV
budgets for boards; serve as member of board; may
preside at association and board
meetings.

Two classes of active members—
radio and television. AM and FM
stations as well as networks may
be active members (for several
years networks have been per-
mits only associate membership
whereas they now may be either
active or associate). TV stations
and networks may be active mem-
bers.

Associate members (equipment,
transcription and other related
groups) may attend association
meetings, speak from floor, ex-
hibit products and receive services.

They cannot vote except on
committees.

Total number of directors not to
exceed 49—25 maximum for radio
and 14 for television. Each of 17
districts elects a director; two at-
large directors each for large, me-
edium and small AM stations and
two for FM stations.

TV board to consist of nine TV
member station directors of whom
at least two represent TV-only sta-
tions (more as ratio of TV-only
members increases); a TV net-
work may have a director but not
to exceed four directors for this
group.

Radio directors serve two-year

IVORY SOAP — 99.9% pure!
And the makers of Ivory have
done it! In fact they've done it with
over 14 years continuous adver-
sing. Any John Blair man
will be glad to give you more
facts and figures about KFYR.

550 K. C. • N. B.C. AFFILIATE • 5000 WATTS
BISMARCK, N. DAK.

Page 16 • March 5, 1951

BROADCASTING • Telecasting
WORLD CONTRACTS
Announces 5 New, 12 Renews
FIVE new contracts for the program services of the World Broadcasting System Inc., New York, and 12 contract renewals were announced by the firm last week.

New contracts are with WSPD Toledo, WVNJ Newark, WNMA Charleston, W. Va.; WMBO Auburn, N. Y.; and WDOV Dever, Del., the announcement reported.

Renewed contracts include those with WRRB (TV) Chicago, WBR Marion, Ind.; WAAM (TV) Baltimore, KOKX Keokuk, Iowa; KOVO Provo, Utah; WWGH Haven, N. Y.; WCGB West Yarmouth, Mass.; WAGI Elizabeth City, N. C.; KFBB Great Falls, Mont.; KFXJ Wichita Falls, Tex.; WHRI Hempstead, N. Y.; and WBZ11 Oil City, Pa.

WINNER of the 1951 Marquettte U. Byline citation was Leo James Bormann (r), chief of CBS news and public affairs department at WCCO Minneapolis. Presentation was made by J. L. O'Sullivan, journalist dean, on Feb. 25. Mr. Bormann, first winner in the radio news field, formerly was news director of WAT Cedar Rapids, Iowa, and is first vice president of NARND.

Largest Audiences Ever
IN JANUARY, 28 of the 33 TV cities reported on by C. E. Hooper Inc., showed higher evening broadcast audiences (radio plus television) than for any previous month in the firm's 16 years of continuous audience reporting, according to the February Hooperating Pocket-piece. In 26 cities, 40% or more of the homes called in the evening reported radio and/or video sets being used; three cities—Cincinnati, Dayton, Milwaukee—had an average evening audience of 50% or more.

New ASCAP Offices
AMERICAN SOCIETY of Composers, Authors and Publishers moved Friday to new quarters at 575 Madison Ave., New York. Otta A. Harbach, President, said the move was made to obtain larger space to house office operations.

FM SESSION
Tripartite Meeting Set
THREE-WAY FM conference will be held March 13 in Washington by the NARTB (NAB) FM Committee, the Radio-Television Mfrs. Assn. FM Committee and the special FM Industry Committee.

The meeting was arranged by Ben Strouse, WWDC-FM Washington, chairman of the NARTB FM Committee. John W. Craig, Crosby Division of Avco, is chairman of the RTMA committee. Morris Novik, radio consultant, is chairman of the special Industry FM Committee formed last August [Broadcasting: * Telecasting, Aug. 14, 1950].

Topics on the agenda include FM set production and promotion; percentage of manufacturer output devoted to FM; TV sets with FM tuners; ratio of table and console types of FM receivers; plans for production of FM-only receivers. Meeting will be held in the NAB board room.

An indication of manufacturer interest in FM set production was given in a letter sent by H. C. Bonfig, Zenith Radio Corp. vice president, to FCC Commissioner Robert F. Jones.

Noting that Comm. Jones was interested in the FM set problem, especially in rural areas, Mr. Bonfig said Zenith, unlike some other manufacturers, has always believed in FM and has "consistently sought to make available good FM receivers in large volume and at the lowest possible price."

Mr. Bonfig said Zenith engineers have worked diligently for years to develop super-sensitive FM sets at a low price. Its output and sales of table models alone, not counting radio-phonographs, or TV combinations, runs about 5,000 sets a week, he continued, and the company intends to keep up this rate, depending on availability of materials.

LOWELL THOMAS SAYS:
"Out of This World"*

MINITAPE... the ONLY miniature self-contained magnetic tape recorder... "IN THIS WORLD."

MINITAPE... credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to Tibet.

MINITAPE... the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.

Write for Brochure

DURING DECEMBER AND JANUARY OF THE YEAR THE "BEST SELLER" "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET" BY LOWELL THOMAS, JR. CREDITS EVERYTHING IN ITS FIELD... NON-FICTION AND NOVELS AS WELL.

STANCIL-HOFFMAN
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

March 5, 1951 * Page 37
MORE ‘VOICE’ PUNCH

THE ADDITION of top-flight advertising and network executives to the State Dept.’s information program on a consulting basis is giving the Voice of America “more punch” in its celebrated “campaign of truth” overseas.

This was revealed Wednesday by Edward W. Barrett, Assistant Secretary of State for Public Affairs, in an address before the Brooklyn Rotary Club.

At the same time Secretary Barrett reported that a “major effort” is underway to reduce the Voice to a whisper in China, and that the Soviet-inspired campaign has been “successful” in the southern part of the country. He cited the actions of the Soviet, however, as the best proof that the U. S. is “hitting the target” in its foreign information program.

Secretary Barrett’s talk was delivered a day before the State Dept. testified before a House Appropriations subcommittee on Voice funds for 1961-62 and during a full in-House activity on the proposal by Sen. William Benton (D-Conn.) for fresh inquiry into the effectiveness of the overall program.

Meanwhile, joint public affairs subcommittees of the Senate and House decided to postpone a briefing session, slated for today (Monday), on a Voice “progress report,” to be delivered by Secretary Barrett and other department officials.

Secretary Barrett, in his Brooklyn speech, did not reveal any names in connection with the additions, referring only to “two leading advertising executives” and “a research director from a major network” [CLOSED CIRCUIT, Feb. 19].

It was learned, however, that Ben Gedalica, ABC’s manager of research, would serve in a comparable capacity with the State Dept.’s information program. The name of one top advertising executive was withheld pending his notification to the agency, one of the larger advertising firms in the country.

Y & R Executives

Two other agency executives—both from Young & Rubicam—have been serving with the department in consulting capacities on a temporary basis in recent weeks. One of them is Sigurd S. Larmorn, Y & R president.

Secretary Barrett added that the Voice also has had the benefit of experience and fresh ideas from network producers and other top-flight personnel in the technical, press, film, education, public relations, and other fields.

The State Dept. official told the club that the Soviet Union utilizes “a thousand odd transmitters in a gigantic effort to block us.” In recent months officials have estimated that about 30% of the broadcasts aimed to Russia have been getting through.

Cited by Barrett

W&L NAMES
Four Vice Presidents

WARWICK & LEGLER, New York, appointed four vice presidents last week. They are Barrett Brady, copy chief of the agency for the past five years; Thomas H. Stanley, production director since 1935; Tevis Huhn, with the agency since 1939, and Donald Gibbs, a member of the creative staff for the past six years.

‘RED’ ENTERTAINERS

The House Un-American Activities Committee last week gave the green light to preliminary hearings on alleged Red influences in the entertainment world, setting a starting date for this Thursday.

Authorities said they did not know what extent the committee will probe into Communist activities—or to what degree the inquiry may touch on the radio and television industry [BROADCASTING • TELECASTING, Feb. 19].

Rep. John S. Wood (D-Ga.), chairman of the House unit, said the hearing set for next Thursday—and others tentatively set for March 21—will be a continuation of the committee’s probe, which aroused widespread controversy during hearings in 1947. Theme of the new inquiry is Communism in Hollywood, where observers felt could embrace a multitude of fields.

Even if the radio and television industry is not specifically singled out on its agenda, the names of left-wing entertainers who have been identified with broadcast programs probably are sure to emerge, if only inadvertently, committee spokesmen conceded.

Past reports issued by the House Un-American Activities Committee have served as the basis, in part, for the publication Red Channels, whichスerved protests within the broadcast field.

Clean Up Loose Ends

Rep. Francis Walter (D-Pa.), ranking Democratic committee member, told BROADCASTING • TELECASTING last Thursday that the new probe also would work to clear up “some loose ends” from the 1947 investigation and “clear the atmosphere.”

But the innocent entertainers had been deprived of employment because of alleged but unproved association with frankly subversive groups and that “some harm had been done.”

The committee hopes to hear testimony Thursday from V. J. Jerome, identified as head of the CP’s cultural commission and a figure during the 1947 hearings. Meanwhile the committee has dispatched two investigators to Hollywood to serve subpoenas on actors, actresses, writers and directors for appearances—beginning March 21.

While there was no tangible evidence that radio and television would figure in the forthcoming sessions, the question of television has arisen in another way in con-

W&L DRIVES UP YOUR CAR SALES

IN AMERICA’S DAIRY CAPITAL

In Wisconsin, cows provide the moo-la. Farmers and city dwellers both profit from a half-billion dollars’ worth of milk income every year. And the richest part of this great milkland is WKOW’s big half-million oval, where 874,000 people spent 875 million dollars in 1949 — including 156 million for cars alone.

WKOW-CBS
WISCONSIN’S MOST POWERFUL

The only 10,000 watt station in Wisconsin attracts everything in the state — with a primary listening area of 13 rich counties, and a daily “bonus” audience in every corner of the state. WKOW-CBS is your biggest advertising bargain in Wisconsin.

"MOO-LA" BUYS THE CARS IN WISCONSIN

WKOW DRIVES UP YOUR CAR SALES

IN AMERICA’S DAIRY CAPITAL

In Wisconsin, cows provide the moo-la. Farmers and city dwellers both profit from a half-billion dollars’ worth of milk income every year. And the richest part of this great milkland is WKOW’s big half-million oval, where 874,000 people spent 875 million dollars in 1949 — including 156 million for cars alone.

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SOMETHING NEW IS COOKING ON THE OLD MESABI RANGE...

The big hole in the ground pictured above was a puzzle at the end of World War II. The geologists and mining engineers of the American steel industry foresaw the day when the high grade ore left in the Mesabi mines would be getting dangerously low. Many steel companies set to work to scour the free world for new ore fields. Rich deposits were found in Labrador, Venezuela and Liberia, but the metallurgists who concentrated on the toughest problem of all are working to give America a new supply of iron ore right here at home. Plans are under way for nearly 200 million dollars of investment by steel companies to produce ore from taconite. Pilot plants to make the little pellets shown at the lower right are now in operation. If actual production is as good as now seems possible, millions of tons of iron that have been locked in taconite rock can be used... Like most of the things that give our country an edge over the rest of the world, unlocking the taconite rock was the result of competition for growth within private industry.

The full story of the struggle to make iron available from taconite to steel plants is told in this booklet. Write for a copy. It's factual, excellent for use by schools. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

Taconite rock has layers of iron all through it, but there is too much rock for blast furnace use. Powder the rock and magnetic processes can pick out the iron, but a blast furnace can't use iron dust either. The metallurgists found a way to make golf ball-size pellets of iron. Other engineers developed a way to make them in quantity. Result will be vast new ore reserves in the United States.
**ALARM DEVICE**

AN ALARM system unit, which could be used as “an instantaneous medium for emergency mass communication” in congested areas and also to alert and instruct people at home, has been proposed to the Federal Civil Defense Administration.

The device, known as the “Paul Revere Alarm,” was explained by Stanley Joseffoff, president of Storecast Corp. of America, and taken under study by CDA officials, who promised to review its capabilities in relation to present civil defense planning.

The alarm was designed to accomplish two major objectives, would enable ordinary receivers, particularly those in stores, offices and other establishments—to become “a vast outdoor emergency public address system”; it also could be connected to the average AM, FM, TV receiver as a “device for awakening, alerting and instructing persons at home by turning on “any turned off” radio or television set.

**Coverage Plan**

With the alarm it will be a “simple matter,” according to Mr. Joseffoff, “to have a loud speaker placed outside a few stores and offices in any block so as to furnish adequate sound coverage for the entire block both at street level and above.”

The speakers would remain “completely silent” at all normal times and would be unnoticed until called upon to go into action. They can, however, be turned on instantaneously and automatically on a given signal from an official central source in an emergency, according to Mr. Joseffoff.

Connection between the supplemental speaker and any receiver can be accomplished by plugging the speaker into a socket in the alarm, it was explained.

Applied to a home receiver, a family could retire for the night with assurance that the radio or TV set would awaken them at full volume. The alarm would not interfere with normal set operation, it also was stressed.

The alarm is a compact unit which can be connected in about 15 minutes, according to Mr. Joseffoff. Its basic ingredient is an inexpensive relay operating on a low-frequency radio pulse to reconnect the loud speaker leads of a muted receiver. Mr. Joseffoff estimates it would cost between $350 and manufacture, and said it has already been “successfully” demonstrated before the New York State Civil Defense Commission. Description of the alarm’s functions was submitted to John DeChant, CDA public affairs department.

**POSTAL RATES**

**Truman Wants Increase**

NOTING that there is little excuse for “general taxpayers to subsidize advertisers,” President Truman last Tuesday asked Congress to double postal rates on second-class mail, the category that covers newspapers and magazines.

His suggestion was contained in a general recommendation for increases in rates to wipe out the “bulk” of the postal deficit.

But, the President said, second-class mail rate doubling still would leave the general taxpayer “subsidizing second-class mail to the extent of more than 60% of its postal cost.”

In fiscal 1952, Mr. Truman noted, six billion newspapers are expected to be carried at about $242 million, although the postage paid will be about $170 million. Thus, he said, newspaper and magazine publishers will have $200 million, or 80%, of their postal cost “paid for them by the general public.”

It was pointed out that newspapers and magazines have substantially increased subscription and advertising rates in recent years; in many cases doubling or tripling the rates.

Other increases, aimed at reducing an estimated postal debt of $321 million were recommended for post cards, fourth-class mail (parcel post), rates on circulars and advertising matter, rates on registry, insurance, COD and special-delivery.

**Guard Session**

BRIEFING session for advertising agency representatives interested in competing for the National Guard Bureau account during the coming fiscal year will be held March 10 in Room 5E-180 at the Pentagon. In the Feb. 26 issue of Broadcasting • Telecasting, the room number was incorrectly stated as 3180.
AGENDA SET
For Oklahoma Conference

AGENDA of the March 9-11 U. of Oklahoma Annual Conference on Station Problems to be held at Norman, Okla., was released last week. A partial list of speakers follows:


Promotion problems will be discussed in a Friday session by Dave Taylor, WFRL Freeport, Ill.; William O. Wiseman, WOW Omaha; Rowland Broiles, Broiles Adv. Agency, Fort Worth.

Dinner Friday will feature a broadcast on "Freedom on the Airwaves," with M. S. Novik, public service radio consultant, as a guest. Representatives of NAB and FCC are also tentatively scheduled for this dinner.


Luncheon Saturday, sponsored by southwestern assn. for Education by Radio, with John W. Dunn, WNAD Norman, as chairman, lists Charter Heap on "Radio's Challenge in a Program of Civil Defense."

News Meets


Other sessions Saturday afternoon included John Paul Goodwin, Goodwin Advertising Agency, Houston; Monty Mann, Glenn Advertising Agency, Dallas; A. H. Caperton, Dr. Pepper Co., Dallas.

Sunday morning speakers scheduled are Pat Cranston, TELE-AM Dallas; Rowland Broiles, Broiles Agency, Fort Worth; Gene M. Lightfoot, Evans & Associates, Fort Worth. A telecast on WKY-TV Oklahoma City Sunday afternoon will include the appearance of E. W. Ziebarth, CBS, and others not yet announced.

Demonstration broadcasts from colleges and universities Sunday afternoon will be produced by Kansas State Teachers College, Pittsburg; Louisiana Polytechnic Institute, Ruston; Southwest Louisiana Institute, Lafayette; Baylor U., Waco, Tex.; Texas Christian U., Fort Worth, and Hardin-Simmons U., Abilene, Tex.

WESTERN UNION MAKES SURVEYS?

YES! FAST • THOROUGHLY • DEPENDABLY!

Through 3,200 offices, in 2,200 communities all over America...

With personnel accuracy-trained in the efficient handling of confidential facts...at a cost low enough to give you a pleasant surprise. Western Union is particularly well qualified and equipped to make local, sectional and national surveys swiftly and economically—often overnight!

MARKET RESEARCH ORGANIZATIONS...ADVERTISING AGENCIES MANUFACTURERS... RADIO STATIONS... PUBLISHERS

WESTERN UNION IS AT YOUR SERVICE TO—

- check public buying habits and brand preferences
- determine consumer opinion of a company and its products
- check consumer viewpoints as to prices and quality
- make spot checks of radio and television audiences and opinions
- check retail displays of advertising material

READ WHAT THESE SATISFIED CLIENTS HAVE TO SAY:

"...we are finding your survey service increasingly valuable in our work, as you will note by the orders you will receive today under separate cover."

"...never in my radio experience have I seen a survey tabulated as rapidly as this one. Furthermore, the survey shows care and consideration in its compilation."

"...the results of the survey were most gratifying, and the information we obtained from the poll is invaluable aid. It furnished us with accurate information we have been unable to secure by any other means."

"...thank you very much for the excellent service you gave us on our recent survey among families in this area. Although we requested this survey on very short notice, you furnished it in ample time and did, we feel, a swell job." *names on request

Western Union performs survey work according to your instructions and specifications by telephone interview or by questionnaire delivered by messenger from its many offices. Preparation of questionnaires, interpretation of results, and similar planning and evaluation are left entirely to the client or his advertising agency.

FOR FURTHER DETAILS—GET IN TOUCH WITH YOUR NEAREST WESTERN UNION OFFICE. FULL INFORMATION WILL BE SUPPLIED PROMPTLY. No charge or obligation.

Or write to Market Research Department, Western Union Telegraph Co., 60 Hudson Street, New York 13, N. Y. for Folder 68, on Market Surveys. Free.
A FEDERAL Trade Commission suit to enjoin Rhodes Pharmaceutical Co. from continuing broadcast and publication advertising for Imdrin has been dismissed by a Chicago Federal Court.

The FTC had sought a preliminary injunction pending issuance of a consent-decision order.

In dismissing the suit Feb. 21, filed in the U. S. District Court for the Northern District of Illinois (Chicago) Judge Walter LaBuy noted the commission had "failed to maintain the burden" of proof that an injunction was necessary to restrain allegedly false advertising of Imdrin. It was FTC's first attempted use of that statutory power since 1948.

Additionally, Judge LaBuy singled out FTC's "delay" in launching hearings on its complaint against the firm, which got underway Sept. 27, 1950-13 months after it commenced proceedings.

FTC had charged that further dissemination of Imdrin broadcast and published advertisements alleged to be false "may cause immediate and irreparable injury to the public in that persons induced by such ... advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparably crippling" [BROADCASTING * TELECASTING, Feb. 5].

'Early Determination'

Judge LaBuy noted that the commission has concluded its case with the prospect that "there will be an early determination of the merits" if the case is "diligently prosecuted." Imdirn is slated to present its testimony this month, after which appeals will be heard.

Frank E. Gettleman, Rhodes attorney, testified that previous cases of this type involved situations where the firms could not be stopped by ordinary cease-and-desist procedures.

PROBE DEMANDED

Of FM Set Output

A RESOLUTION demanding that Congress probe the "neglect and inaction" of radio manufacturers "in failing to provide sufficient FM sets" was adopted by stockholders of the Cooperative Broadcasting Assn., owner of WCPM (FM) Washington, which held its annual meeting Feb. 23. Wallace J. Campbell, association president, presided at the session.

The resolution, slated to be submitted to the Senate & House Interstate & Foreign Commerce Committees, charged that the "public interest is being thwarted by the radio manufacturing industry"; that "failure" to acquaint the general public with advantages of FM is "depriving the public of the educational, technical and cultural opportunities" of FM, and that the industry is "exhibiting a false competition between FM and AM broadcasting" and thus "interferes with the free and full use of radio channels for the public interest."" Sist proceedings; that Imdrin had continuously requested an early trial on the complaint, and that the commission was clearly responsible for the delay. The government was represented in court by Trial Attorney Joseph Callaway.

Onus of the court ruling rested largely on the Commission of conflicting affidavits in ... a technical case. "Mere denial of the allegations "would justify the issuance of the injunction ... but the defendants have filed their verified answer denying all the material allegations ... and submitted counter-affidavits in support of their answer," Judge LaBuy stated. Furthermore, where pleadings are supported by affidavits and witnesses do not actually appear, he added, "the contents of all ... are entitled to equal weight." He continued:

... A preliminary injunction should never be granted unless it appears clearly that the petitioner has sustained its burden. To resolve these cases completely on pleadings and conflicting affidavits does not satisfy the ends of justice.

Commission authorities said last week that the merits of the case probably will not be resolved before May at the earliest. Oral arguments were heard in the federal court Feb. 15.

MEDAL FOR MERIT

Urged for Dr. de Forest

REP. CHET HOLIFIELD (D-Calif.) would have the President bestow a Medal for Merit on Dr. Lee de Forest, whom the Congressmen describes as the "father of the electronic age."

Last week Rep. Holifield introduced a bill (HR 2964) in the House which would accomplish that purpose. Dr. de Forest, the California Congressman said, invented the three-electrode tube "upon which radio, recording, radar, and even splitting the atom is based."

The inventor, who is 78, is still active in his Los Angeles laboratory. The bill was referred to the House Armed Services Committee.

Cisum Nagro

HARRY C. BUTCHER, owner-president, KIST Santa Barbara, learned by chance that organ music, even played backwards, is well-heard. A control man inadvertently played the backwards tape recording of an organ program, which the station reports has a nice Hooperating. No one complained but the organist.
WOMEN’S AD CLUB of Chicago asked Jerry S. Stolzoff, new radio-TV production supervisor at Foote, Cone & Belding, to answer question, “Whose baby is TV?” Helping with the answers are Morton Tender (1), of Henri, Hurst & McDonald, and Bette Zellers, of Harvey & Howe.

NEW ERA

The broadcast medium, which has just enjoyed its best year, is entering a new era of productive results and service, Jerry S. Stolzoff, of Foote, Cone & Belding, Chicago, told the Nashville Advertising Federation Feb. 28.

Mr. Stolzoff has just joined FCB as radio-TV production supervisor. He formerly was vice president of Cramer-Krasselt Co., Milwaukee.

The year 1950 was “a year of growth for radio,” Mr. Stolzoff said. “Radio advertising results proved to be at an all-time high. Facts prove that radio time expenditures increased more than $25 million. Network volume was off slightly, but spot radio increased more than 10% over the previous year. And local radio increased almost 14% to the staggering total of $205 million spent in this single year.”

“1951 has started off with a rush. Not only has national spot and local business continued to move ahead rapidly, but network business has done an about-face, with the networks clicking off new sales at a near record rate for the first 60 days of this year.”

TV Impact

As to TV impact, Mr. Stolzoff quoted Pulse findings showing radio listenerhip increasing in television homes. He said fewer than 12 million homes have TV and that group spends no more time watching TV than radio owners spend listening to their radio sets. Furthermore, he noted, TV set owners still spend many hours a week with their radio sets.

Mr. Stolzoff said a number of department stores “are recognizing the power of radio to both back up their newspaper advertising and to sell those articles and services that radio can move in greater quantity at lower cost.” He listed Schuster’s in St. Paul, Goldblatts and Marshall Field in Chicago, Joske’s in San Antonio, Polk’s in Akron, Shillito’s in Cincinnati and Lit Bros. in Philadelphia as examples.

“More department stores should be using radio on a week-in-week-out basis,” he said.

“The exciting new development in radio is the use by advertisers, both nationally and locally, of radio to push special events, special promotions. Some of these advertisers, including several major department stores, have found that an intensive ‘push’ into radio for one of these special events can turn up outstanding results.”

“The life blood of radio is advertising on a 9 or 52-week basis,” Mr. Stolzoff said, but he predicted 1951 “will see as one of its major radio developments a tremendous increase in the number of advertisers using stepped-up campaigns for a week or a month or a season.

“From the standpoint of a retailer, radio above all other media affords this opportunity to do a high-powered job of building tremendous interest in a store event or a special purchase. The technique is tested and proved. It consists of early teaser copy following up with around-the-clock announcements even if it is just for a few short days.

“Mr. Stolzoff predicted rapid development of the eight-second commercial.”

SET OUTPUT

Drop Seen by Westinghouse

DROP OFF of about 29% in Westinghouse Electric Corp. radio and television receiver set production during the first quarter of 1951 was foreseen by Gwilym A. Price, Westinghouse president, who, with top members of his staff, held a news conference in New York last week. For the entire year, however, production is not expected to drop over 35%, he said.

The overall advertising budget of the company for 1951 will be “10% or more” higher than last year’s, Mr. Price revealed. “We are shipping for an overall production increase of about 25%,” he added.

Electronic tube production is to be given the status of a division and enlarged to fill two new plants which are planned, according to L. E. Osborne, vice president in charge of manufacturing. Increasing material shortages may cause a reduction in the number of radio and television receiver models, James H. Jewell, vice president in charge of sales and marketing, said. Although there would be no reduction during the first quarter of this year in any event, he said.

Mr. Price explained that even the company’s present radio-TV production rate, which is 25% below that for the first quarter of 1950, had been possible only “because of improvements in chassis design and circuits which have reduced the amount of material needed for each set, in accordance with regulations of the National Production Authority.”

But, he went on, “as far as Westinghouse is concerned, I think our experience applies to many other companies—production of civilian goods so far has continued at a substantial rate, in spite of an increasing load of military orders.”

$50,000 FIRE

Sweeps KFMB Headquarters

Fire which swept through KFMB San Diego’s headquarters in the Pacific Square Bldg. early Feb. 23 caused damage estimated at more than $60,000, according to Al Flanagan, program director. He is in charge of the station during the absence of Jack O. Gross, president and general manager, vacationing in Mexico.

The control room, where the fire started, was completely destroyed as were the transcription-recording library and TV props. We even Destroyed also were new AM and TV equipment as well as several feature motion pictures valued at several thousand dollars.

Discovered at 4:45 a.m., the fire was under control two hours later. Station went on the air at 7:04 a.m. from its transmitter in Mission Valley.

WAPI

WAPI commands a bigger average audience, 6 a.m. to midnight, seven days a week, than any other station in bustling Birmingham. (Pulse: November-December 1950.)

WAPI leads by far in local programming, too. Of the thirty-four locally-produced quarter-hours on "The Voice of Alabama" each day, WAPI is first in thirty-two.

WAPI leads all major categories of local programs show WAPI on top. The top-rated disc jockey, news, sports, farm, musical, serial and women's programs are all on WAPI.

WAPI week:

Week after week, WAPI shows are Birmingham's best. Pulse gives WAPI 10 of the Top 10 and 17 of the Top 20 locally-produced quarter-hours, Monday thru Friday.

WAPI long:

Long accustomed to being Birmingham's most listened-to station, WAPI is also Birmingham's best buy for your product. For details, call Radio Sales or...

WAPI

"The Voice of Alabama"

CBS in Birmingham

Represented by Radio Sales

March 5, 1951 • Page 43
WJBK-TV today canceled all local and CBS programs scheduled for this afternoon in order to carry an uninterrupted television broadcast of the Kefauver committee hearings in the Federal Building.

Richard E. Jones, general manager, said WJBK then would cancel all commercial programs on radio tonight to carry a radio broadcast of the night session of the committee.
"terrific impact • merits highest praise • wonderful service for our city • thoroughly fascinating • should arouse civic responsibility • alert reporting • deserve the highest praise and thanks • a historic event • masterful stroke of showmanship • absorbing and enlightening • most dramatic • very educational and interesting • greatest single public service"

THE FORT INDUSTRY COMPANY
Where Public Service is Never Lip Service

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455
The Plotkin Thickens

IT'S HAPPENING again. The FCC majority, still hypnotized by its brain-trust lawyers, has authorized payment of\n\nthe McFarland Bill (S-686) to institute desperate-\n\nly needed reforms in FCC procedures. The bill has been approved by the Senate for the third-\n\ntime—with no open FCC opposition.
\nIt is in the House where the legal cabal is at work. It is using practically the same script as a year ago, but with a defense twist.
\nThe FCC lawyers want no new legislation that will wrest the control they hold over all FCC\n\noperations from legislative hands. The bill, as well as legal. The McFarland Bill would halt ex-parte maneuvering, and place responsibility where it belongs—with the Presidially\n\npicked and Senate-confirmed Commissioners.
\nIn closed House hearings a fortnight ago, the FCC resubmitted its "model" bill. It saw no need for legislation along the lines of the\n\nMcFarland Bill. It wants merely three or four changes will the Senate do at this time. It blandly selected palatable parts and talked down changes in substantive provisions that would take away its gun (and the lawyers' power).
\nAs always, greatest secrecy surrounds the FCC's suggestions. The hearing was held be-\n\nhind closed doors—at the FCC's behest. But the "model bill," which we reported in detail in our issue of Jan. 30, 1950, is about as secret as yesterday's Congressional Record.
\nThings have changed since the FCC lawyers did the machele job on the McFarland Bill last year. No one who opposed the bill in January 1950, is now Mr. Sadownik,\n\nsen. McFarland, who was a member of the Senate Interstate & Foreign Com-\n\nmerce Committee last year, is now the major-\n\nity leader—No. 1 party man in the upper chamber.
\nHouse Committee Chairman Crosser, who last year was told the McFarland Bill was a radio version of the Wall-Hartley Bill (hence it's a pro-labor man) now knows the acts.
\nOf course, the Cotton-Coitkin-Goldman-Solomon quadrivirate of FCC legal light\n\nstill has in its vest pocket the House commu-\n\nication's bill. Mr. Poore, who opposes:\n\nhis collaboration last year that aided the FCC\n\nlawyers in thwarting remedial legislation,\n\nkeeps invalidate the FCC's record of blocking\n\ny any changes above the law since 1934.
\nIt is our guess, however, that the strategy won't work this time. The FCC wants, and per-\n\nhaps needs, the authorization for new mon-\n\ntoring station facilities. It covets a radio fraud law similar to the postal fraud law. It wants other sugar-coated provisions of the\n\nMcFarland Bill. Its device is to get them piece-\n\nmeal, thereby kicking the bill in the teeth.
\nWhat will the Senate do? Communications\n\nbills automatically go to the Interstate Com-\n\mitee, headed by Sen. Big Ed Johnson, and of which Mr. McFarland remains the rank-\n\ning majority member. While we do not have the complaint of the distinguished Senate\n\nmen, we surmise will see it to that these piece-meal amendments will be attached to the thrice-approved McFarland Bill, and shunt-\n\ned back to the House. In fact, this happened Wednesday to the curing amendment.
\nThus, if the FCC wants its monitoring money, or its sugar candy, it will have to take them hand-cuffed to the lawyer wing-clipping provisions of the McFarland Bill. They can play politics all day long.
\nHow long this travesty will endure we do not know. It's our feeling, however, that a few well-timed speeches on the Senate and House floors laying bare the artifices of the FCC's legal minions over the years, would yield the essential results.

Blueprint To Ruin

AT THIS juncture in our defense economy both the administration and at least a majority of Congress are disposed to treat advertising costs in relation to taxation precisely as was done in World War II. Then, all ordinary and necessary and reasonable expenditures were regarded as deductible.
\nThe new excess profits tax law takes cognizance of this, both as to capitalization of advertising, and expenditures for advertising and goodwill. It tacitly approves, therein, the necessity for manufacturers to protect their\n\ncompetitive positions by institutional or "brand name" advertising, even if they do not produce a single item to sell the public.
\nBut advertisers, and the advertising media, certainly cannot manage their own difficulties on somebody's dime. The new excess tax law comes at a time, technically, when we are not at war. We are in a defense emergency, and in its early stage at that. What will happen if all-out war comes? What when govern-\n\nment revenue requirements reach new peaks due to full-tilt mobilization?
\nEven now some left-wing members of Congress are talking loosely about a "tax" on advertising. In the military there are those who\n\nthink, if anyone has never worked in industry) oppose an allowable advertising deduction. The grade-
\nlabeling sleazos are omnipresent, and many of the professorial geniuses, who abound the Wash-\n\nington scene when there's an emergency, get in their licks via the brain trust vistas.
\nThe most potent danger reposes in the phi-
\nlosophers' argument. The new excess tax law contains a provision, which traditionally increases when the available supply of consumer goods declines. The notion is that if advertising remains a deductible item, the government will lose a sub-
\nantial pot of new revenue. And Uncle Sam, in his quest for new money, may look toward the now tax-free labor unions—biggest busi-
\nesses that money around.
\nThey even hazard the view (cockeyed, we think) that newspapers and magazines would be only passively resistant to a limitation on pure\n\ninstitutional advertising—because of their competition with radio and TV. They base that on impending cut-backs on newspaper and possible rationing of newspaper display space, which could be reflected in diversion of instit-
\nutional buying to the broadcast media. All this may be well. Yet it's an open secret that union leadership is seeking means of postponing the day of labor union taxation. They brush aside the argument that to kill advertising is to kill opportunities for employment in normal times.\n
Here we have the ear-marks of nationaliza-
\ntion of industry. The plight of the British economy as a consequence of nationalization should be lesson enough.

WESLEY IRVIN NUNN

SEVEN YEARS AGO, a leading efficiency organization made an analytical study of the structure of Standard Oil of Indiana and discovered it maintained one of the smallest advertising departments among all multi-
\nmillion-dollar companies. The department, purposely small, was itself based on a system of efficiency, with a few key people responsible for decisions and directing duties of others. This is a principle and standard practice of Wesley Irvin Nunn, advertising manager of the company since 1936. He heads a staff of 19 persons, seeing that Standard Oil's advertising agencies (McCann-Erickson and BBDO) and other "suppliers" assume as much of the work load as possible.
\nEfficiency is ruthless and unemotional with Mr. Nunn. His absorption in advertising, how-
\never, is obvious to anyone. Almost all his ac-
\ntivities—both in and away from SO headquar-
\nters on Chicago's Michigan Blvd.—center on advertising. A member and former president of the Chicago Federated Advertising Club, Mr. Nunn is vice chairman on the board of directors of the Assn. of National Advertisers, board member of the Advertising Federation of America, board member of the Advertising Council—in which for the fourth year he is coordinator of the "Stop Accidents" campaign on behalf of the National Safety Council—and one of three men on the national advisory coun-
\ncil of Alpha Delta Sigma, professional adver-
\ntising fraternity.

A natural conviviality and sense of humor blend easily with his slight southern accent, as Mr. Nunn was born in Martinsville, Va., and lived for many years in Oklahoma. Mr. Nunn, one of 10 children, was born in "the heart of tobacco land" April 23, 1895. He is one of the few stalwarts who can comprehend a tobacco auctioneer's scrambled speech, as he watched such proceedings almost daily until he was 12. His father, a tobacco wholesaler, conducted many auctions at their home.

Western traditions became a part of the youth's life when, in 1907, he joined an older brother in Indian Territory, two months before it merged with Oklahoma Territory to become the state of Oklahoma. Interested in many things, young Wes enrolled at Oklahoma A & M after high school and "dabbled" in engineering. When "I found I was spending all my spare time writing for college publications," he con-
\nted to journalism school at the U. of Okla-
\nahoma. There, "purely by accident," he took the first step toward an advertising career.

A Kappa Sigma fraternity brother, ill and (Continued on page 76)

BROADCASTING • Telecasting

Page 46 • March 5, 1951

our respects to:
Jackrabbits are Consumers

...but they don't spend money!

When we talk coverage ...
when we talk market ...
we count noses and dollars,
NOT wide open spaces!

ENGINEERS' REPORT ON WFAA-TV

- Population in 5000 uV/M Contour 611,738
- Population in 500 uV/M Contour 1,028,142
- Square Miles in 5000 uV/M Contour 901
- Square Miles in 500 uV/M Contour 4,002

MORE POPULATION  MORE COVERAGE  MORE BUYING POWER

Serving BEST the MOST with 27.1 Kilowatts

WFAA-TV
Channel 8
Dallas

Represented Nationally by Edward Petry & Co.
FRED S. HEYWOOD appointed sales promotion manager WCCO Minneapolis-St. Paul, succeeding Tony Moe [Broadcasting • Telecasting, Jan. 15]. He was manager of advertising, promotion and publicity WBAL-AM-TV Baltimore, and also directed news and special events operations for WNBC New York.

H. G. FEARNHEAD, vice president and treasurer Yakima Broadcasting Co., Washington, named general manager and treasurer KYA San Francisco, replacing GIL PALTRIDGE, resigned.

ROBERT BALFOUR named vice president in charge of sales promotion Forjoe & Co., station representative, coincident with return from special assignment as lieutenant with U. S. Pacific Fleet. WILLIAM R. WYATT, general manager Forjoe Chicago office appointed vice president in charge of sales for Midwest Division. ELAINE SKINNER, formerly with Paul H. Raymer Co., Joseph Katz Co. and Ruthrauff & Ryan, named office manager Forjoe's Chicago Midwest Division.

PHILLIP WATERS, account executive KXL Portland, Ore., named manager KOOS Bay, Ore., replacing HAL SHADE [Broadcasting • Telecasting, Jan. 29].

PAUL MULVIHILL, Toronto, and RADIO TIMES SALES, Montreal, will represent CKTB St. Catharines, effective April 1.

JIM SZABO, WWRL Woodside, N. Y., to sales staff Adam J. Young Jr. Inc., N. Y.

ROBERT C. WIEGAND appointed to sales staff WJMO Cleveland.

GEORGE BAKER, general manager Cincinnati division Hugh-Peters Inc., appointed administrative assistant in charge of hard goods sales WLWT (TV) Cincinnati.

CHARLES L. SCOFIELD, station manager, and JAMES CARSON, commercial manager KJF Miles City, Mont., to reopen and operate KWBM Williston, N. D., as partners.

THE BOLLING Co. Inc., N. Y., appointed national representative for KXLW St. Louis.

SALES PROJECT

NBC Sets Meeting Tour

SCHEDULE of meetings in which NBC officials will show the network's new radio sales presentation to its affiliates throughout the country was announced last week.

The sales presentation was first shown to members of NBC's Stations Planning and Advisory Committee in mid-February, and is being taken on the road at the committee's request [Broadcasting • Telecasting, Feb. 19].

Five showings are scheduled, all in March, starting Thursday and Friday at the Beverly Hills Hotel in Los Angeles, where representatives of 32 stations are expected to be on hand. Other showings:

Schedule

March 13, Shamrock Hotel, Houston, 20 stations; March 15, Biltmore Hotel, Atlanta, 37 stations; March 19, Warwick Hotel, Philadelphia, 35 stations; and March 23, Drake Hotel, Chicago, 37 stations.

NBC officials making the four week tour will be Charles R. Denny, executive vice president; Carleton D. Smith, vice president in charge of station relations, and Norman E. Cash, director of radio station relations.

Feature

(Continued from page 18)

the Cal Crim Detective Bureau Inc., to advise grocers on how to guard against dishonest customers, employees and check utterers.

Further impetus is given WSAI advertisers through a display of sponsors’ products in a modern shelving plan. Refreshments are served—usually sponsors' products. WSAI talent provides entertainment.
DAN HYDRICK Jr. appointed manager WDYK Cumberland, Md.

WILLARD BOTLER, WFTL Ft. Lauderdale, to sales staff WEAT Lake Worth, Fla.

WINSTON S. DUSTIN, vice president in charge of sales WNOE New Orleans, named to similar position KNOE Monroe, both owned by James A. Noe.

JAMES D. BAILEY, sales representative KTRF Thief River Falls, Minn., to WFHR Wisconsin Rapids, Wis., in same capacity.

JACK MOHLER, account executive WOR New York, to active duty with Army military intelligence as captain.

JOHN D. VELLER and BEN MCKINNON appointed to local sales department, WBT-AM-FM and WBT (TV) Charlotte. Mr. Veller was with WMRC Greenville, S. C., and Mr. McKinnon has worked in public relations field.

PAUL GUDT appointed to sales and advertising staff WIBV Belleville, Ill. Was with KARK Little Rock.

Mr. Veller
WILLIAM SCHNAUTZ, account executive WPTR Albany, N. Y., appointed local sales manager. GEORGE SUTHERLAND, sales manager, resigns. JOHN C. GILMORE named account executive for station.

PERSONALS

WILLIAM F. LUCEY, business manager Lawrence Eagle-Tribune and WLAW Lawrence, Mass., honored by friends and business associates in recognition of his appointment by Pope Pius XII as member of the Assn. of Master Knights of the Sovereign Military Order of Malta [BROADCASTING * TELECASTING, Feb. 19]... W. J. WARREN, assistant to president WITH Baltimore, father of boy. ... JOHN D. SCHEUER Jr., operation assistant to general manager WPIL Philadelphia, will speak on "Radio and Television as Educational Media" at Hospital Standardization Conference of American College of Surgeons today (Monday), at Bellevue-Stratford Hotel, Philadelphia. ... ERNEST L. SPENCER, president and general manager KVOE Santa Ana, Calif., elected to board of directors Santa Ana Chamber of Commerce. ... PAUL R. BARTLETT, president and general manager KFRE Fresno and secretary-treasurer California State Radio & Television Broadcasters' Assn., elected chairman Fresno Convention & Tourist Bureau.

BENEDICT GIMBEL Jr., president WIP Philadelphia, named radio-TV chairman for Philadelphia's 24th Annual Educational Week for the Blind. Serving with Mr. Gimbel are: WILLIAM BANKS, WHAT; JOSEPH CONNELLY, WCAU-AM-TV; DOUGLAS HIBBS, WTEL; JOHN J. KELLY, WPTZ (TV); JULES RIND, WPEN; JOHN SCHEUER, WPIL-AM-TV; PATRICK J. STANTON, WMJ; FRANKLIN TOKE, KYW, and RUPE WERLING, WIBG. ...

MAX LEON, owner WDas Philadelphia, elected to board of directors Philadelphia Opera Co. ... RALPH HANSEN, account executive KING Seattle, appointed general chairman Seattle Advertising and Sales Club's annual awards committee "for the best locally produced advertising" ... DANIEL W. KOPS, vice president and general manager WAVZ New Haven, elected to board of directors of Quinnipiac Council, Boy Scouts of America. ... J ACK KENT COOKE, owner GREY Toronto, chosen one of 10 best dressed men in Canada by directors of Canadian Men's Apparel Fair.

JOHN F. NOONE, WPix (TV) New York, serving as general chairman of advertising division, Cardinal's Committee of the Lailly, in connection with New York Catholic Charities' 1961 fund appeal, which started last week. BERNARD C. DUFFY, BBD, and JOHN C. KELLY, Kelly-Nason Inc., are general vice chairmen. THOMAS H. SHANLEY, Warwick & Legler, is advertising agencies chairman.

KARL O. WYLTER, vice president-general manager KTSM El Paso, elected president of 1961-62 Southwestern Sun Carnival. ... ART HARRE, general manager WJJD Chicago, named to public relations committee of American Cancer Society, Illinois division.

WMC is MEMPHIS MARKET MINDED!

For over twenty-seven years, Radio Station WMC in Memphis has kept its programs attuned to the wants and needs of its market. This market awareness, this realization of the program preferences of Memphis and Mid-Southern listeners, has made WMC a favorite among the 800,000 radio homes in the Memphis market area.

The Gene Steele Trio
Another successful example of WMC's Memphis Market Mindedness! Gene Steele, during the past thirteen consecutive years, has broadcast more than 3,580 programs for the same sponsors, Malone & Hyde, Incorporated, wholesale grocers. Five times a week, two hundred and sixty times a year, his program gets a fine reception in thousands of Mid-South homes.

—and here's what the sponsor thinks of it!
"We believe Gene Steele is the most consistently popular local live radio personality now broadcasting in Memphis. Year in, and year out, Gene has sold the quality foods which we distribute. His record speaks for itself." Signed, J. B. Hobe, Malone & Hyde, Memphis, Tennessee

WMCF
WMCT
260 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South

Representatives, The Franklin Company
Owned and Operated by The Commercial Appeal

March 5, 1951 — Page 49
and Hooper discovers that:

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

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

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in 18 of the 22 cities. Station "B's" share of audience is 20% or over in only 4.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Call NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., today!
DOUBLE THE SETS MEANS DOUBLE THE SELL

And that's just what happened in these twelve great markets ... in eight short months. Since June their TV sets have doubled in number. Twice as many sets, twice as many viewers. To advertisers that means twice as many buyers.

And the number keeps growing.

So stake out your claim in these prosperous, fast-growing markets. Be sure that your product is on TV in each one ... being sold, week after week, over twelve of the most highly viewed television stations in the country.

WSB-TV .............Atlanta
WBAL-TV .............Baltimore
WNAC-TV .............Boston
WFAA-TV .............Dallas
KPRC-TV .............Houston
KFI-TV .............Los Angeles
WHAS-TV .............Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV .............Nashville
WTAR-TV .............Norfolk
KPHO-TV ............Phoenix
WOAI-TV ...........San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
**A Steinman Station**

**NBC**

**TV-Affiliate**

**WDEL-TV**

CHANNEL 7

WILMINGTON, DEL.

**F**IRST

**IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.**

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

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

In the nine year period, 1939 to 1948, employment rose 34.4%.

Data from 1940 Census of Population and 1948 Census of Business, figures released December 1950.

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

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

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

**Represented by**

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
By LARRY CHRISTOPHER

IN SPITE of the rumor mills, FCC really doesn't know exactly when it will be able to lift the television freeze, begin granting new TV stations, or, for that matter, how soon it can begin hearings on city-by-city allocation proposals (last phase of the overall TV proceeding).

But, TELECASTING last week on authority did learn:

- Revised allocation proposals probably will be issued, particularly for "headache" areas like Ohio.
- Staff recommendations and reports are nearing completion and may be ready for preliminary consideration by the Commission this week.
- FCC may not await Chairman Wayne Coy's return from vacation (probably the week of March 12 at latest) to begin preliminary study of reports, if they're ready, but the Chairman most surely will take part in final draft approval.
- It's hoped final revisions can be whipped together for public issue by mid-March with "optimistic" goal of starting the city-by-city allocation-proposal hearing in early April.

The delicate balance of factors involved, however, and any one of several problems could throw the present "estimate" off by weeks, one Commission source indicated.

For example: It may be found necessary to re vamp the allocation table to such a degree as would require issuance of a formal revised proposal and the receipt of comments, counter-proposals and replies thereto; or, the educational TV issue, favorite field of Comr. Frieda B. Hemmick, could throw in a road block by requiring separate allocation consideration and even a special engineering study on the side to determine education's needs.

Technical Issues

Another snag could ensue in attempting to resolve the many technical issues and other policy concerns, as with the telecasting prophecies, oscillator radiation, directional antennas, standardizing an intermediate frequency (IF), Stratovision, "polycasting," VHF, UHF intermixture etc. Compro mises will have to be made in order to get the soundest and most equitable allocation on an overall basis.

When the Commission hears will guess how long some compromise might take to be resolved.

Generally speaking, this is the evolution of the TV situation from hereon:

(1) Staff reports and recommenda tions are in preparation. They're concerned with all aspects—legal, economic, technical, policy. They attack from all angles, constitute alternate proposals and their effects.

(2) Possibly this week, they'll be lumped into a single package, passed over chief engineering and legal desks in a shake-down run, then placed before the Commission for its initial review.

(3) FCC, together with staff experts, will sift through the drafts, settling broad policy issues first and then biting into the details. A detail, such as a crucial engineering factor, could modify policy from the outset.

(4) Agreement upon final drafts, directions to staff for preparation of revised report and its issue. Scheduling of further proceeding or city-by-city hearing.

(5) City-by-city hearing, possibly to last a month to six weeks at present guess.

(6) Let staff and Commission round at settling a final decision and agreement on target date for lifting freeze, as well as post-freeze procedural policy.

(7) Final decision (no initial or proposed decision to be made). Specification of "interim" period in which no grants will be made and in which new applications will be accepted before processing commences (this may be 60-to-90 day or more period after decision). Announcement of post-freeze policy ("Lines" could be established as in AM previously if big rush ensues). Scheduling of hearings and further heartburn in areas where more bids pend than there are available channels.

(8) Grants. The freeze is over. That is, grants if defense needs don't crowd out raw materials to the extent stations can't be built.

One Commission spokesman has indicated if allocation table revisions are not too drastic, FCC might forego further delay in the formal-comment procedure by employing the "first report" technique used in the color television decision and swing right into the city-by-city hearing. Comments and counter-proposals would be taken as the hearing went along.

It was pointed out, also, FCC need not go as far as a "first report," but merely by informal notice indicate the modifications proposed and then continue into the last phase of hearing. All indications are FCC doesn't want to delay a moment that really isn't necessary.

Coy Review

Chairman Coy, in his talk before the New York State Publishers Assn., reviewed in considerable detail the factors involved in settling the TV case [TELECASTING • TELECASTING, Jan. 22]. He indicated he hoped the freeze would be lifted and grants commencing before the "third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air."

The freeze was imposed Sept. 30, 1948. Last chronology and review of the freeze was published in the Dec. 4, 1950 TELECASTING • TELECASTING.

Sarnoff Birthday

BRIG. GEN. DAVID SARNOFF, board chairman of RCA, was guest of honor Tuesday at a luncheon attended by a party of 34 top RCA executives at the Waldorf-Astoria, New York, celebrating his 60th birthday. Group, including 10 of the 12 RCA directors and the top executives of the corporation's operating companies, presented Gen. Sarnoff with a scroll bearing signatures of all present, and a clock-barmometer.
RCA, EMERSON REPLY

ON COLOR MOTION

BOTH RCA and Emerson Radio & Phonograph Corp. last week told the U. S. Supreme Court that the Chicago Federal District Court had not afforded "judicial review" in dismissing its suit against FCC's color decision. Likewise, Emerson and RCA—the latter with its two subsidiaries, NBC and RCA Victor Distributing Corp.—charged that the Administrative Procedure Act had been disregarded by the FCC in "refusal" to consider certain "relevant" matter in the color proceedings.

These contentions were set forth in appellants' reply to an earlier motion of the FCC, CBS and the Justice Dept. directed to the Supreme Court and asking that the Chicago court's judgment be affirmed [Broadcasting * Telecasting, Feb. 12]. In addition, the joint appellants said that it had dissolved the temporary restraining order against commercial use of color, which had been issued by the lower court.

Contents of RCA Reply
In its argument last week, RCA held:

1. Transmission standards for TV which "cannot be received on any of the 12 million receivers in the hands of the public are contrary to public interest." 
2. The Commission record is "admittedly inadequate" and it has "violated its duty to inform itself" and to take account of determinative facts.
3. Prohibition of broadcasting of compatible system in competition with incompatible is "contrary to law." 
4. "Errors" were made in the District Court.
5. No administrative agency staff "acted as impartial staff member" (E. W. Chapin, chief, FCC Laboratory Division).

RCA interpreted the incompatibility of the CBS color system as meaning that present set owners would have to spend $50 or more to restore program service, and even then the CBS system would afford a "degraded" black-and-white picture with half the detail of present pictures. "Incompatibility is a basic defect in a color system," declared RCA. "The cost of achieving compatibility should be borne by the developer of a color system" and not be "passed on to the public."

RCA charged the Commission last fall adopted the CBS system without "receiving such further information as to the CBS system, refusing to consider further information which reached the FCC system, and without according opportunity for further development."

RCA stated:

The significant point here is that the Commission recognized in its First Report that the record of the hearings before it was inadequate to enable it to discharge its duties. The Commission nevertheless failed to inform itself to matters it recognized it should.

Whether the Commission can base a decision upon a record which its own Board of Governors, independently, presents a novel and substantial question for this Court to decide. RCA cited the words of Judge Walter LaBuy of the District Court wherein he stated "...it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based on speculation and hope rather than on demonstration."

Procedural Violation Mentioned
Question of violation of the Administrative Procedure Act was raised in the RCA brief, which referred to "refusal! of the FCC to consider the RCA reply brief and the report of the Condon Committee "even though these were submitted in the RCA comments which were requested by the Commission Sec. 4 (b) of the act provides, in part:

After notice required by this section, the Federal agencies shall afford interested persons an opportunity to participate in the making through submission of written data, views, or arguments with or without opportunity to present the same orally in any manner; and, after consideration of all relevant matter presented, the agency shall incor

porated in any rules adopted a concise general statement of their basis and purposes.

As a result of the color decision, declared RCA, the present system of black-and-white must face competition with CBS black-and-white, but that CBS is "immunized" from competition with compatible color.

"There is no finding by the Commission, contested or otherwise, that the commercial broadcasting of the RCA compatible televisions system should not be authorized together with the incompatible one.

RCA pointed out "so far as appears...the Commission did not even consider there was any middle ground."

Withheld Judgment
Referring to "errors" of the District Court, the appellant's reply said "the express language of the District Court showed it intended to leave the decision of this case on the merits to this Court."

RCA pointed out that certain evidence, given to the Commission but disregarded by that agency, was further submitted to the District Court for decision but not for any results. Of this, RCA said:

"Surely the District Court was in error in concluding that it could not consider such evidence for the purpose of determining whether such evidence should have been considered by the Commission."

In its reply last Monday, Emerson declared the order may "accountably coagulate the character of television for generations to come" in that a system established cannot be changed. Accordingly, the appellant urged the Commission to solicit the careful review of its judgment in order to afford...maximum demonstration and make sure the decision is free of detectable error."

Emerson contended that the FCC showed "stout resistance" to re-examination of its ruling by "refusal! to consent to a stay of the color order "while the court deliberated on its issues." The Em-

erson reply declared Congressional policy, "as reflected in the Administrative Procedure Act and debate which led to its enactment," is designed to put a "light curb" upon "claims to administrative omnipotence" rather than give those claims "the free rein" sought by the FCC.

The District Court action in restraining enforcement of the color order pending a decision, and continuance of the temporary restraining order the Supreme Court was cited by Emerson as recognition of "the substantial character of the appellants' challenge."

However, the Emerson reply pointed out that the District Court had not afforded "judicial review" of the case and with "forthwith policy of indecision" had failed to resolve substantial questions. The appellant said: But the District Court, although it observed the Rule against enforcement, withheld the substance of the decisive safeguard guaranteed by statute, recognized in the safeguard guaranteed by statute..."judicial review." The District Court's order was governed by its discovery that the widespread legal controversies and the issues raised by applicants rendered this a case of "substantial question...the finality of decision which can be made...in this case." For the District Court, believing on heretofore good authority that "any decision...to [the Supreme Court] as a matter of right," sloughed off the matter to the view that in traditional quality what it chose to regard as "little more than a practice session where the parties prepare and test their ammunition for the future" the "court...to unravel the last faded remnant of its appearance, in its completeness, in its own abdication and its careful framers..."shifted by thereby to this Court the District Court's opinion and preservation of its responsibility for the judicial review of administrative action.

With another candidate, the District Court announced "that in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we do that the controversy can only be finally terminated by a decision of the Supreme Court."

Emerson Questions
Questions which Emerson claimed the District Court failed to raise:

1. Whether substantial evidence supported the FCC adoption of CBS color standards?
2. Whether, assuming arguendo that the FCC had a substantial basis for adopting CBS color, the FCC (Continued on page 6)

TV Censorship: One Down, More to Go

REFUSAL of the Supreme Court to review a decision of the U. S. District Court of Pennsylvania, which held that states are not empowered to censor television films, confirms the well-recognized principle that television, like radio, is interstate commerce, subject only to federal regulation. And it preserves the sanctity of the First Amendment guaranteeing the fundamental freedoms.

It is a cause for concern, however, that the Pennsylvania State Board of Censors shut up. It seems not to have had similar effect elsewhere, however.

In St. Louis, James J. Carroll, notorious betting commissioner, refused to testify before the Senate Crime Investigating Committee while sessions were being televised. Some law

is bound to be written on this subject unless the committee decides to let the matter drop and let Mr. Carroll have his impudent way.

In Boston, which bans books faster than new ones can be published, the Most Rev. Richard J. Cushing, Roman Catholic Archbishop, was quoted in a newspaper as criticizing "suggestive" television and saying that TV is "destined for censorship."

In Washington, Rep. Thomas J. Lane (D., Mass.), alert to the wishes of his esteemed constituent, made a 10-minute speech on the floor of the House attacking immoral television. But the FCC could establish a board of censors to review TV shows. The congressman added that if the FCC did not respond to his suggestion, he

would introduce a bill to set up a TV censors board.

All these matters are probably going to be discussed when the FCC gets around to its hearings on the subject of television programs, the hearings which it is conducting at present as procedures that led up to the radio Blue Book.

The point for broadcasters to keep in mind is that they must begin now to prepare their defenses. They must provide organized resistance against the kind of censorship that the arrogant betting commissioner of St. Louis is demanding, and that the FCC and its bishop and the congressman. To give in to either form would be to forsake a basic right of freedom of the air.

AN EDITORIAL
THAD H. BROWN Jr., special partner in the law firm of Roberts & McNalis and counsel for Television Broadcasters Assn., will take office March 8 as counsel for the TV branch of the National Assn. of Radio & Television Broadcasters, successor to NAB (see NARTB story page 23).

Mr. Brown was appointed TV counsel to NARTB by the TV board of directors as TBA gave up the ghost except as a legal entity. He has resigned from Roberts & McNalis.

Decision to keep TBA alive until April 1 as a legal entity was reached Tuesday at a conference of TBA board members. A board meeting was not scheduled but a quorum failed to appear. Present were Jack R. Poppele, WOR-TV New York, TBA president; Frank M. Russell, NBC; Joseph A. McDonald, ABC; Paul Rairbourn, Paramount Television Productions; Will Baltin, secretary.

Mr. Baltin, TBA secretary-treasurer and executive secretary for seven years, resigned to join Screen Gems, video subsidiary of Columbia Pictures Corp. He had been with the Allen B. DuMont TV interests prior to joining TBA. At Screen Gems he is to produce and act as general sales manager for a series of TV films called Disc Jockey Towns.

The NARTB drive for video members, sparked by a TV board directive [Broadcasting • Telecasting, Feb. 26], got under way in earnest last week. A joint letter explaining the membership situation was sent TV stations by Justin Miller, as NAB president; Mr. Poppele, a lone FTC. Thomas, chairman of the TV board.

Basic format of the TV adjunct of the industry association was drawn up at a Jan. 19 meeting of video stations in Chicago [Broadcasting • Telecasting, Jan. 22].

Mr. Brown, 34, was born in Columbus, Ohio. He was graduated from Princeton and later from Harvard Law School in 1941. Right after passing the bar examinations he entered the Navy, serving five years. At one time he was skipper of a patrol chaser in the Pacific. He emerged from the war with the rank of lieutenant commander.

Joining Roberts & McNalis as a special partner, he was assigned to handle Television Broadcasters Assn. affairs. The firm is counsel to TBA. He has handled many cases prominent in the postwar growth of TV, including all frequency allocation hearings, minimum hour rules, copyright and AT&T intercity video tariff investigations.

It is understood the TV counsel will report directly to the NARTB TV director or manager, whatever his title, on the TV board. This is part of the autonomy policy for TV within the new association.

Mr. Brown is a son of the late Thad H. Brown, for many years an FCC commissioner. He is married and has two children, Thad III, 9, and Bettina, 7.

The Miller-Poppele Thomas letter to TV stations noted that the TV operation in NARTB is scheduled to make these preparations successful, TV board needs to have assurance at the earliest possible time that its objectives will be achieved. We trust, therefore, that you will return the enclosed membership form by return mail. Please attach a check for your first month's dues."

Need for Unity

Explaining the need for unity in the industry, the letter continued: "The Television Broadcasters Assn. was represented at our Chicago meeting (Jan. 10) by a group which Paul Rairbourn. of Paramount (KTLA), headed. This group approved the NARTB. Consequently, we now have an opportunity to develop a single, forceful trade association that can do the important job which the television broadcasting industry needs."

The letter recalled that three-fourths of the membership was represented at the Jan 19 session. The TV board set up at that time adopted a dues formula based on the highest published one-time five-minute standard rate. The formula provides: one hour rate if the card has no five-minute rate. A dues committee headed by George B. Storer, Fort Industry Co., is reporting on the dues structure by April 1, 1962.

Among projects the TV directors feel should be supported, within budget limitations, are these: Application of excess profits tax to recognize growth aspects of TV; Telecasting of sports; Opposition to 25% tax on TV sets; Winning of satisfactory per-program ASCAP license; AT&R rate cases; Continuing study of TV stations costs; Hearing on allocations; Hearing on Section 3661 (TV operating hours); Quality with film sources to improve quality; Increase availability of film and programs; Standardize rate and contract forms; ..."
TAX HIKES

TAX scales will hit hard against the telecaster if Congress adopts a higher overall ceiling on corporate income tax rates from the current 62% to a proposed 70%, John F. Kennedy, WSAZ - AM - TV Huntington, W. Va., told the House Ways & Means Committee last Wednesday.

Mr. Kennedy, who heads TBA's tax committee, spoke during a one-hour hearing held by the committee on the excess profits tax law and the normal corporate tax.

"Until such time as you gentlemen can work out some effective means of relief for television broadcasters under the recently enacted Excess Profits Tax law, your proposed 70% ceiling means practically no change for all broadcasting companies operating television stations will pay 70% of their net taxable income to the federal government," Mr. Kennedy said.

No Privilege Asked

Reason why the telecaster would have to pay the full 70% "is because we have no practical average earnings basis or other credits to keep us below that figure," he explained.

Points made by Mr. Kennedy included:

- Telecasters seek no special privilege, for if all corporate taxes are raised "to 50, 55 or 60% you will find no complaint from us."

- But the TV industry would be forced to pay more in tax obligations than the average and larger corporation in the older and well-established industries because television firms do not have large

CONGRESS last Wednesday was urged to set up a government board to pass judgment on television programs.

The censorship request came from Rep. Thomas J. Lane (D-Mass.), who stepped up to the firing line on the House floor to throw a heavy verbal barrage against the television industry.

His target was television programming, which the Congressman labeled as "running wild ... abusing the hospitality of American homes with lewd images ... to excite those who are underaged and distress every decent adult."

"In the feverish rush to capture and monopolize attention, video has thrown all standards to the winds," Rep. Lane flatly called upon Congress to "pass legislation that will set up a censorship board within the FCC to scrutinize every telecast in advance, and to cut out all words and actions that go against the passions, or that hold up any individual, race, creed, group, or belief to mockery and derision."

The heavy attack by Mr. Lane was mounted in a 10-minute speech in which he further characterized television as "reckless" and as twisting "by the sights and sounds" to do this "irresistible" youth "every night in the week."

The Congressman's speech began: "Mr. Speaker, we have got to do something. Unfortunately we do the same to TV, it will break down the moral resistance of our children and kill their characters."

Rep. Lane claimed that teachers and clergymen "have been fighting a losing battle against the excesses of this one-way form of communication. At last, worried parents are joining with them to demand a clean-up of the 'juvenile delinquent called television' before it ruins itself and debases everybody with whom it has contact."

The Congressman's fire coincided with a censure in Boston by Archbishop Richard J. Cushing on "suggestive" television shows, saying, "The industry has been called to account for its censorship."

The Archbishop in a newspaper article said "it seems too bad that a medium that can accomplish so much has to commit suicide because many of its entertainers are fools enough to throw away their popularity, their fantastic entertaining jobs and their even more fantastic salaries."

Many others, he said, "feel the same way ... about the continual trend television is taking toward 'waste-basket entertainment.'"

Refers to Clergy

Rep. Lane referred to the Archbishop's article and also to a criticism by Bishop John J. Wright of Worcester, Mass., of a program that "features the telecast of actual wedding ceremonies as a farce which reduces the sanctity of marriage to a ridiculous state. He [Bishop Wright] also deplored the poor taste of a sexy-voiced and hip-twisting torch singer who belongs in a barn, but not on the stage of so many, many living rooms in America."

Archbishop Cushing's article appeared in the Boston (Mass.) Sunday Advertiser Feb. 25.

The Congressman reminded that "television can become a blessing, instead of a curse, if its tremendous influence is exercised for good rather than evil. It can give distinguished service to the vital needs of entertainment, education and religion."

"We have waited for TV to show some signs that it is growing up to its responsibilities. Instead, it seems to be plunging down to the depths of nudity and the manure pile."

Rep. Lane in discussing ways to keep "embarrassing or shameful surprises" out of the living room, said: "We can find the answer ... by controlling and regulating TV programs in the public interest. They must be filtered and really screened before they are permitted to go before the cameras. For once they leap from the receiving set uncensored, the damage has been done that is beyond repair."

"The federal government must step into this mess and clean up the house of television so that its occupants will not track any more dirt into our homes. The broum used by the censorship board must be dusted carefully. And spring-cleaning time for TV is the next program on the schedule."

Rep. Lane told Broadcasting • Telecasting that he plans to introduce a bill to Congress to set up a censorship board if there is lack of initiative in either the Congress, itself, or in the FCC.

Urged in Congress

NBC Names Rodgers

ROBERT R. RODGERS, of the NBC press department, was named last Thursday to the television sales staff of NBC National Spot Sales, succeeding Robert Button, who was promoted to the network network sales department.

VIDEO CENSORSHIP

THERE may be an argument here for advocates of educational television. Among the most loyal viewers of WFMJ-TV Greensboro, N. C., is Elrivo, put of a Pine Hall, N.C., family. Elrivo, whose habits exclude her from the living room, watches television through the window. Never misses Wolly Dooey, WFMJ-TV says.

Page 56 • March 5, 1951
Look up, Sir—it's

ELLIOtt W. REED!

(Another F&P TELEVISION Specialist)

Yessir, you've really got to look up to Elliott Reed—'way, 'way up! And we don't just mean physically, either, because in addition to his tremendous height, Elliott has done a pretty tremendous job of becoming one of the big men in our rapidly-growing team of TV specialists.

Speaking of teams, we're mighty proud of all the Colonels in our organization. With TV business doubling and redoubling—with new men coming in almost every month to help us keep ahead of the TV game—our offices still tick like clock-work, which is quite a tribute to the team as a whole. With men like this, we've got what it takes to help you get the most out of television, in every market we serve.

We have seven offices to serve you. We'd welcome a chance to show you how well we do our jobs—and help your jobs—here in this pioneer group of radio and television station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK  CHICAGO  ATLANTA  DETROIT  FT. WORTH  HOLLYWOOD  SAN FRANCISCO
## SET SALES

Sales of TV receivers by manufacturers to dealers in 36 states and the District of Columbia totaled 7,088,608 units in 1950, more than double 1949 sales, according to Radio-Television Mfrs. Assn. [Broadcasting, Feb. 28]. This compares to RTMA’s estimate of 7,465,800 TV sets produced by member and non-member factories in 1950, the difference resting in normal distribution delays.

Tabulation of sales to dealers by counties for December and the year follows:

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### NBC Gross

(Continued from page 30)

**Shipments Top 7 Million in 1950—RTMA**

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Obviously giddy with the success of a performance by Jerry Lester, NBC-TV comedians, are (1 to r) Mr. Lester, John T. Murphy, director of television operations for Crosley Broadcasting Corp, and Hal Friedman, producer of Mr. Lester’s starring program, Broadway Open House. Mr. Lester made his appearance at TV set exhibition in Cincinnati, sponsored by WLWT (TV).

### SET EXHIBIT

**Draws Large Attendance**

An estimated 145,000 persons attended exhibitions of TV sets held in Dayton, Cincinnati and Columbus, Ohio, by Crosley Broadcasting Corp. last month.

WLWT (TV) Dayton sponsored the first display Feb. 2 and 3 at which 15 distributors showed their complete lines of TV sets. The Cincinnati exhibition was held Feb. 9-11 under sponsorship of WLT (TV) Cincinnati, and that in Columbus Feb. 18-20 under the aegis ofWLWC (TV) Columbus.

Talent from all the stations performed at the set displays, and at Cincinnati Jerry Lester, NBC comedian, and his troupe made two personal appearances. The promotion cost a total of $90,000, Crosley said.

### KTTV Names Mullen

FRANK E. MULLEN, television consultant and board chairman of Jerry Fairbanks Inc, has been retained as management consultant of KTTV (TV) Hollywood, according to Normand Chandler, president, Los Angeles Times, which owns and operates the station. Mr. Mullen will assist in formulation of future plans for KTTV, it was said. He has been acting as consultant to WPX (TV) New York News station since 1949. Mr. Mullen was formerly NBC executive vice president and was at one time in charge of TV operations.
KGO-TV WINS ‘EMMY’

Other Awards Presented At Academy Dinner

HIGHEST AWARD of the San Francisco Academy of Television Arts and Sciences—for outstanding station achievement—went to KGO-TV San Francisco at the Academy’s second annual awards banquet Feb. 24.

Gayle Grubb, general manager of KGO-TV, accepted the foot-high silver-winged “Emmy” on behalf of his station. The vote for the ABC station to win the award was reported “overwhelming” by members of the Academy’s Awards Committee.

Outstanding Personalities

Ben Alexander, of KPIX (TV) San Francisco, and Evangeline Baker, of KGO-TV, were voted the outstanding local male and female personalities of 1950. Ford Time, starring Bandleader Alvino Rey, on KRON-TV San Francisco, was voted the best “live” show.

Almost a thousand persons crowded the Fairmont Hotel’s Gold Room (at $6.50 per plate) to watch the awards ceremony. All three television stations telecast the ceremonies.

Guests of honor at the speakers’ table included Mayor Elmer Robinson of San Francisco and Mayor Clifford Rishell of Oakland; Syd Casady, past president of the Los Angeles ATAS, and Kenneth G. Clark, PCC, in San Francisco.

Philip G. Lasky, general manager of KPIX and president of the San Francisco ATAS, presided. Lee Giroux, announced; Paul Speegle was master of ceremonies.

Incoming ATAS president Harold Seo, director of television for KRON-TV, presented Mr. Lasky with an engraved gavel on behalf of the academy in recognition of his services during the past year.

Awards, consisting of bronze-plated plaques, and honorable mention scrolls were presented in the following categories:

Best Live Show—Ford Time, with Alvino Rey, on KRON-TV. Honorable Mention: Science in Action, KGO-TV.
Best Local Children’s Program—Ruby Hunter’s Once Upon A Time, KPIX. Honorable Mention: Pete Abenheim’s Cap’n Pete, KRON-TV.
Outstanding Local Male Personality—Ben Alexander, KPIX and KRON-TV. Honorable Mention: Al Constant, KRON-TV.
Outstanding Female Personality—Evangeline Baker, KGO-TV. Honorable Mention: Edith Green, KRON-TV.
Best Live Local Commercial—Acme Beer (Everybody’s Doing It), KPIX. Honorable Mention: Hoffman Radio Corp. (Hoffman Hayride), KGO-TV.

Mayor Robinson (r) presents the “Emmy” award to Mr. Grubb.

Best Local Adult Daytime Program—Marjorie Trumbull’s Radiolympic Years, KRON-TV. Honorable Mention: Evangeline Baker and Fred Jorgen- sen’s Mailbag of Tricks, KGO-TV.

Educational Award

Best Live Educational or Cultural Program—Science in Action, KGO-TV. Honorable Mention: Let’s Look at Books, KRON-TV.
Best Public Service Program—KRON-TV’s March of Dimes show. Honorable Mention: Christmas Eve Midnight Mass, KGO-TV.
Best Special Event—Christmas Eve Midnight Mass, KGO-TV. Honorable Mention: Saints and Sinners All-Star Revue, KPIX.

Best Film Program—Sandy Spillman’s Telestrip, KPIX. Honorable Mention: Ben Alexander’s Party Time At Club Roma, KRON-TV. (Both filmed by Willard & Diner.)

Outstanding Station Achievement—KGO-TV. (No honorable mention in this category.)

In addition to these regular awards four honorary citations were awarded to:

Hoffman Radio Corp.; for its “aggressive vision” in securing and making available to the television audience college football during the 1950 season.

George Sleeper; for his contributions to the technical advancement of the industry and his part in developing the “Sleeper System” of color television, presented by Color Television Inc. of San Francisco, and one of the three systems considered by the FCC for approval.

The engineering staffs of KPIX, KRON-TV and KGO-TV; a three-part award for “great though generally unsung” contribution of “the men behind the cameras and at the controls.”

Easter Parade Telecast

SANSON HOSIERY MILLS Inc., New York, will sponsor a telecast of the Fifth Ave. “Easter Parade,” featuring Faye Emerson and Sketch Henderson, over NBC-TV, March 25, 12-1 p.m., for the second successive year. The agency is Dorland Inc., New York.

ED SULLIVAN
MOREY AMSTERDAM
BILL HINDS JACKIE HELLER

Plus THE 150 LOCAL STARS THAT PERFORMED

ROBERT L. SMITH FUND

PUBLIC SERVICE SHOW

FEB. 7—PITTSBURGH, PA.

WD TV $68,000

DUMONT TELEVISION NETWORK

LATEST CASH TOTAL

March 5, 1951 • Page 59
telesstatus

DAYTIME advertising by television came into its own in 1950. Almost a novelty in most markets, 1949, when the general belief was that women were too busy with household chores to spend much time watching television programs during the daytime hours, daytime television advertising was with skyrocket speed during 1950, far outstripping the overall rise in the use of TV by advertisers, although that increase was in itself spectacular.

Analyzing the records of TV station business in the Rorabaugh Reports on Television Advertising for January and December 1950, Broadcasting * Telecasting found that while the number of spot advertisers using the medium at any time rose from 399 in the measured week in January to 880 during the sample week in December, daytime users of spot TV increased from 128 during the January week to 589 during the week in December.

Daytime spot TV advertisers in January 1950 accounted for 32.1% of all spot advertisers on TV. In December, daytime advertisers comprised 63.3% of the total number of TV spot accounts. While all TV spot advertisers increased numerically by 120.6% from the first month of 1950 to the last month of the year, daytime spot clients increased 390.5% from January to December.

Network TV's daytime growth during 1950 kept pace with that of spot. Ten of the 72 TV network clients in January, or 13.9%, had the best shows and network periods or programs. By December the total number of TV network advertisers had risen to 166, of which 59 or 35.8%, sponsored or participated in the sponsorship of daytime network programs. While the total number of advertisers on the video networks increased by 129.2% from January to December the number of users of network daytime advertising went up 290%.

Daytime TV spot consumers rose 897.8% from January to December (four hours and 14 minutes in the sample week) to December 29 hours and 32 minutes). Daytime devoted to network commercial programs increased from 19 hours to 94 and minutes, a gain of 363.8%. Sponsored participations in daytime network shows, estimated at one minute each, took up 14 hours 16 minutes in January and 17 minutes a week in December, a gain of 21.4%.

Breakdown of network commercial daytime periods by the major TV shows works:

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<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Outlets On Air</th>
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Weekly Television Summary — March 5, 1951, Telecasting Survey

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<td>100</td>
<td>Salt Lake City</td>
</tr>
</tbody>
</table>

Daytime Ads Come Into Own in '50

(Report 153)

And — as an added attraction, remember WSPD-TV, only channel, only station in Northern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

120,000

... on the BANDWAGON

480,000

WSPD-TV OHIO

WSPD-TV Ohio

Nel. Sales 498 Madison Ave., New York 2, Eldorado 5-2455

Nel. Sales 498 Madison Ave., New York 2, Eldorado 5-2455

By the Katz Agency, Inc.

Represented by the Katz Agency, Inc.
COLUMBIA, SOUTH CAROLINA

On the banks of the Congaree, historic state capital, modern commercial center, Columbia also adjoins booming Fort Jackson, one of the army's busiest training centers. Greater Columbia's 133,337 people receive consistent television service only from WBTV, Charlotte.
RCA RESEARCH

Over $50 Million Invested
In TV—Anderson

RCA has more than $50 million invested in television research and development, E. C. Anderson, vice president in charge of the commercial department of RCA Labs, disclosed Thursday night in an address in San Francisco.

Speaking before the Patent Law Assn. of San Francisco, Mr. Anderson said “most of this outlay was made before a single dollar was returned to anybody, including RCA.”

He cited RCA’s demonstration and offer of its TV set manufacturing blue prints to competitive manufacturers following World War II as an instance of its contribution to the TV industry.

As a result, he said, “we got competition, all right, and several of the companies have told us since that they never would have gone into television if they had not been so thoroughly sold at that first post-war meeting.”

One Industry result of this “good will gesture,” he pointed out, was an avalanche of TV sets in use from 16,476 on Jan. 1, 1947, to more than 10 million as of the first of this year.

Mr. Anderson said RCA “of course” also benefited, through the sale of TV sets and the supplying of growing numbers of tubes and parts to competitors. And, he continued:

“In addition, we have the satisfaction of knowing that the results of our 20 years of research in television have been made available to American industry, and to the American public at an exceedingly modest price.

Reviewing RCA’s patent policies:

TVA-KTLA Pact

Revises Sports Wage Scales

WESTERN section of TVA and KTLA (TV) Los Angeles contract was expected to have been signed last week with the union continuing negotiations with four other local TV stations—KNBH KTSU KECA KV KTLAC TV (BROADCASTING, Feb. 19, 121).

To be included in the KTLA contract was revision of the original wage scales covering sportscasters and color men.

Agreement calls for classification of sporting events into three groups—AA, covering professional and major collegiate football; A, major and minor league baseball, pro and collegiate basketball, pro boxing and wrestling, pro and collegiate ice hockey, championship golf, minor intercollegiate football; B, all other sports.

Payment in the first category is $100 for sportscaster; $50 for color man. Second category, $100 and $60, respectively, for over 50 minutes; $75 for 75 and $45 for under. In third, $75 and $45 over 30 minutes; $55 and $85, respectively.

Union has also set up payment on a multiple scale for season baseball engagements, provided sportscasters are guaranteed jobs for the whole season.

He noted that RCA was formed, at Navy suggestion, at a time (1919) when “the uncertainty over rights had created almost complete stalemate in radio progress.”

“The founders of RCA created with it the first comprehensive availability of patents,” Mr. Anderson said and the new company, over seven years, most of the uncertainty and confusion over patent rights were eliminated, and in 1927 a patent licensing policy was inaugurated. “It is, in fact, the principal inventions of radio became readily available to other manufacturers.”

He said RCA’s policy makes it possible and practicable for anyone manufacturer to obtain economically and quickly most of the patent rights necessary to produce virtually all kinds of radio and electronic equipment—and to do so at a nominal royalty rate.

Licenses issued by RCA, he emphasized, “do not restrict or limit competition,” but instead, “stimulate competition,” make monopoly or “planned scarcity” unnecessary for RCA and others, and “make it impossible for RCA or any of its licensees to put on the shelf” any radio invention and thus keep it from the public.

RCA, Emerson Reply

(Continued from page 54)

had any warrant either in the record before the Commission, or in the standards and conditions set forth in the settlement entered into by the Commission in this proceeding, for the granting of any additional license.

He also pointed to the fact that the FCC, in its action in conferring a color television monopoly was acting in the full light of the current adoption of the compatible RCA color standard.

(3) Whether the FCC acted arbitrarily and without due regard for the public interest in not concluding that the art of color television was not sufficiently advanced to justify the adoption of any of the proposed color television transmission standards.

(4) Whether the FCC order is void in that it was based on the non-compliance by television set manufacturers and television broadcasters with two conditions of the order the FCC was without authority to impose.

‘Administrative Frustration’

In connection with the last question, Emerson declared the FCC order adopting CBS color was the product “not of administrative decision but of administrative frustration.”

Emerson pointed out that the FCC’s First Report concluded that preferred course of action would be a franchise to complete final adoption of CBS color pending acquisition of further information on technical advances being made; added that the FCC conditioned postponement of final order adopting CBS color on the broadcasters’ acceptance of “brandstandards” as well as on the commitment of the pay-TV operators to build receivers capable of operating within “brandstandards.”

Emerson held that imposing such a condition on broadcasters, without benefit of hearing, was a violation of due process under the Monopoly Pro cedure Act. He also contended that “attempting to assert authority over television set manufacturers” was exceeding “substantive powers” of the FCC insofar as regulation is concerned.

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all camera, projectors, recording equipment, etc., showing how each operates and how to use it most efficiently. It covers choice titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to lighten score for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with the experienced advice on what is good and what bad in movies for television, and why.

DuMont Dividends

DIVIDENDS of 25 cents per share of L. B. DuMont Labs. Class A and B common stock, payable March 26 to stockholders of record March 12, was announced by Feb. 23.

Regular quarterly dividend of 25 cents per share on preferred stock, payable April 1 to stockholders of record March 15, also was declared.

DuMont Dividends

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Telcasting • Broadcasting
Fifty airline miles from WBAP-TV's transmitter and antenna, more viewers in McKinney, Texas, like the Rutland family pictured to the right, tune more to Channel 5.

McKinney is one of over 75 cities in the fabulously rich Fort Worth-Dallas area that consistently depends on pioneer station WBAP-TV for television entertainment.

There are two good sound reasons for this loyalty—WBAP-TV has the best signal (highest antenna, 1138 feet above sea level) and the best programs . . . . Hard selling local shows plus top NBC and ABC programming.

Don't Be SPOTTY with Your Spots
Use ALL, ALL, ALL
The Fabulously Rich Fort Worth-Dallas Market

Free & Peters, Inc.
Exclusive National Representatives

Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Commercial Mgr.

3900 Barnett St. Fort Worth, Texas
Telephone LO-1981

Now more than ever, a schedule on WBAP-TV makes sound, advertising-dollar sense . . . the TOP station in a market nearing 110,000 home set installations with an annual retail spending of ONE AND A THIRD BILLION DOLLARS.

WBAP-TV's coverage counts. See any F&P man for further audience and coverage data. Hoopers on request.

Now available . . . 1951 coverage map. Write Roy Bacus, Commercial Manager, WBAP-TV, Fort Worth, Texas.

March 5, 1951 • Page 63
Research Muddle
(Continued from page 25)

farther by recommending that the test and methods for carrying it out should cover both radio and television. Furthermore, it felt that the test should not be confined to San Francisco but should cover a half-dozen communities.

After explaining that its actions and findings represent the opinions of a group of research men and not the companies they represent, the committee hopes "the radio and television industry will find the funds to underwrite the entire study, toward the end of removing some of the confusion now rampant in the field of audience measurements."

Finally, the committee declared itself dissolved, with members ready to aid in carrying out the recommended projects.

"It is the responsibility of the medium itself to assume the leadership in resolving the existing confusion in the area of radio and television audience measurements," the committee stated. It recommended that NAB, representing both radio and television broadcasters, "undertake to set up the machinery for implementing the plan in the report."

To do the job, the committee said, a full-time project manager will be needed, aided by a volunteer committee of five industry research leaders consulting on procedure, analysis and interpretation. This advisory group would include broadcasting, advertiser and agency representatives.

Television can be included in the study for a small increase in cost, removing confusion in the visual field, according to the committee.

A half-dozen cities should be covered, it was felt, because a comparison based on San Francisco alone, as originally proposed by Mr. Breyer, would be influenced by the city's 86% telephone home ratio compared to a 74% median in the 41 largest cities. Besides, informative comparisons should be collected under conditions other than those existing in San Francisco.

The committee explains it had no official status at any time, merely representing a group of research men willing to help find a solution to a research problem that has irritated the entire industry.

The group has no desire or intent to promote or attack any service or method, it explains. It feels the buyers and sellers of time "should be the ones to set up the definitions and the specifications of the conditions under which these data are to be collected; that this important and basic step in the collection of measurements should not be left to the measurement organizations themselves."

Ratings services were praised for their "unqualified offers of cooperation." The Hooper and Pulse firms provided special San Francis
cisco tabulations at their own expense.

A section of the report covering methods and data sources lists the basic methods of measurements, with names of some of the firms using each technique.

The chapter covering differences between measurements reported by ratings services is described as a "primer on timebuying" and wraps up in one package, perhaps for the first time, a detailed analysis of methods and reasons for the differing results.

"Chance differences," for example, center in the fact that two different samples, obtained in the same way and intended to give the same totality, can yield different results even when exactly the same method is applied to both.

Differences in methods used involve such factors as psychological processes affecting the group contacted; audience size characteristics, with average vs. total audience and individual vs. household listening as the two pairs of concepts; behavior measurements; method of tabulation; reporting periods; differences within methods, for any basic technique.

Varying Results

Furthermore, differences in samples can bring varying results. These variations arise from the area sampled and from representativeness of samples.

Other variations center around differences in hours reported, collateral information supplied, speed of reporting and cost.

The body of the committee's report is divided into three parts—analysis of methods, comparisons of available data and outline of recommended field studies. Having outlined main causes of differences in data, the report seeks to show how information can be obtained which will permit appraisal, understanding and evaluation of these differences.

In analyzing methods, leading audience measurement services would be asked to submit the answers to a series of questions dealing with their coverage, methods, costs and data. "Thorough study of the answers to these questions will be necessary to an informed evaluation of what the services produce," according to the committee.

The chapter on analysis of methods goes into much detail as it specifies the type of information to be obtained from each measurement firm. Especially penetrating are questions on techniques of sampling, but the committee feels a thorough analysis requires that the questions be answered. Details of field operations, tabulating, cost, and the other elements are sought.

"Analysis and synthesis of all material that can be obtained from any source on the above points will in itself help eliminate much of the present industry confusion on the ratings subject," in the opinion of the committee.

In comparing available data the committee suggested rebtabulations in New York, Philadelphia, Los Angeles, St. Louis, Cincinnati and Washington. In New York, radio rebtabulations would include Hooper, Nielsen and Pulse; TV would include American Research Bureau, Hooper, Nielsen, Pulse and Videodex.

Philadelphia radio would include Hooper, Pulse, S停滞inger, and TV, ARB, Hooper, Pulse, Videodex.

Los Angeles radio would include Hooper, Nielsen, Pulse, and TV, ARB, Hooper, Pulse, Tele-Que, Videodex.

St. Louis radio would include Hooper and Pulse; and TV, ARB, Hooper, Pulse, Videodex.

Cincinnati radio would include Hooper, Pulse, Nielsen; and TV, ARB, Hooper, Pulse, Videodex.

Washington radio would include ARB, Hooper, Pulse; and TV would
FOOTBALL BAN

THE COUNCIL of the National Collegiate Athletic Assn. was ready Friday morning to consider recommendations made by an eight-man television committee the previous night in a series of special three-day TV meetings. The hotel was filled with representatives of what “experiments” will be permitted in telecasts of football games this year. The NCAA has declared a one-year ban on live telecasts for all member schools [BROADCASTING • TELECASTING, Jan. 16].

Television network officials and representatives of the manufacturing industry, theatre, television, Skiathon and Phonevision were slated to appear individually before council members throughout Friday in an effort to outline their suggestions as to what kind of “experiments” in TV the NCAA should authorize.

Moreover, the NCAA was instructed to follow its practice for the previous year in calling a meeting on the third Monday in March for representatives of the Football Industry Representatives Council to appear to present their proposals on policy matters. The council is scheduled to meet Monday and Tuesday.

DEFY NCAA BAN

MOVEMENT to defy the NCAA ban on telecasting college grid games gained new strength in Texas, it was reported by Regis Blount, former Texas football star, now representing the district of Big Spring, introduced a resolution before the board of regents in Austin directing state-supported schools to sell TV rights to the highest bidder.

Meanwhile, Howard Grubb, executive secretary, Southwest Conference, announced Friday he had received permission for the Southwest loop to follow its 1960 policy of permitting telecasts of sell-out games.

MUNTZ TV Inc., Chicago, reported net sales of $18,649,567 for nine months ended Dec. 31, and net profit of $583,508.

NCAA Council Heers Telecasters’ Plea

Five top honors, two second place awards, in addition to an engineering citation went to KPIX at the recent Academy of Television Arts and Sciences Second Annual Awards Dinner.

The Academy Awards Banquet, which was held last week in the Fairmont Hotel, proved to be an eventful climax to the work of the entire San Francisco television industry during the year 1960.

Top awards went to KPIX for “Once Upon A Time,” voted the most outstanding children’s program; to Ben Alexander, for outstanding personal performance in commercials on “Everybody’s Doing It,” for best local commercial; “William Winter and The News,” for top television news program; and “Teletripe,” for outstanding film program.

KPIX’s football telecasts and the “Saints and Sinners All Star Revue” placed second for best sports coverage and public service programs, respectively.

An honorary citation went to the KPIX engineering department for excellence in its overall diversification in engineering operations.

Honorary awards also went to H. Leslie Hoffman of the Hoffman Radio Corp., for his contributions to the business of telecasting football telecasts to the Bay Area; and to George Sleeper, Jr. for his outstanding work in experimental television during the year.

Phil Lasky, KPIX general manager and President of the ATAS, San Francisco Chapter, presided over the Banquet, which was attended by over 500 members of the television industry and was telecast by all three stations.
CD RADIO-TV POSTS

Branch Chiefs To Be Named

APPOINTMENT of branch chiefs to head up radio and television activities within the Audio-Visual Division of the Federal Civil Defense Administration will be announced shortly, it was learned last week, to be announced along with initial

* In other CD developments:
  * CDA Administrator Millard F. Caldwell urged that "public air-raid tests be held in every city in the country during the next few months," and declared that the U. S. "can hope for one or two minutes at best" of advance warning of an enemy attack and that "there is little we can do to stop such an attack."

  * Legislation was introduced in the Senate jointly by Sens. Irving M. Ives (R. N. Y.), Herbert H. Lehman (D. N. Y.), H. Alexander Smith (R. N. J.) and Robert C. Hendrickson (R. N. J.) which would grant Congressional authority for an interstate mutual military aid pact between New York and New Jersey.

  * New York-New Jersey Pact

  The New York-New Jersey interstate pact, referred to the Senate Judiciary Committee, would sanction arrangements, calling for military action to protect communications facilities and other vital installations, plants and facilities.

  The agreement was signed by state governors last December.

  CDA also announced three key appointments: John A. DeChant, as public affairs director; Dr. Roscoe C. Martin, as consultant, and Samuel Sabin, as general counsel.

Federal officials were prepared last week to take the case for adequate civil defense on the road. Mr. Butcher of CDA is slated to speak before the Detroit Television Council tomorrow (Tuesday) on radio's role in the emergency. Authorities from New York and Detroit also are scheduled to appear.

The Web-based radio-FM, the Detroit News outlet, is planning elaborate two-day sessions with the theme Operation Defense. During select periods—Tuesday, 6-7 p.m. and Wednesday, 2:05 to 10 a.m., programs will originate at emergency studios outside of Detroit. Test is designed as a "dry run" to show how they would be expected to send out orders and instructions from the civilian defense office and other agencies.

**ADMLR CORP.**

Has Record Sales Volume

ALL TIME high net earnings totaling $11,767,751 and a record sales volume of $230,397,661, with per share earnings amounting to $9.73 on 1,928,000 shares of outstanding stock. The 1950 volume represented an increase of 105% over that of 1949, which was $112,004,251. Earnings went up 129%, contrasted with $5,206,163 in 1949. Per share earnings went from $4.26.

Admiral's net worth is now $32,-751,011, compared with $18,024,048 a year ago, an increase of 82%. President and Board Chairman Ross D. Siragusa, in a message to stockholders, said that last year Admiral manufactured "almost a million" TV sets, and that appliance sales substantially exceeded those of the past two years combined.

**Film Report**

CHARLES MICHELSQON Inc., New York, producing five-minute, open-end TV film series, Capsule Mysteries, to be used on cooperative basis by Blackstone Washing Machine Corp., its dealers and distributors. The series has also been sold to Beltone Hearing Aids for a Chicago test over WBBK(TV) through Olsen Agency.

* * *

MUTUAL TELEVISION PRODUCTIONS Inc., has sold exclusive TV rights for two British feature pictures, "Kiss the Bride Goodbye" and "Dandy Dick," to KTTV(TV) Hollywood for showing on its Movie Premiere series.

* * *

TOBY ANGUISH PRODUCTIONS, Los Angeles, has acquired world TV and theatrical rights to SS. Populism Comedia. The feature-length films in deal reportedly amounting to more than $600,000. Purchase included sale of PARAMOUNT PICTURES' interest in series. Series will be cut into quarter-hour TV programs with additional footage to be added in form of narration by Gayne Whitman.
ARTHUR GODFREY'S TALENT SCOUTS

sponsored by Lipton's, a CBS Package Program...
and one of the greatest.

For another good buy, see back page of this insert.
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
<th>Schedule</th>
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<tbody>
<tr>
<td>M-F</td>
<td>WOR</td>
<td>Lucky Pup</td>
<td>9:00 AM and 7:00 PM</td>
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<td></td>
<td>NBC</td>
<td>The Smallest Show</td>
<td>9:00 AM and 7:00 PM</td>
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<td></td>
<td>CBS</td>
<td>Peter the Pup</td>
<td>9:00 AM and 7:00 PM</td>
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<td></td>
<td>ABC</td>
<td>The Million and One</td>
<td>9:00 AM and 7:00 PM</td>
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*Note: The above schedule is for March 1951.*
### A Service of BROADCASTING

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<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
<th>Network</th>
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<tr>
<td>12:00</td>
<td>ABC Library Doc. Film</td>
<td>F (E-M)</td>
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<td>12:05</td>
<td>Marshall Plan in Action</td>
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<tr>
<td>12:10</td>
<td>Gospel Beat’s Corp. Old Fashioned Revival Hour</td>
<td>F (E-M)</td>
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<td>12:15</td>
<td>People’s Church of the Air Youth on the March</td>
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<tr>
<td>12:20</td>
<td>Young People’s Church of the Air Youth on the March</td>
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<tr>
<td>12:25</td>
<td>Hope</td>
<td></td>
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<tr>
<td>12:30</td>
<td>Arthur Murray Studios</td>
<td>L (E-M)</td>
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<tr>
<td>12:35</td>
<td>Arthur Murray Show</td>
<td>L (E-M)</td>
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<tr>
<td>12:40</td>
<td>Hope</td>
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<tr>
<td>12:45</td>
<td>Philip Corp.</td>
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<tr>
<td>12:50</td>
<td>Television Playhouse</td>
<td>L (E-M)</td>
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<tr>
<td>12:55</td>
<td>With This Ring</td>
<td>L (E-M)</td>
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<tr>
<td>1:00</td>
<td>They Stand Accused</td>
<td>TBA</td>
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<tr>
<td>1:05</td>
<td>Indian Club</td>
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<tr>
<td>1:10</td>
<td>Native American TV Show</td>
<td>L (E-M)</td>
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<td>1:15</td>
<td>Hi-Lights</td>
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<td>1:20</td>
<td>American Tobacco Co.</td>
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<td>1:25</td>
<td>R. Montgomery, Lucky Strike Theatre Alteration with College-Palme</td>
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<td>1:30</td>
<td>Drome-Palme-Dreme Time</td>
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<td>1:35</td>
<td>N.L.</td>
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<td>1:40</td>
<td>Local Sponsors (Co-op)</td>
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<tr>
<td>1:45</td>
<td>Who Said That</td>
<td>L (E-M)</td>
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<tr>
<td>1:50</td>
<td>Anchor Hocking Open House</td>
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<tr>
<td>2:00</td>
<td>Food’s Party</td>
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<tr>
<td>2:05</td>
<td>Byrom &amp; Others Southwark Show</td>
<td>L (E-M)</td>
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<td>2:10</td>
<td>Benner Inc.</td>
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<td>2:15</td>
<td>Somerset Maugham Show</td>
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<td>2:20</td>
<td>National Distillers Prod.</td>
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<tr>
<td>2:25</td>
<td>Famous Jury Trials</td>
<td>L (E-M)</td>
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<td>2:30</td>
<td>Consolidated Cigar Corp.</td>
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<td>2:35</td>
<td>Penniless Village</td>
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<td>2:40</td>
<td>Gift Store TV Prod.</td>
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<td>2:45</td>
<td>Baseball Bats</td>
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<td>2:50</td>
<td>Electric Auto Lite</td>
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<td>2:55</td>
<td>Sunoco</td>
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<td>3:00</td>
<td>Roller Derby</td>
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<td>3:05</td>
<td>American Tobacco Co.</td>
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<td>3:10</td>
<td>Roller Derby</td>
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<td>3:15</td>
<td>Anchor Hocking Open House</td>
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<td>3:20</td>
<td>Kraft Foods Co. TV Theatre</td>
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<td>3:25</td>
<td>Break the Bank</td>
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<td>3:30</td>
<td>Anchor Hocking Open House</td>
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<td>Food’s Party</td>
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<td>3:50</td>
<td>Famous Jury Trials</td>
<td>L (E-M)</td>
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<td>3:55</td>
<td>Consolidated Cigar Corp.</td>
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<td>4:00</td>
<td>Right-Handed America</td>
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<td>4:05</td>
<td>Ford Carflower</td>
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<td>4:10</td>
<td>Twin Stars</td>
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<td>4:15</td>
<td>American Cig. &amp; Cig.</td>
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<td>4:20</td>
<td>Big Story</td>
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<td>Gillette Boening</td>
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<td>4:30</td>
<td>Chelseborough Greatest Fights</td>
<td>TBA</td>
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<td>4:35</td>
<td>Anchor Hocking Open House</td>
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<td>4:40</td>
<td>Lookout Watch</td>
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<td>4:45</td>
<td>The Frank Sinatra Show</td>
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SONGS FOR SALE
Ian Murray supervises this laugh-filled and tuneful CBS Package Program to get the wide-awake audience that sponsors are always looking for.

Variety uses such language as "topflight entertainment values...slick professional framework...a brightly-spangled line of gags..." and Radio Daily says "red hot... highly entertaining."
**Canadian TV**

**Toronto Outlet Prepares TV training equipment for Canada's first TV station, at Toronto, has arrived at the Canadian Broadcasting Corp.'s Toronto studios and included two camera chains of cameras and related equipment from RCA Victor, Montreal; and McQuarrie, Toronto. The equipment is to be used by Toronto TV station personnel in becoming familiar with actual operation prior to the Toronto station going on the air late this year. A temporary TV studio has been equipped at CBC Toronto headquarters in a room 36 by 27 feet, where the TV personnel will receive its training.

Work on the Toronto CBC TV transmitter building and studios at 384 Jarvis St., is not expected to be completed till late this year. The foundation is nearly complete, but superstructure has not yet been started, nor has the TV tower. Steel control rooms are expected to be ready for construction, and the target date of Sept. 1 has already been moved back to Nov. 1 for the TV station to go on the air.

**Mich. Workshop**

**Dr. Hunter To Direct**

**Dr. Armand L. Hunter,** a leading figure in U. S. educational radio and television, will direct a six-week TV workshop at Michigan State College, East Lansing, June 18-July 2.

Dr. Hunter is chairman of the department of radio, speech and theatre at Temple U. and is also educational director of WFIL-TV Philadelphia.

**NTFC Trade Show**

**First annual trade convention and exhibition of the National Television Film Council will be held in New York sometime in June, has been announced. The noontime luncheon, to be scheduled for March 28, it also was announced. As usual the forum will be divided into three sessions: on production, distribution and stations.**

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**Teletaking • Broadcasting**
**KMBC ARTISTS**

**THE NATIONAL Labor Relations Board** last Thursday adopted the findings of an NLRB trial examiner and dismissed a complaint filed against KMBC-AM-FM Kansas City, Mo., by a local of the American Federation of Radio Artists.

An amended complaint, filed June 28, 1949, had charged that the licensee, Midland Broadcasting Co., prior to Aug. 19, 1948, had restrained its employees by maintaining individual employment contracts through the KMBC Artists Bureau, a booking agency, and that the station had refused to bargain with the union on terms and conditions for special program announcers.

In a majority decision, the board ruled that the station did not violate the Taft-Hartley Act, notwithstanding the fact the union was exclusive bargaining agent for the artists, and pointed out that 1946 and 1948 union contracts with KMBC "expressly authorized direct negotiations" which would offer better terms than those provided by AFRA.

"Generally speaking," the majority said, "these talent contracts afforded the artist an opportunity to earn a bonus over and above the minimum rates of pay guaranteed by the unions, but at the same time imposed certain restrictions on the artist, designed in general to assure that (KMBC) would receive the exclusive benefit of its investment in the artist.

The board also agreed with Trial Examiner Myers D. Campbell Jr. that the discharge of an employee, Sherwood Durkin, was "due to union activity but to his frequent references to (station) management and policies in profane and abusive terms." The licensee therefore did not violate the act in this respect, the board added.

In a dissenting opinion, NLRB members John M. Houston and Paul L. Styles held that "any direct negotiations between an employer and such employees is in derogation" of the union's collective bargaining right. They interpreted the contracts as permitting the station to enter agreements only insofar as they relate to matters covered by union contracts and that they were "more favorable" than AFRA terms.

Under language of the contracts, the minority continued, the negotiation of any "term" of employment, which was not more favorable than the union minimum, would violate the AFRA agreements and render the employer open to violation. The minority also took exception to the majority view that the board would have been required to rewrite talent contracts for the involved parties.

In other actions, touching upon activities of the industries, NLRB also ruled that:

1. A union's request for "permanent layoff" of an employee of a subordinate union violates the Taft-Hartley Act if the actual discharge materializes through action by the employer.

2. In determining whether or not to assert jurisdiction in secondary boycott cases, it will consider the operation of both primary employers — with whom the union had direct dispute — or secondary, against whom the union has taken action to cause him to cease doing business with the former.

3. A union violates the T-H act by inducing employees of a secondary employer at their place of work to engage in boycott activities by citing to them an "unfair listing" containing the name of the employer.

**NLRB Dismisses AFRA Complaint**

**AUTO RADIOS**

**Surveyed in Pittsburgh**

CHARLES F. ACKENHEIL, director, Guide-Post Research of Pittsburgh, after conducting a survey in that city, estimated 120,000 hours of auto radio listening daily in the Pittsburgh area.

The research organization polled 1,533 Pittsburgh district families and noted their auto radio listening habits. Of the families, 65% owned autos, and 51% of the car-owners had auto radios in working condition. Those radios in 59% of the cases had been turned on sometime during the 24 hours previous to when car-owners were polled. Average listening time per day was 49 minutes. The 120,000-hour figure was based on 1½ riders per auto.

**FOREGO Birthday Week**

BECAUSE of the national emergency, Camp Fire Girls Inc. will forego its nationwide Birthday Week network broadcast and is requesting that, whenever possible during the week of March 11, the organization be saluted by spot announcements or plugs on existing programs. Miss Elizabeth M. McStea, the group's national public relations director, felt it "unwise to tie up a network's facilities when they may be needed for a broadcast of national importance."

**RADIO SURVEYS**

**Err in Newspaper Analogy**

BROADCASTERS who think they see an analogy between radio listener ratings and the circulation count of newspapers are mistaken, in the opinion of Dr. Sydney Roslow of The Pulse Inc.

In an address before the Chicago Radio Management Club, Dr. Roslow noted that "your potential is radio families, which should be your ABC count."

"He urged the broadcasting industry to decide what it wants measured, "then the research companies will follow through." Deploring the "fighting between one another" in the radio research field, he noted that "those in other media are taking advantage of us while we are having internal troubles."

"Timebuyers should look upon audience surveys as "sails to their judgment rather than replacing their judgment," he advised.

In support of research as a whole, Dr. Roslow contended that "a station with a high count and a low audience is not being appreciated enough."

He stressed the importance of evaluating a rating, declaring that "if you know how to evaluate it, the size won't be too important."

**SPOTS ATTRACT**

**Washington State Tourists**

TOURIST expenditures by visitors from outside the state reportedly totaled $123.2 million, an all-time high for the state of Washington, in 1949, the first year of existence of the Washington State Advertising Commission. The average tourist party reportedly spent $178 while in Washington.

Radio played an important part in attracting tourists to the state. A series of spot announcements [Broadcasting • Telecasting, June 20, 1949, August 22, 1949] was aired on 18 stations in 15 markets during the summer of 1949.

Loren B. Stone, general manager of KIRO Seattle, is a member of the seven-man Advertising Commission. The account is handled by MacWilkins, Cole & Weber, Seattle advertising agency.

**MRS. ROY THOMSON**

EDNA ANNIS THOMSON, 86, wife of Roy Thomson, owner of CJKL Kirkland Lake, CKGB Timmins and CCKX North Bay, Ont., died Feb. 22 at Fort Lauderdale, Fla., after an illness of several years. Born at Drayton, Ont., she married Roy Thomson in 1917 before he went into radio publishing business. She is survived by Mr. Thomson, two married daughters and a son.
WCAU BUILDING
Foundation Now Completed

FOUNDATIONS are completed for the 100,000 square foot radio and television center WCAU Philadelphia is erecting on a 10-acre site. This was announced last week by Donald W. Thornburgh, president and general manager, WCAU Stations.

The new plant is expected to be ready for occupancy in the spring of 1952. Designed to insure flexibility to meet future changes in telecasting techniques, as well as to accommodate WCAU's AM operation, the building will be capable of expansion in two directions. The air-conditioned structure will have nine studios on the main floor, which covers an area of more than one acre. There will be three 60 by 80 ft. television studios and one smaller studio which may be used for AM and TV programs and rehearsals.

The new WCAU plant will have a completely-equipped commercial film department. This unit, designed to supplement WCAU-TV's service to its clients and their agencies, will contain the latest processing facilities, making available the production of commercial and program films within the Philadelphia area.

John G. Leitch, vice president in charge of engineering for the WCAU Stations, has overall supervision of construction and planning, which are being handled by the Austin Co.

RADIO PROPS MET
Listeners Swell Fund

RADIO AUDIENCES of the Metropolitan Opera's Saturday afternoon (2-4:45 p.m.) broadcasts over ABC have contributed gifts totaling $123,500, or about half of the $250,000 received by the opera association in its annual drive, it has been announced by George A. Sloan, chairman of the Met's board. The campaign, which began Dec. 30, is conducted to provide for production improvements and to meet maintenance costs for this year, with a goal set at $750,000.

Although most radio contributions came from ardent lovers of the Met, who expressed their gratitude for the broadcasts, one letter contained an exception. A man from Ontario, N. Y., wrote that although he cared not at all for opera and cared even less about opera on the radio, he was contributing $50 because there were so many unable to afford a gift who did enjoy it.

Mrs. August Belmont, past chairman of the Met board, speaking at a dinner in her honor given by the association, also lauded the radio broadcasts and described the vast contributions received through the programs.

HIBBS NAMED
To Information Commission

PRESIDENT TRUMAN last Monday nominated Ben Hibbs, editor of the Saturday Evening Post, to succeed Mark F. Ethridge on the U. S. Advisory Commission on Information. His nomination is subject to Senate confirmation.

Mr. Ethridge, editor of the Louisville Times and Courier-Journal (WHAS - AM - FM - TV), had been serving on the commission since its formation in August 1948, and submitted his resignation last year. The commission has conducted a number of surveys into the effectiveness of the Voice of America and other State Dept. overseas information programs. NAB President Justin Miller is one of the five members of the advisory group.

From where I sit
by Joe Marsh

Right Under Our Nose!

Sometime back, we got word from the Governor, asking if we wanted to use the State Fire Inspection Team—experts they send around to communities to inspect public buildings.

We sent a letter saying: “Okay! Give us the once-over!” They came down, all right—last week.

After the inspection, we got their report. Came out pretty well, all told. Town Hall and School were O.K. Post Office just needed more sandbuckets. In fact, everything got a clean bill of health, except—the Fire Station!

From where I sit, we volunteer firemen had just been too blamed busy keeping everyone else on the ball—to realize our own firehouse was not up to snuff. Like the man who worries so much about his neighbors—about whether they work hard enough, about whether they can really afford their new car, about their enjoying a temperate glass of beer—that he forgets to take a good critical look at himself now and then.

Joe Marsh

Copyright, 1951, United States Brewers Foundation
DICK WOOLEN appointed radio program manager ABC Central Div., Vice President JOHN H. NORTON Jr., announced last week. Mr. Woollen replaced LEONARD BLAIR, who transferred to New York as Eastern production manager and assistant to LEONARD REEG, vice president in charge of AM programming. Mr. Woollen worked previously as writer-director for network's Western Div.

WILLIAM FROUG, writer program director CBS Hollywood, named director of program writing and program idea acceptance Columbia Pacific Network. He replaces PAUL PIERCE, resigned.

BILLY VAUGHN appointed program director WAVY New Haven, succeeding BOB GILLISPE, resigned. He has been with stations in Texas, Missouri, Montana, and Maryland.

HARRY BLACK, associate program director WXLV (TV) Cleveland, appointed program director.

ROBERT SEAL, general manager KOB Albuquerque, to KTVV (TV) Los Angeles as chief of program operations. Mr. Seal was previously director of CBS' Truth or Consequences and Gene Autry Show and before that staff producer NBC in Hollywood and San Francisco.

PAUL HARRINGTON appointed chief continuity writer W O W - A M - TV Omaha. He succeeds BILL O'HALLOREN who resigned to freelance on West Coast. ROBERT E. LEE named to continuity staff.

HARRISON WOOLEY, KFRC San Francisco, to KYA, same city, as promotion manager.

HANK STELVEN, radio-TV musical director, will serve as music director for new State Dept. dramatic series to be beamed to South America.

DICK AKER, program director WSAL Logansport, Ind., to program staff KDWT Stamford, Tex. HOWARD BRIGHT, announcing staff WIOD Kokomo, Ind., succeeds him as program director at WSAL.

WILLIAM O. CRAMPTON, film and TV director WSYR-TV Syracuse, N. Y., resigns.

JOHN H. MORSE, director of ABC-TV Lane Ranger, appointed production coordinator for CBS Mos 'n' Andy TV series. He will assist CHARLES BARTON, director of programs, in providing liaison between network program department and Hal Roach Studios, Culver City, where TV series will be filmed.

IRVING SMITH, program chief WCAM Camden, N. J., and WCAF Asbury Park, N. J., to production staff WIP Philadelphia, ED LOCKE, WSNJ Bridgeton, N. J., to announcing staff WIP, replacing LES ALEXANDER, who is now with WITF Baltimore, in same capacity.

DICK Eistein, senior producer Lowell Institute Cooperative Broadcasting Council, Boston, appointed radio officer at Athens, Greece, in foreign service of State Dept.

DON HILLMAN, director NBC-TV, named new director on Mon. and Wed. portions of five weekly Broadway Open House, NBC-TV, 11-12 p.m.

Don Howard, WKSQ Madison, announced night operations director WDSU-TV.

Budd Duval, KERRY Sherman, Tex., to announcing KALY-AM-FM Storm Lake, Iowa.

STEVE ALLEN, radio-TV star CBS, presented annual Distinguished Service award from AMVETS "for outstanding service to welfare of nation."

JACK BRIGGS, producer Enterprise Studios, to KFMB-TV San Diego, as staff announcer.

WILLIAM L. WOLFF, disc jockey WTTM Trenton, to WNEW New York.

BILL ARNOLD, program director CJQ Belleville, to CFQG Sarnia, in same capacity. GLEN MARSH, announcer CFQG, to announcing staff CFQG.

MRS. ELEANOR ROOSEVELT starts five weekly 45 minute program on KFWB Los Angeles. Mrs. Roosevelt will give commentary on various important news developments and interview name personalities and world figures. Her son, Elliott, will participate on program.

LARRY KEITH, WCRC Bemerton, Ala., to WKAB Mobile, as announcer, replacing TOM ATEK, ROSS SMITH, ERIC VOLAR, WALA Mobile, to WKAB, as disc jockey.

HAYES PILLSAR, musician and orchestra leader, to WII St. Louis, as disc jockey on The St. Louis Express.

KEN KLUC, WGGW Saginaw, Mich., to WCBS Charleston, S. C.

GLENN ELLIOTT, WOLF, WMJQ Cordova, W. Va., to WIBU Poinsettia, Minn., as announcer-disc jockey.

NANCYRENIKE to script department at KGBS San Francisco.

BILLY WOOD, WFEC Miami, Fla., to WLI-AM-FM Lenoir City, Tenn., as producer-engineer.

RUTH RATNY to WTVJ (TV) Miami as copywriter in programming department.

BOB HOWARD, WKOW Madison, appointed announcer WDSU New Orleans, who has been called into service.

CHET HUNTLEY, news analyst CBS Hollywood, to ABC Hollywood where he has started six weekly quarter-hour news commentaries for ABC Pacific Network. CHARLES COLLINGWOOD, CBS newscaster, temporarily replaces him on his Columbia Pacific Network news analysis program.

FULTON LEWIS Jr., CBS commentator, received good citizenship medal of the Philadelphia chapter, Sons of American Revolution, at luncheon in his honor in Philadelphia. T. Joseph Reilly, chapter president, made award.

GEORGE LORD, news staff WCAU Philadelphia, appointed director of special events for station.

LINDSEY NELSON, Tennessee sportscaster, appointed publicity director for U. of Tennessee Athletic Assn.

R. S. JAMES to farm commentator CBN St. John's, Newfoundland.

MIKE DAVIS, commercial manager WJB Selandia, Fla., to WVOT Wilton, N. C., as director of farm programs.

PEARL BAUM, women's commentator WCSC Charleston, S. C., received special commendation from English Speaking Union of United States in recognition of work she is doing towards greater friendship and understanding between peoples of United States and Commonwealth Nations.
Loyalty in Pennsylvania

LOYALTY to the government and denunciation of Communism is the substance of a loyalty oath signed by 100% of the employees of WWAM Altoona, Pa. Manager Robert G. Walter also heads an "Americanization" committee, formed by the Pennsylvania Assn. of Broadcasters to work with the National American Legion Division on a projected series of programs on the threat of Communism for state network presentation. Other members of the committee are Jim Murray, KVQ Pittsburgh; Jack Hooper, WHGB Harrisburg; L. R. Rawlins, KYW Philadelphia, and Robert Trace, WMGW Meadville.

For dependable tubes* and service
... see your RCA Tube Distributor

RCA Tube Distributors are veterans in the radio field... second to none in their territories. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him.

*RCA Tubes for AM Broadcasting—such as the 833-A, 892-R, and 5671—are noted for their dependability, operating economy, and long service life. Buy RCA tubes and get all the performance you pay for.

Give-away PRIZES

"Fastest-growing prize service in the West." We serve more than 50 AM and TV stations, plus others. We use $2 and $50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

Associate Needed—
For Chicago Office; investment and your services required.

RAY AND BERGER
1471 N. Tamarind Ave., Hollywood 28; Telephone: HUdson 24202
Respects

(Continued from page 46)

behind in his studies, asked Wes to take over as business manager of the University of Oklahoma, the semi-weekly school paper. Stacks of lineage in the next six months surprised Wes even more than it did unbelievable bystanders, encouraging him and the two students to venture into a long-hoped-for project, publication of a daily paper. They started the Oklahoma Daily in 1916, and it has been published five times weekly ever since. Wes stayed in journalism school, but thereafter took advertising rather than writing courses.

He left school for the Army in May 1917, a month after the war started. After getting an infantry commission at the First Officers Training Camp in Little Rock, Ark., he moved to another part of town and took machine gunnery training at Camp Pike. A few months later he was admitted to aviation school at Chanute Field, Ill. Wes Nunn became one of the few "flying doughboys" in the country, wearing the cross-arms of an infantry officer on his collar and the wings of a pilot on his tunic. After two years of serving as commanding officer of a service squadron in the states, he returned to Oklahoma.

At Southwestern Adv. Agency, Oklahoma City, he was undoubtedly one of the earliest full-time advertising men to work as a market investigator, checking field research on distribution of products. He was upped to contact work and new business, and then was named account executive for a client he brought into the house—Marland Oil Co. Two years later, in 1922, he went to Marland at nearby Ponce City as assistant to the director of marketing, responsible also for all advertising. He worked at Marland 14 years, before and after it merged with Continental Oil Co. in 1929, except for about a year.

In that period he went into partnership as a Buick and Cadillac dealer in Ponca City, and ran a gubernatorial campaign for a millionaire oilman, Frank Buttram. Mr. Buttram won over six "favorite sons" but lost in a run-off vote to "Alfalfa" Bill Murray. "His losing was probably the best thing that ever happened to me," comments Mr. Nunn, whose future could have been surrounded by pork and pickle barrets.

After the Marland merger with Continental, Mr. Nunn worked as manager of retail marketing, manager of wholesale and export sales and assistant advertising manager. In 1946, while in Chicago on a business trip, he took the advice of two friends who suggested he apply for the advertisingship of Standard Oil of Indiana. He walked in "cold" at 9 a.m. Friday and was hired before 9 a.m. Monday. He has been there 15 years.

Standard of Indiana, which distributes in 15 midwest states, works with McCann-Erickson agency on product advertising and BBDO on institutional. Mr. Nunn is a convert to the ways of public service advertising, "which is vital at any time but now more than ever." Convinced that "everyone in advertising has a responsibility to help create a better and more complete understanding of advertising by the public," he believes if advertising were not efficient, inexpensive and a proven necessity, it would have been superseded long ago.

"Advertising is something more than saying something," Mr. Nunn says. He notes that "the governmental quarterbacks are aware of what advertising can and does do, and are asking us to help maintain a civilian economy in order to meet production demands of a defense economy. They know we can do it."

Mr. Nunn, in addition to professional advertising activities, is a member of the Executives Club of Chicago, the Economic Club (an invitational dinner forum group), vice president and director of the Off-the-Street Club and president of the Evanston Golf Club, of which he has been a member 14 years. He and his wife, the former Beryl Butler of Tulsa, were married on Aug. 26, 1917. They live in North Shore suburban Evanston with their sons, Ward, Jr., a Navy veteran, who works at the National Outdoor Advertising Bureau. His brother-in-law, Louis Kemp, married to his sister Louise, is an account executive at Ruthrauff & Ryan, New York.

The favorite indulgence of the entire family is visiting their ranch in the Kimichi Mountains of Oklahoma. The cattle ranch, cared for during the year by friends, has a new Western-style home for the Nunns with everything ultra-modern except "a telephone and television set." There, periodically, Mr. Nunn hunts in the mountains and fishes in a river which flows through his "land."

CHIEF SAYS:

"Cleveland heep big hunting ground
Seventh city in the nation
Sales-wise hunters sure have found
It rings the bell to use Chief Station"

HAPPY (SALES) HUNTING GROUND

Use WJW—Greater Cleveland's most merchandising-
minded, promotion-minded station—to bag sales in the
Greater Cleveland market!

Cleveland's Chief Station—WJW

WJW BUILDING
5000 W. BROADWAY
CLEVELAND, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

KRON-FM Off Air

KRON-FM San Francisco has temporary transmitter problems while its transmitter and antenna is being transferred to San Bruno Mountain, where facilities of KRON-TV are located. The move is scheduled for completion, and the station will return to the air, March 19. Since the station first began broadcasting on July 1, 1947, its facilities have been located in The Chronicle Building in downtown San Francisco.

KRON-FM's \$30,765,000 IN FURNITURE-HOUSEHOLD AND RADIO SALES

Advertisers pick WDRC, the ads are popular while its transmitter and antenna is being transferred to San Bruno Mountain, where facilities of KRON-TV are located. The move is scheduled for completion, and the station will return to the air, March 19. Since the station first began broadcasting on July 1, 1947, its facilities have been located in The Chronicle Building in downtown San Francisco.

BROADCASTING • Telecasting
NEW OFFICERS and board of directors of the California State Broadcasters Assn. are (1 to r) Galen Gilbert, general manager of KGER Long Beach, board of directors; Paul Bartlett, president and general manager of KFRE Fresno, secretary-treasurer; Harry Butcher, president of KIST Santa Barbara, retained for a second year on the board of directors; William B. Smullin, president and general manager of KIEM Eureka, president; David Mc- Kay, general manager of KGWY Vallejo, vice president; Arthur Westlund, president and general manager of KRE Berkeley, board of directors, and Les Hacker, owner and general manager of KPRL Paso Robles and general manager of KYEC San Luis Obispo, board of directors. Not pictured are Merle Jones, general manager of KNX Los Angeles, vice president, and Leo Schomblin, general manager of KPMC Bakersfield, board of directors.

PROBE ASKED

IN ATTACKS ON KOFO

FOLLOWING two acts of violence directed at the station, officials of KOPO Ottawa, Kans., have asked for an investigation by the Kansas Bureau of Investigation and Ottawa authorities.

First attack came, officials say, when a 40-pound building block was thrown through a window of the station.

Also, it was discovered that a guywire supporting the station's tower had been sawed half-way through. The tower did not fall, but engineers opinioned it would have toppled if exposed to high winds.

ASCAP Balloting

BALLOTS for election of directors of ASCAP were mailed to members last week, so they may be returned and tabulated before the annual membership meeting to be held March 27 at the Waldorf-Astoria Hotel, New York. All incumbents—12 writers and 12 publishers—were renominated and ballots will also carry the names of 24 additional writers and 12 additional publisher candidates.

TIME TROUBLES

Carnation Drops Show

DIFFICULTIES in obtaining a favorable eastern time slot for its CBS Carnation Family Party last week led to the Carnation Co.'s decision to drop the Saturday half-hour audience-participation show effective March 24. On the air for approximately one year, the program was originally broadcast only on Columbia Pacific Network stations and expanded after three months to the entire CBS network. The program was transmitted in Hollywood and aired 10-10:30 a.m. on the eastern network and 11:11:30 a.m. on the West Coast. Carnation had wanted to change the eastern time period to 11:30 a.m., but failed to get network approval.

According to Paul Willis, general advertising manager for Carnation, cancellation of the program was "no indictment whatever of the show." It was a good program, he said, and "may well be reinstated at the proper time." Carnation agency is Erwin, Wasey & Co.

SCBA Resolves...

IN AN ATTEMPT to curb the growing tendency of advertising agencies to overload commercial content on radio and television programs, the board of directors of the Southern California Broadcasters' Assn. has passed a two-part resolution urging its 54 member stations and network to refuse to allow any client more commercial time than is specified in the contract; and to restrict the length of commercials within programs to the recommendations of the NAB Standards of Practice. A. E. Joscelyn, CBS Hollywood director of operations, and SCBA president, has transmitted the resolution to the group.

MISSOURI PACIFIC SYSTEM has announced that every one of its diesel-powered passenger and freight locomotives will be equipped for train to train communication.

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR

WEBB HUNT NATIONAL AND REGIONAL ADVERTISERS ON WEBB'S SHOW:

Alaga Syrup
B. C. Headache Powder
Dantynite Chewing Gum
Fairmaid Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lone Star Beer
Masteralia
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 Popcrt" 8:30 to 10:00 a.m. Mon. thru Fri.

"Music Maker" 7:05 to 8:15 a.m. Mon. thru Fri.

For information call

DAVE MORRIS
National Representative
or ROBERT MEERER
General Manager at Keystone 2281

"RADIO RANCH" P. O. Box 2135

KNUZ HOUSTON, TEXAS

March 5, 1951 • Page 77
NEWSCASTS
NEWS is a front-line facet of radio, commercially and as a public service, and to be effective needs a competent and well-trained news staff, according to opinion registered at the first annual news clinic of the Carolinas News Directors Assn., sponsored by the U. of North Carolina.

Sessions were held in the university's Communication Center and covered various phases of radio news as seen from the local station viewpoint. Harold Essen, WSSJ Winston Salem general manager, told the 80 broadcasters and newsmen attending that 'news is radio's most important single service ... 74% of the people who listen to radio, rate news as their first choice of what radio offers.'

Mr. Essen, who took part in a panel discussion at the clinic, held Feb. 17, with Richard Mason, WWTP Raleigh general manager, and Fred Fletcher, WRAL Raleigh general manager, underscored the need for a well-organized news department with trained staffers in order to balance adequately the community's requirements for local, national and international news. The competent newsman, he explained, will 'pay his way very quickly not only in added prestige for your station, but in dollars and cents ...'

In addition to being one of the most listened-to radio features, news also is very salable and has a "terrific sales impact," Mr. Essen pointed out.

Another speaker, Elmer Oettinger, WNOA Raleigh news director, outlined what the association is doing to promote radio news coverage in the Carolinas.

CBS Commentator Edward R. Murrow spoke at the luncheon session, stressing the importance of adequate, intelligent news coverage by responsible newsmen, both on the network and local level. He spoke again that night at a public meeting on campus under sponsorship of the Carolina Student Forum.

May Extend

Discussed was the possibility of extending the association to cover Virginia. President F. O. Carver Jr., WJSJS news director, reported board of directors' endorsement and revealed that he and John Eure, WDBJ Roanoke news director, were conducting a survey to determine interest in the state.

Participants of a panel on the news department's effect on public service included Chairman Dick Brown, WEWO Laurinburg news director; Jim McNell, WTBB Lumberton general manager; George Allen, WSAT Salisbury news director.

Meaning of news in dollars and cents was chairmaned by Nick Mitchell, WFBG Greenville, S. C., managing editor, with Jim Balfrey, WEWO general manager; Green Seibels, WMSC Columbia news director.

What the university's Communication Center and the School of Journalism can do to equip radio newsmen was discussed by J. L. Morrison, assistant professor of the school of journalism, chairman; Earl Wynn, the center's director; John Yellowley, who proposed UNC campus station, WNCU.

RACING BODY

Delays Result Reporting

THE Florida Racing Commission has ordered a 20-minute delay in transmission of race results from Florida tracks in what was intended as a blow against gambling racketeers. Effectiveness of the order was questioned when subsequently it was learned bookies were getting results 10-15 minutes after each race.

The rule, which was effective Feb. 19, applies to both radio stations and newspapers. Only results of the last race each day and the feature race on Saturdays may be sent out immediately.

The order drew prompt fire from AP, which claimed it constitutes "a form of censorship." Frank J. Starzel, AP general manager, said the rule penalizes legitimate news operations and reported the Florida Utilities Commission and AP had conducted an investigation which led to the conclusion that AP dispatches "are not the source of bookmakers' information."

'PRAISE THE LORD'

New Twist to P. I.

PER INQUIRY advertising has been offered to stations from outfits selling everything from alphabet soup to zylophones, but last week KOB Albuquerque, N. M., received an offer that topped them all.

One S. D. Anderson, a resident of Gameroo, N. M., but otherwise unidentified, sent the station a copy of a prayer which he thought it would be nice for KOB to broadcast. The prayer closed with a plea for contributions from listeners.

"And if you receive more than your charges," Mr. Anderson wrote KOB, "you may send me any amount you wish for my service and expense."

KOB, which dislikes P.I.'s, turned the man down.

ELECTRONICS equipment plant, which together with facilities is expected to cost about $15 million, will be constructed near Utica, N. Y., by General Electric Co., firm has announced.

"My 1950 BRM is a dinger . . . 117-960 radio homes! I'm your best buy on the Coast . . ."

SENDING on its way a new two-year contract with A. C. Nielsen Co. for local AM ratings is Frank P. Schriber (r.), manager, WGN Inc., Chicago. With him is C. G. Skew, Nielsen vice president.

NEW QUARTERS

For KMBC and KFRM

KMBC and KFRM Kansas City, Mo., have moved to new quarters at 222 W. 11th St. Arthur B. Church, president, Midland Broadcasting Co., timed the move to coincide with KMBC's 23rd anniversary as a CBS affiliate.

Removal of equipment from the Pickwick Hotel on Feb. 21 was begun at midnight after KMBC left the air. Transition was complete at 5:30 a.m., so that both stations were able to return to the air from their new quarters with no loss of broadcast time.

Equipment Stolen

THEFT of equipment from two North Carolina stations was reported here last week. WSAT Salisbury reported that burglars carried off about $2,000 worth of equipment. The thieves, in an oddly considerate way, left the station enough equipment to continue on the air. On the same night, Feb. 20, burglar broke into nearby WBUX-AM-PM Lexington, and stole equipment including a Magnecorder with amplifier and a Baker-Williamson distortion meter.

"LIKE AN ELEPHANT DRIVE" says SHOOTER'S DRIVE-IN

Never expected such results from local radio station

It was good salesmanship rather than desperation that convinced Shooter's Drive-In Restaurant, Main Street, Chester, to use WPWA, Chester, Penna. But desperation was the "rule" in the restaurant industry at that time, a few short months ago.

Restaurant sales were off 7% to 10% according to the National Restaurant Association.

28% INCREASE

The first few months Shooter's used WPWA, sales increased 9%. At the end of one year sales were up about 28%, despite industry-wide losses. No change in prices, no change in policies, no change in menus. WPWA, alone, was responsible for this prodigious sales increase.

Mr. SHOOTER

Why not re-examine your time-buying habits? What Philadelphia station can increase a suburban business by 28%? You must schedule WPWA to cover the Delaware County and Chester, Penna., areas. The WPWA listeners go to consciencious time buyers!

WPWA

DELAWARE COUNTY'S FIRST STATION

1590 on the dial, FIRST in the hearts of listeners

C H E S T E R, P E N N A .

Represented By

NATIONAL TIME SALES, 17 E. 46th Street, New York City

Page 78 • March 5, 1951

BROADCASTING • TELECASTING
allied arts

WILLIAM M. MERTZ Jr. named Chicago representative of Fred- eric W. Zilc Co., succeeding STANLEY LEVEY who resigned to take charge of night-time sales at KMOX St. Louis. Mr. Mertz is former manager of C. F. MacGregor Transcription Sales.

RANDALL LARSON, producer and film director WBSN-TV Columbus, Ohio, to head branch office being opened in San Francisco about March 15 by Sterling Television Co. New office to serve TV stations in San Francisco, Los Angeles, San Diego, Seattle, Salt Lake City, Phoenix, and Albuquerque, and also offer program packages direct to agencies. President SAUL J. TURELL said additional offices contemplated in Detroit and Texas.

ALBERT ZUGSMITH, newspaper and TV consultant, has moved to new offices at 118 S. Beverly Drive, Beverly Hills, Calif. Telephone, Crestview 1-6159.

PUBLICIDAD MEXICO, S.A., Mexico, D.F. (publicity and public relations), has opened offices at Insurgentes 16. Telephone 35-38-79.

RADIO FEATURES' N. Y. office moves to larger quarters at 40 E. 41 St. Staff, headed by JACK ARDEN, collects prizes for giveaway shows syndicated by the Chicago firm including Teledo-Test, Tune-Test, Fasco-Test and MUS TV. Television contest.

VOYLE GILMORE, sales representative Capitol Records Inc., L. A., to firm's artists and repertoire department. He replaces LOU BUSH, re- signed effective March 15 to concentrate on outside arranging and con- ducting.

Equipment...

TELEFEX, L. A. (manufacturer rear projection process backgrounds for TV shows), introduces act-type projector that gives sharper picture and covers wider area than that provided by incandescent light. New development being used by ABC Hollywood for its Vitapix shows.

GENERAL RADIO Co., Cambridge, Mass., announces new amplifier, providing maximum output up to 15 watts with less than 0.2 volt input. Type 1285-A power amplifier has specific application in driving supersonic generators.

HUGHEY & PHILLIPS Tower Lighting Division, L. A., moved to new and larger quarters at 4970 Beverly Blvd. Telephone, Normandy 3-2247.

F. K. McCUNE, assistant general manager nucleronics department General Electric Co., appointed manager of engineering large apparatus division, Schenectady. He succeeds ERNEST E. JOHNSON, named general manager of general engineering laboratory. WILLIAM E JOHNSON named to succeed Mr. McCune in nucleonics department. Dr. MARTIN A. EDWARDS, associate engineering manager in charge technical division general engineering laboratory, named engineering manager for laboratory.

THE MAGNAVOX Co., Ft. Wayne, Ind., opening West Coast parts depart- ment to supply Magnavox television, radio-phonograph and record changer components to Magnavox dealer and service agencies in western states. Headquarters will be at 2424 E. 8th St., L. A.

NATIONAL ELECTRONIC Mfg. Corp., Astoria, L. I., moves to new and larger quarters at 4202 Vernon Blvd., Long Island City, N. Y.

LONDON IAC

To Cover Advertising Tasks

TASKS of advertising in a free world will furnish the theme of the International Advertising Confer- ence in London, July 7-13.

Delegates from 35 countries are expected to attend the meeting, first of its kind to be held in Lon- don since 1924.

Each of the first four business days will cover a different task for advertising, the fifth day will be devoted to a summation of the accomplish- ments of the delegates.

Personnel in the United States planning to attend are advised to make travel reservations soon and to register through Elon G. Borton, chairman, American Advisory Committee, c/o Advertising Fed- eration of America, 330 W. 42d St., New York 18, N. Y.

Broadcast Engineers!

Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show

Tuesday, March 20th has a special group of papers for Broadcast Engineers:

• Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning
  General Meeting
  "Master Control Facilities for a Large Studio Center"—H. R. Tyrer
  "Cathode-Ray Oscillograph in AM, FM, and TV Broadcasting"—E. S. Chrestoldi
  "Optimum Performance of Sectionalized Broadcasting Towers"—C. E. Smith
  "Increased Economy and Operating Efficiency of Television Broadcast Stations Through Systemic Design"—E. A. Isberg
  "Technical Considerations of Television Broadcasting"—O. B. Hamilton

• Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY"
  Assembly Room

A detailed discussion of the electronic, electrical, architectural, and mechanical con- structural features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

• Symposium: COLOR TELEVISION—Evening

A panel of several leading engineers from companies currently engaged in color tele- vision research and development will discuss the most recent technical advances which have been achieved in their respective laboratories during the past year.

IRE Member Registration $1. Non-member $3.

AS EXHIBITED AT THE-

267 Exhibits
Many including Audio, Communication a nd Broadcast Equipment.

The Institute of Radio Engineers

1 East 79th St., New York, N. Y.
APPEAL to the U. S. Supreme Court was taken last week from an appellate court ruling that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates for office.

Petition for writ of certiorari was filed last week by Westinghouse Radio Stations Inc. (KYW), WCAU Inc. and Triangle Publications (WFIL), all Philadelphia. The decision in the case of Petroleum v. Westinghouse etc. was handed down Dec. 20 [Broadcasting • Telecasting, Dec. 25, 1960].

Originally the district court ruled that censorship bans in Section 315 of the Act applied both to a candidate and to his authorized representative. The U. S. Court of Appeals for the Third Circuit reversed this ruling and held the prohibitions applied only to the candidate personally and did not include either his authorized agents or supporters in general.

Speeches Made in 1949

David H. Felix, Philadelphia lawyer, filed suit for alleged defamation following radio speeches delivered Oct. 24-25, 1949, by William F. Meade, chairman of the Republican Central Campaign Committee of Philadelphia. Mr. Meade was not a candidate but was authorized to speak on behalf of candidates.

The three stations contested Section 315 forbid them from censoring such speeches. The district court so ruled, only to be reversed by a three-judge appellate court. Petitions for rehearing were dismissed.

Counsel for the stations, in the brief, argue the issue "is at the heart of the democratic process in a modern political campaign, to wit, the degree to which the protagonists in the campaign are subject to censorship by the owners of radio stations. Petitioners urge that the utmost freedom from censorship in political matters is in the public interest, and that is the view taken by Judge Kirkpatrick (district court). It is also the position of the FCC."

"The censorship clause is part of the provision for equal opportunities to all candidates. The two are of equal breadth of coverage. The question of censure of political speeches by radio broadcasting companies is therefore intertwined with the rights, duties and prohibitions of radio stations in the matter of equality of charges and of allowance of time to be made to the contestants in the political campaign."

"This case is the first decision of a federal court on the point."

The issue also is important to APS Conference

Broadcasters attend MORE than 75 broadcasters from North and South Carolina and Virginia attended the First Associated Program Conference held last month at Sedgefield Inn, Greensboro, N. C.

Maurice B. Mitchell, APS general manager, conducted the 3½ hour afternoon session designed to help stations increase volume and overcome sales problems.

Morning session on programming was devoted to discussions by Jim Lucas, APS director of product development, and Les Biehl, Associated Program director. Harold Essex, general manager of WSJS Winston-Salem, presided as honorary chairman.

Case to SCOTUS

persons who conduct political campaigns, it is pointed out, and involves the right of free speech.

Core of the controversy, according to the brief, is interpretation of the word "use" in Section 315. Legislative history of the Act is reviewed to support the contention that "use" should be interpreted in a restricted sense.

The appellate court's decision leaves broadcasters in a precarious position in connection with political broadcasts, according to attorneys familiar with the case. FCC has never stated a positive opinion whether broadcasts on behalf of candidates by others than candidates themselves are governed by Section 315.

NARND MEET

Convention Site Undecided

BIDS for the 1951 convention of the National Assn. of Radio News Directors have been received from 26 cities which was announced last week by Ben Chastfield, WMNZ Macon, Ga., NARND president, said that invitations for the convention have more than tripled since last year. A decision will be announced when the board of directors meets in Chicago in April. Dr. Lowell Thomas, a principal speaker at the 1950 convention in Chicago, has reportedly issued a special invitation to have the convention at his home in Pawling, N. Y.

McCarthy vs. Pearson

CHARGE by Sen. Joseph R. McCarthy (R-Wis.) that ABC Commentator Drew Pearson has been recipient of military secrets from the Pentagone is now in the hands of the Justice Dept. [Broadcasting • Telecasting, Jan. 29]. Secretary of the Army Frank Pace Jr. has announced transmittal of the case from his department to the Justice Dept. Secretary Pace told Sen. McCarthy that the Army's probe of the incident has been completed with "negative results."

"WE'RE ALL EARS...

for station WTH," say the formers from Michigan's great Thumb district.

- First with the latest news
- 2 Daily farm programs
- Best in entertainment

ABC NETWORK

Represented by Weed & Co.

WTH

Radio Station of the Port Huron Times-Herald

BROADCASTING • Telecasting
NEWSCAST CONTEST

KWHW Altus, Okla., in cooperation with Lee Oakes' Equipment, Altus, have made public speaking and radio experience available to local high school juniors and seniors. One student each week collects commercials from sponsor and edits news for 15-minute show. Students work hand-in-hand with station preparing show. Winner will be given portable typewriter.

SPOTS PUSH RADIO

WDOD Chattanooga uses spots to combat sets-not-in-use figure. Station points out "Keep Your Radio on Every Minute and ... Every Day," so that listeners can keep abreast of world events.

TOPFLIGHT SHOW

KIWW San Antonio, International Hour, Sat. 11:30 a.m., program honors some outstanding individual man or woman, who has made a noteworthy contribution to welfare of others without consideration of color, race or creed. Person so honored is named "The Good Neighbor of the Week" and is given citation.

SHARP PROMOTION

KTTV (TV) Hollywood sending trade five page promotional booklet. Front page shows expressionistic drawing of banker, and bears words "An extra come-on for customers." Inside pages contain block ads for programs carried by station with similar drawings and photographs of stars featured, used as regular newspaper promotion. First inside page of folder further reads: "When you buy time on KTTV you know your advertising message will be seen on television by hundreds of thousands of your potential customers... at KTTV you get an advertising 'extra'—the station's continual, long-range newspaper promotion of every program."

PERIMETER BROCHURE

METROPOLITAN Network, including five "perimeter" stations serving Washington market, describes its unique operation in file-folder brochure sent to trade. Network explains it offers facilities of five outlets at unit buy with 50% saving over combined individual rates. Audience, market and rate data are included. J. Douglas Freeman is commercial manager of Metropolitan.

SNOWED under with over 25,000 letters and postcards received by WKOP Binghamton, N. Y., during a week-long contest, this pretty receptionist begins the task of sorting them out. Listeners in the area were asked to send their Social Security number with a $100 dollar prize for the person coming closest to the "mystery number" locked in the station safe. It took WKOP three days after the contest closed, and the help of four extra mail clerks, to select the winner.

YET HOSPITAL

WSGW Saginaw, Mich., inaugurated new public service series Feb. 10 from city's new $5 million Veteran's Hospital. Every Saturday afternoon, show will originate from hospital's modern radio studio, featuring "Uncle Don" Andrews and patients appearing as guest disc jockeys.

TITLE FIGHT

WSAZ Huntington, W. Va., Feb. 14, in cooperation with The Huntington Advertiser and local Phileco dealer, set up television in arena where Advertiser was staging Golden Gloves bouts, so fans could see the LaMotta-Robinson title fight from Chicago. Sets were placed in the arena so spectators attending would not miss either event. WSAZ-TV carried the fight locally.

GRIDIRON AWARDS

WDIA Memphis sponsored "WDIA Gridiron Great Contest" for six best football players in local Negro high schools. Coaches and principals rated boys for the award. In addition they had to receive majority vote by students at their schools. Station distributed printed sheet with pictures of winners and explinations of contest. Contest was conducted to promote "friendship and understanding" among the people of Memphis. Each winner was awarded gold verat watch.

RADIO COURSE

WDET (FM) Detroit cooperating with local labor unions in radio technique course. Station helps with all phases of program and donates facilities for shows. Dodge Local 5 has presented Letter From Local 5 over station.

TRANSIT FM

KXOK-FM St. Louis sending advertisers and trade brochure inviting them to look into Transit Radio. Cover resembles front of bus with window cut out and picture of women looking through and is headed "Here is your perfect prospect..." Inside gives purpose of Transit Radio and audience it reaches.

'BOMBING' COVERED

KCBS San Francisco presented special broadcast of mock bombing attacks on West Coast. Bill Doria, KCBS newsmen, broadcast bird's eye view of raids from jet fighter. KCBS News Director Bill Niefeld arranged show.

FREE TIME

WMAQ Chicago gave clients promotional announcements last year worth $1,121,105, John Keys, promotion manager of WMAQ (AM) and WNBQ (TV), reported. Gift certificates were mailed to local and network clients calling their attention to quantity and cash value of free spots aired on both stations. Total of 16,058 promotional announcements were broadcast on WMAQ, while 4,585 were televised. The TV spots had rate card value of $349,777. Harry C. Kofp, NBC Central Division vice president and general manager of both stations, signed the certificates.

CATHOLIC Broadcasters Assn's promotion committee reports that recent survey showed that Rosary on the Air is being heard in more than 5,000 cities and communities.
KBIS ON AIR
Marmat Opens AM Outlet

KBIS Bakersfield, Calif., new 1 kw independent on 970 kc, licensed to Marmat Radio Co., started operating Feb. 28. Studios are located at 597 Oak St., which also houses Marmat's KMFR (FM), founded last year.

James L. McDowell is general manager, with Guy Marchetti, assistant manager. James E. Reynolds is commercial manager and George Crofford program director. Richard Sampson is chief engineer.

New station has signed Southern California Broadcasters' Assn., Hollywood, as its 55th member.

NEW STATION
Makes Toronto's Sixth

CKF H Toronto, new 250 w station on 1400 kc, went on the air Feb. 21 to become the sixth Toronto station. Owner Foster Hewitt, Canadian sports commentator, has been broadcasting hockey games and other sporting events for over 25 years, first with the CPCF, then owned by the Toronto Daily Star, and later with Canadian network.

His 22 year old son, Bill, who has had experience at various Canadian stations, will head the sports and special events department. CKF H will be on the air 24 hours daily, seven days a week.

Frederick Schmidt

FREDERICK SCHMIDT, who broadcast Voice of America messages to Germany, died Feb. 18 in New York, a short time after he was stricken while working on a broadcast. Widely known in Germany as Fred Williams, he had been singled out for attack by the Soviet Union on several occasions in recent years when his comments aroused German public opinion. He was editor and political commentator of the German section for Voice of America. Mr. Schmidt leaves his wife, Edith, and a daughter, Dorothy.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3636

COMMERCIAL RADIO MONITORING COMPANY
Precision Frequency Measurements
"A reliable service for over 16 years"
For instantaneous service phone JACOBS 5202
P. O. Box 7037 Kansas City, Mo.

FEBRUARY 23 TO MARCH 1

Grants authorizing new stations, changes in facilities, and transfers approved by the commission, accompanied by a roundup of new station and transfer applications.

February 23 Applications

**FCC actions**

**ANTENNA**

*cond.-conditional*  
*LS-local annset*  
*transfer!*  
*vision!*  
*vision*  
*vision*  

Grant of extension from Feb. 21 to March 13 in which to file exceptions to those filed concurrently in pending on its application and that of Lomé Gneight Co., Memphis, Tenn.

John Reese, Visalia, Calif., granted license for extension of complete date.

Grant of motion for additional transmitter from 6:00 p.m. to 7:00 p.m. on weekends.

Grant of change in frequency of station.

February 27 Decisions

**ACTION ON MOTIONS**

By Comr. Rosel H. Hyke

**By Ex. Comr. Robert F. Jones**

**By Comr. James D. Cunningham**

**By Ex. Comr. Francisco A. L. True**

**By Ex. Comr. William A. Motz**

**By Ex. Comr. Charles L. Cain**

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<th>Name</th>
<th>Address/Location</th>
<th>Type of Service</th>
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<td>JANSKY &amp; BAILEY</td>
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<td>William L. Foss, Inc.</td>
<td>927 15th St., N. W.</td>
<td>Consulting Radio Engineers</td>
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<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer”</td>
<td>Consulting Radio Engineer</td>
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<td>A. R. Bitter</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABBAM ST.</td>
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<td>319 BOND BLDG. REPUBLIC 2151</td>
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<td>A. E. CULUM, JR.</td>
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<td>SILLIMAN &amp; BARCLAY</td>
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<td>ADLER ENGINEERING CO.</td>
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and main studio locations and change type trans. WABBI New Smyrna Beach, Fla.—Granted mod. CP for approval of ant. and trans. and main studio locations and change type trans. WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 8-32-51. KYLA Pasadena, Calif.—Same to 6-21-51. KKRS St. Joseph, Mo.—Same to 5-21-51. KHH Hood River, Ore.—Granted license new AM station; 1360 kc 250 w. un. known. WDGJ Chicago, WHO, Des Moines; KENT Shreveport, La.; KREW Sunny-side, Wash.; WJW Montgomery, Ala.; KGAF Galena, Tex. License for CP WDEL-FM Wilmington, Del.—License to cover CP new FM station. Replace CP WEWO-FM Laurinburg, N. C.—CP to replace expired CP new FM station.

February 28 Applications

- ACCEPTED FOR FILING
- AM—1410 kc
- KMYC Maryville, Calif.—CP change from 1410 kc 200 w un. to 1410 kc 1 kw un. DA-N.

APPLICATIONS RETURNED

- KALF Atlanta, Tex.—RETURNED application for assignment of license from Herman H. Womack Jr. and David A. Womack 4/6 as Ar-4-La-Tex Best. Best., Co. to Herman H. Womack Jr. David A. Womack and Robert S. Blaine 4/6 as Ar-4-La-Tex Best Co. WDWD Dawson, Ga.—RETURNED application for license renewal.

ADLER ENGINEERING CO.

TELEVISION AND BROADCAST FACILITIES

DESIGN AND CONSTRUCTION

1 Le Fevre Lane, New Rochelle, N. Y.

New Rochelle 1-620

A. Womack 4/6 as Ar-4-La-Tex Best. Best., Co. to Herman H. Womack, Jr. David A. Womack and Robert S. Blaine 4/6 as Ar-4-La-Tex Best Co. WDWD Dawson, Ga.—RETURNED application for license renewal.

APPLICATION DISMISSED

WBBG (formerly WLBA) Hornell, N. Y.—DISMISSED application for CP change from 1320 kc 1 kw D to 1490 kc 1 kw D 500 w un. DA-N.

February 28 Applications

- ACCEPTED FOR FILING
- AM—1410 kc
- Ionia Best., Co., Ionia, Mich.—CP new AM station 1430 kc 1 kw D AMENDED to request 500 w D.

License Renewal


License for CP

WEBC-FM Ogdenburg, N. Y.—11.

(Continued on page 88)

March 5, 1951 • Page 83
Help Wanted (Cont'd)

Engine-announcer needed at once. New 1 Kw daytimer, southeast, near major southern market. Not an applicant, referred but not essential. Box 501, BROADCASTING.

Help Wanted (Cont'd)


Immediating open licensed engineer to operate control room and transmitter. KSCB, Liberal, Kansas.


Combination engineer-announcer-for 1000 watt ABC outlet in major southern market. Modern studios. Start sixty dollars with increases possible. graveyard. Duke, Radio Station WALB, Albany, Georgia.

Wanted: Man for transmitter and control board operation with lay ticket. Salary, $250. Full time fulltime ABC outlet in southeast. Write W celebrating birthday. AM, Olean, N. Y.

Production-Programming, others

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications and references. Send complete details to Box 755, BROADCASTING.

Giri capable of taking charge of con- tinuity engineering, operation of Pennsylvania 250 watt. Give full details; age, marital status; salary; experience wanted. WIRD, Hum- boldt, Tennessee.

Wanted: Announcer-engineer with first class license. Start $95. Rush full in- formation, photograph, experience and salary requirements. Box 835H, BROADCASTING.

Radio writer wanted for AM-TV station in midwest city of 125,000. Must have experience. Send complete samples and references to Box 261, BROADCASTING.

Farmer, able to organize and operate farm service department for aggressive 5 Kw midwestern, network affiliated station. Unusual opportunity for right man. Send complete details, including photography and salary requirements. Ads. Box 829H, BROADCASTING.

Midwestern network affiliate desires services of fully experienced radio personality. Must be at least ten years of news broadcast and able to handle radio, write, and present news on the air. Send complete details and let us hear your qualifications. Box 835H, BROADCASTING.

Continuity writer--Midwest station desires experienced copywriter to handle radio and TV. Good salary. 40 hour week, pleasant working condi- tions. Send complete details, including photograph, sheet to Box 81I, BROADCASTING.

Engineer-experienced in equipment maintenance. Must be experienced in directional arrays for equipment. Midwest. Box 829, BROADCASTING.

Commercial manager, 10 years experience, successful background. Sober, hard worker. Will interview. Box 698, BROADCASTING.

Situations Wanted

Managerial

TV salesmen wanted in fast-expanding terminal. All applicants with 5 years selling experience need apply. Give references. Experience, with ABC, NBC, major status; salarv requirements; conditions. Box 755, BROADCASTING.

Sales manager, responsible, average 40 years of age. Will go anywhere. Box 676H, BROADCASTING.

Program director regional network affiliate major southern market desires change with major network affiliation opportunity. College graduate. Eleven years experience in all sales markets as general manager, program producer, sales manager, etc. Box 835H, BROADCASTING.

Manager-chief announcer-man, married, family. 18 years background newspaper, department store advertising, personal contacts. Experienced all phases, mature judgment, seasoned campaigner. Now employs sales staff in network station, desires challenging opening in major southern marketEND. 30,000. Workable ideas, abun- dance of experience. Possible moving, three stations. Good record, go any- where. Will interview. Favorable reasonable notice. Box 25I, BROADCASTING.


Situations Wanted

Managerial

Twenty years of constructive radio background. Excellent management ability. With the very best of references as a manager and/or executive, will manage or operate any station, 45 years of age. Will go anywhere. Box 676H, BROADCASTING.

Continuity director. Preferably female. Experience in college department with over $10,000 copy. Box 696H, BROADCASTING.

Television

Sales

Situations Wanted

Managerial
Situations Wanted (Cont'd)

Experienced announcer, potential sales- man. 7 years experience, ex-service, Vet, fam- ous. Box 928H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience trans- mission, remotes, tancrecorders. Pres- ently engineering, Box 671H, BROAD- CASTING.

First phone, no experience. Draft exempt. Box 281I, BROADCASTING.

Chief rigger—New employed 25 years in rigging department. Personnel ex- perience with private radio, Army or Navy. Will move within 30 days. Draft exempt. Box 431I, BROADCASTING.

Need a dynamo in your newsroom? Experienced and getting and building local news. Will work west. Draft exempt. Box 901I, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play. GM, 5 years experience, College graduate. Box 711I, BROADCASTING.

Situations Wanted (Cont'd)

Newman and continuity writer. Two years experience in management, advertising, station. Some commercial experience. Looking for a position in sales, events, news gathering and re- lease, production. Draft exempt. Box 391I, BROADCASTING.

Situations Wanted (Cont'd)

Wanted—Job building topnotch sports talent. Prefer large station on coast or west. Cold calls, deadline, promotion. Send resume. CBS affiliate loaded commercially. Will move after 2 years experience. Believe I can jus- tify my reputation, producing, directing job. For experienced man to build and promote show. Will contact me at WBAY, Green Bay. Bob Savage.

Mental director; 1 1/2 years all-round radio experience. Set-up, maintain sound with 2,500 personal records. Announce, popular shows. Prefer newer, independent but with good reputation. Will consider position offering possible future ad- vancement. Box 631I, BROADCASTING.

Salary $175.00. Consideration to N. McLaughy, 8521 S. Loomis Blvd., Chicago, Illinois, Triangle 4-1495.

Television

Situations Wanted


Situations Wanted

Chief engineer—5 years experience all phases broadcasting. For sale. Westinghouse. For sale: Westinghouse. For sale: Westinghouse.

Situations Wanted

For sale: Two Blau-Knox 200 foot self- supporting tower. 425 feet of HD 1/4 wave- line, new with fittings 1300 feet OF- FE, 2'7/800 sample line, new other HD line. Immediate construction. Contact Chief Engineer, American National Radio. Box 161I, BROADCASTING.

For sale: Westinghouse 500 kW FM trans- mission line, with 395 feet 600 ohm line. Box 329I, BROADCASTING.

For sale: Transmitter, $50.00. For sale: Transmitter, $50.00. For sale: Transmitter, $50.00.

For sale: Card index, $50.00. Card index, $50.00.

Situations Wanted

Television

Technical

Television engineer. Seven years total experience. Know RCA camera chain. Have extensive experience in all phases of television. Now employed. Will locate in southwest. Prefer college graduate. Box 903I, BROADCASTING.

Need help with your television prob- lems? Consulting station, advertising agency, electronics store, Radio & TV. Box 431I, BROADCASTING.

Production-Programming, others

Available March 15. Assistant to agency. Supervisor to fill in for local sales spot in AM/TV station. 4 years experience. Box 703I, BROADCASTING. Willing to relocate. Write Box 983H, BROADCASTING • TELECASTING.

Production-Programming, others

Situations Wanted

Situations Wanted

Situations Wanted

Television

Situations Wanted

Situations Wanted

Situations Wanted

Situations Wanted

Situations Wanted

Situations Wanted

Situations Wanted
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
Ralph G. Island
2605 16th St., N.W.

CHICAGO
Harry LeFevre
204 Wabash Ave., 20th Floor

SAN FRANCISCO
Willard J. Mather
1209 Market St.

BROADCASTING • Telecasting

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.

BOX 947TH, BROADCASTING
hearts of Canadian broadcasters, noting that he had attended past conventions as "permanent fraternal delegate of NAB, joined in our discussions, acted as our impartial referee, enjoyed the friendship and confidence of us all."

The Gillin Award, made by a Toronto committee of three influential citizens on the basis of presentations sent in by a large number of Canadian stations, went to CJOB, Downtown's all-veteran station with the slogan, "Working for Winnipeg." Honorable mention was given Bill Stovin, CJBJ Belleville, post-World War II small-market station, for its work for more than 30 charitable organizations.

CJOB, CJBJ Cited

The Gillin Award is a bronze plaque, based on the WOW letterhead, designed by Bill Carter, CKLW Windsor. Permanent awards were a clock to CJOB and a silver cigarette box to CJBJ.

CJOB directors elected were F. H. Elphicke, CKWX Vancouver; Gordon Love, CFNC Calgary; Ed Rawlinson, CKSP Prince Albert; William Speers, CKRC Winnipeg; William Scura, CKTB St. Catharines; Murray Brown, CFWL London; Harry Sedgwick, CFBR Toronto; Phil Lalonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle; W. B. C. Burgoyne, CTV St. Catharines, and Gordon Love, CFNC, Calgary.

ELEVEN new directors were elected Tuesday afternoon at a general meeting of the Canadian Assn. of Broadcasters during their annual convention at the Chateau Frontenac, front row (I to r): Murray Brown, CFPL London; William Speers, CKRC Winnipeg; D. Malcolm Neill, CFNB Fredericton; F. H. Elphicke, CKWX Vancouver; back row, E. A. Rawlinson, CKBN Prince Albert; E. P. MacDonald, CJCH Halifax; and Harry Sedgwick, CFNB Toronto. Absent were Phil Lalonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle; W. B. C. Burgoyne, CTV St. Catharines, and Gordon Love, CFNC, Calgary.

CAB Maps Plans

(Continued from page 29)


Miles Renew News Show

MILES LABS, Elkhart, Ind., renews News of the World on the full NBC-AM network from April 2 for 52 weeks through Wad Adv., Chicago. The show, which advertises Alka-Seltzer and vitamins, is broadcast five times weekly, 7:30-7:45 p.m., with a West Coast repeat at 11:15 p.m. EST.

When It’s BMI, It’s Yours

SONNY THE BUNNY

Convention
(Continued from page 25)
p.m.; Tues, Wed including lunches but not the banquet) will be $50 in advance ($22.50 for late registration).
For the TV session Thursday registration will be $10, including lunch ($12.50 for late registration). Extra tickets will be available for luncheons and the banquet up to seating capacity. Robert K. Richard,
NAB public affair director, is handling management conference programming.
Among satellite meetings to be held in connection with the convention are a Sunday meeting of MBS affiliate stations and the annual BMI dinner Monday evening.

Higgins Hospitalized
HUGH M. P. HIGGINS, director of BAB, was hospitalized in New York last week after suffering a stomach attack Tuesday evening. He was released treating satisfactorily later in the week.

TRANSFER GRANTS
For WDSU, WJEL
APPROVAL was granted by FCC last week to assignment of license of WDSU-AM-FM-TV New Orleans from Edgar B. Stern Sr. to WDSU Broadcasting Corp., new firm owned 67% by Edgar B. Stern Jr. Consideration involved is $1,185,000.
Consent also was granted by the Commission to Walter H. Varnum control of WJEL Springfield, Ohio, through sale of 100% interest by D. J. Parsons and Frank N. Jones for $25,000 to Chester R. Hinkle and George V. Johnson Jr. Mr. Hinkle is owner of Hinkle Adv. Co. Mr. Walker is an architect. WJEL is 500 w daytimer on 1600 kc.
Edgar Stern Sr., who with Edgar Jr. has been operator of the WDSU properties, is retiring from radio. The new licensee, WDSU Broadcasting Corp., in addition to being owned chiefly by the younger Stern, is to have Robert D. Sweeney with 20% in

KIDO FACILITIES
Go on 630 kc With 5 kw
KIDO Boise, Idaho, will begin operating with 5 kw on 630 kc March 18, Walter E. Waggstaff, vice president and general manager, announced last week.
The new RCA transmitter feeds a directional antenna array of three 565-foot IDECO towers. Mr. Waggstaff reports KIDO will henceforth have the largest physical coverage of any station in Idaho, regardless of power. KIDO now operates on 1290 kc with 2.5 kw day, 1 kw night.
to include issue with reference to areas where insufficient public service is provided and character of other broadcast service available to such areas and populations. Demurred hearing for April 30 at Washington.

SAA—770 kc
KOB Albuquerque, N. M.—Granted extension of SAA to operate additional hours, 6 a.m. (EST) to local sunrise New Mexico and from local sunset Minnesota to 10 p.m. (EST) using DA-2, for six mos. from March 2.

AM—1170 kc
KLOK San Jose, Calif.—Denied petition to reconsider and grant without hearing application for change from 5 kw to 1 kw-N, 5 kw-LS, LS, and install DA-N on own motion, amended order of March 28, 1956, designating DA-N, for hearing in consolidated proceeding with application of KXGK San Diego (for mod license KCSB to increase N power from 1 kw to 5 kw) hard working, resource producing, manager, hard working,

Manager
Stable, selling, economical, program-wise operator. Market size, location, unimportant. Experienced, successful 250 up. Ten years last organization. Veteran, 36, family.

Box 751, BROADCASTING.

FCC Actions
(Continued from page 88)
Applications Cont.
Applications to cover CP new FM station.

KDSL (TV) Hollywood—Mod. CP new commercial TV station for extension of completion date to 9-26.

March 1 Decisions...

BY COMMISSION EN BANC
Program Log

Announced recently: Rule-making to amend Part 3 of FCC rules concerning maintaining and running broadcast log stations to make such rules applicable to permittees as well as licensees of such stations. Comment deadline April 2.

Remote Pickup
Proposed to amend Sec. 4.231(a) of FCC rules to enable AM and TV stations, which are also licensees of associated CP stations, to utilize facilities for communication between studio and trans. Comment deadline April 2.

Authority Denied
WLD-FM Providence, R. I.—Denied applications for license thereon.

Extension Granted

WNEW New York—Granted extension of CP for five years to June 30, 1957, to meet terms of CP for increasing power on 1390 kc from 1 kw to 2 kw, install new trans. and change DA-DN to DA-4.

Modification of CP
WLWC Williamson, Pa.—Granted modification of CP for approval of ant. and trans. request.

Request Denied
WAUX-FM Waucheesa, Wis.; WRFD-FM Worthington, Ohio; WWLF-FM Burlington, N. C.—Denied requests of WAXU-FM, WRFD-FM and WWLF-FM for waiver Sec. 3.251 of rules to permit sign off at different times of WNCR and WABA, and of WSAV-FM to operate from 5 p.m. to midnight.

WNYC New York—Granted extension of SAA to operate additional hours, 6 a.m. (EST) to local sunrise New York and from local sunset Minnesota to 10 p.m. (EST) using DA-2, for six mos. from March 2.

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SAA—839 kc

WNYC New York—Granted extension of SAA to operate additional hours, 6 a.m. (EST) to local sunrise New York and from local sunset Minnesota to 10 p.m. (EST) using DA-2, for six mos. from March 2.

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Manager
Stable, selling, economical, program-wise operator. Market size, location, unimportant. Experienced, successful 250 up. Ten years last organization. Veteran, 36, family.
**FCC round-up**

New Grants, Transfers, Changes, Applications

**Box Score**

**SUMMARY TO MARCH 1**

Summary of Authorizations, Stations On the Air, Applications

<table>
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<td>TV Stations</td>
<td>107</td>
<td>60</td>
<td>49</td>
<td>33</td>
<td>171</td>
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</tbody>
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* On the air.

**Docket Actions**

**INITIAL DECISIONS**

WSNY Schenectady, N. Y.—Initial decision by Hearing Examiner James D. Cunningham, Jr., on matter of control of licensee. Western Gateway Broadcasting Corp., from Benjamin L. Dunn et al. to Winslow P. Leighton, Florence B. Walcott, Frederic G. Lipton and Barbara W. Leighton; to grant license renewal and to disapprove petition of George B. Nelson filed Aug. 10, 1948, and petition of Dunn et al. and appeal on petition of Dunn et al. filed Jan. 18, 1949, alleging perpetuation of fraud and numerous other irregularities on part of their associate stockholder, Cunningham, Jr. Initial decision March 1.


Sky Way Best Co., Columbus, Ohio, and Stephen H. Kovalian, Wellington, Ohio—Hearing Examiner Elizabeth C. Smith issued initial decision to grant application of Sky Way for new AM station on 1590 kHz with 1 kw day and to grant application of Stephen Kovalian for new AM station on 1270 kHz with 250 kw day. Initial decision Feb. 26.

**OPINIONS AND ORDERS**

KMCW Los Angeles, Calif.—Withdrawn Feb. 27.

**FCC CORRECTIONS**

License Renewals


Temporary Renewals

Under renewals extended on temporary basis, include auxiliary to WBAI, WIVN, WWJ, WBBM, WBBN, WBBY, WADD, KMOO, and WLSX, Eureka, Calif.

**REASON WHY**

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 24 years. And that’s why they buy WIBW-advertised goods.

**Summary of Authorities, Stations On the Air, Applications**

**SUMMARY TO MARCH 1**

**New Applications**

**AM APPLICATIONS**

Norwich, N. Y.—Radio Norwich Inc., filed application for license to operate AM station on 1590 kHz with 1 kw day, reason for filing, to serve westside of Norwich, N. Y.; $27,000. Licenses granted.

**FCC corrections**

License Renewals

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NEW TV SPORTS BASIS
SEEN BY COLLEGE GROUP

TELEVISION and sports have future together, but not on same basis as in past, which was "at the expense of others," according to TV Committee of National Collegiate Athletic Assn., which gave its first public report in Chicago Friday afternoon (early story page 55). Chairman Tom Hamilton, athletic director, U. of Pittsburgh, said entire TV problem "weighty," and group now "trying to strike balance on basis of which it can operate with TV without jeopardizing economic or financial structure of athletic systems."

TV Committee, meeting for first time after authorization at Dallas convention in January, is outlining basic functions and policies for next year, with emphasis on football. Mr. Hamilton, saying TV industry has been "most cooperative," reiterated conclusions of joint NCAA-TV industry survey which found that TV "hurts" football attendance "pretty much in proportion to set saturation in each area."

Although one-year ban against live TV was not expected to be relaxed, serious consideration will be given to "experiments" with proponents of Phonevision, Skiatron, theatre TV and post-game showing.

RADIO TUBE SALES RISE;
TV PICTURE TUBES UP

SALES of radio receiving tubes in January, 37,042,303 units, exceeded figure for same month in 1950 by 15,000,000 units, according to Radio-Television Mfrs. Assn. They were shade below total last December.

January sales of TV picture tubes to manufacturers totaled 580,817 units valued at $16,272,654. This compares to 486,252 tubes in same month of 1950 and 686,815 tubes last December.

PARENTHESES SUIT

DREW PEARSON, radio-newspaper columnist, filed suit Friday in U. S. District Court, District of Columbia, for $3,800,000 damages. In one count he claimed several defendants had "preconceived plan" to injure him in business, resulting in loss of a sponsor. Defendants included Sen. Joseph R. McCarthy (R-Wis.), Fulton Lewis Jr., Westbrook Pegler and others. Suit filed by Attorney William A. Roberts.

HELEN MOBERLEY TO WTTG

HELEN MOBERLEY, assistant to general manager of WWDC Washington, joins WTTG (TV) Washington, DuMont station, according to Walter Compton, WTTG manager.

TURNBULL TO GUNTER

HENRY TURNBULL, vice president, Blow Co., New York, to Gunther Brewing Co., Baltimore, as manager of sales and advertising.

R & R APPOINTS HEYNE

NORMAN HEYNE, radio-TV director at Ruthrauff & Ryan, Chicago, named to vice presidency last week.

STEPS TO MAINTAIN
SET OUTPUT URGED

COOPERATION in industry-wide materials conservation program, designed to "keep production of television and radio sets at a healthy level," requested Friday by Robert C. Sprague, president, Radio-Television Mfrs. Assn. In letters to member companies, he said program will be implemented at early meeting of industry engineers, directed by Dr. W. R. G. Baker, General Electric Co., RTMA Engineering Dept. director.

Results of conservation drive, described by Mr. Sprague as "key" to maintenance of high-level civilian output, will be submitted to defense agency officials by RTMA Policy Committee, headed by President-elect Glen McDiel.

Mr. Sprague submitted preliminary conservation report at short-notice meeting of top level government production authorities and electronic components and equipment industry representatives. William H. Harrison and Manly Fleischmann, administrators of Defense Production Administration and National Production Authority, respectively, attended sessions.

Industry group said there is no evidence civilian output is holding up defense orders; new production facilities had to be developed because of "exacting" military specifications; industry has made "great savings" in metals and expects to continue TV production at a fairly good rate because of conservation measures and despite exhaustion of cobalt supply; and asked for future estimates of material availability.

Gen. Harrison told group electronics commands equal top priority. Mr. Fleischmann said all metals would be available to industry during second quarter, and NPA will give estimate well in advance when Controlled Materials Plan is issued.


C & W INDICTED

FEDERAL Grand Jury in Los Angeles late Friday indicted Harold Cowan and Ralph Whitmore, operators of Cowan & Whitmore Enterprises, on fraudulent use of mails in pre-holiday Christmas tree ornament "pitch" deals offered on radio and television stations. Jury recommended bail at $2,500 each. Both are reported in Chicago on company business, according to office of U. S. Attorney Ernest A. Tolin. Duo is reported to have sold more than $700,000 worth of ornaments during 30-day period preceding Christmas.

DuMONT FILM SERIES

DuMONT INDUSTRIES, New York (DuMont TV sets), signed to sponsor United Television Programs' series of Royal Playhouse; second round of series, starting April 1 on DuMont network in 18 major cities. Contract for time and film package is said to be $1 million.

Closed Circuit

(Continued from page 4)

embattled economy. British, with two stations in operation, are using 405-line standard. According to new inside information, Germany is planning 625 lines as are certain other western European countries. Plans for both 441 lines and 519 lines and only Kremlin knows what Russia will use. Incidentally, Russians are promising new TV station in their German zone by summer. Great Britain contemplates four additional stations for total grand total of six before year is out.

REVISION OF SCOPE, purpose and functions of Broadcast Advisory Council, which got off to shaky start some months ago, will mean reorganization to make body more representative of radio and TV pursuits. It's expected that such segments as clear-channel stations and other groups will be represented on council which will now pitch in direction of cooperation with all agencies of government in defense effort. White House mandate aspect has been discarded.

HARRISON M. DUNHAM, who resigned last month as manager of KTFD (Den) Los Angeles, is organizing motion picture group to promote, sell and distribute films for TV. He was instrumental in transaction whereby Los Angeles Times, KTTV owner, acquired Massour studios last year.

THOUGH NARTB-TV (NAB) pitch for video members to join new branch of association has been out only few days, return mails are bringing surprisingly large number of contracts. Fifty-five of 107 TV outlets signed pledge of support at Jan. 19 Chicago meeting.

AM NETWORK likely to be used by Kellogg Co. for Wild Bill Hickok series, with TV program spotted nationally. Product slated to be Corn Pops. Kellogg agencies are Kenyon & Eckhardt and Leor Burnett Co. Program is Reynolds Production package.

TV COMMERCIALISM

DRAWS HENNOCK WARNING

FCC COMB. Frieda B. Hennock warned educators Saturday that shortly after TV freeze is thawed, thousands of channels will be claimed for commercial use. "Once acquired by commercial interests," she added, "it is unlikely that they can ever be redeemed for educational purposes."

Miss Hennock was discussing "Education's Opportunity in Television" before Sixth Annual Michigan Radio-Television Conference, Michigan State College, East Lansing, Mich. Borrowing a George Bernard Shaw phrase, Commissioner cautioned educators, "Get what you want or you will be forced to like what you get."

RCA DECLARES DIVIDEND

RCA board on Friday declared dividend of 87 1/4 cents per share on outstanding shares of $3.50 cumulative first preferred stock, for period Jan. 1-March 31, Brigm. Gen. David Sarnoff, board chairman, announced following meeting. Dividend is payable April 2 to holders of record at close of business March 12.

'VOICE' AWARD SERIES

RECORD albums to be given by Voice of America for best letters on aspects of U. S. that interest Voice listeners abroad. Offer made on new Jo Stafford transcribed series, with singer using guest interviews.

BROADCASTING • Telecasting
The modern Virginian is alert, informed, well entertained.
And WMBG, with its 25 years of progressive broadcasting,
its world wide NBC coverage, has helped to mold him that way.
WTVR, the South's first television station, daily
enlarges his horizon. Thus do the Havens and Martin group—
First Stations of Virginia—serve their millions.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia
Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO
ATLANTA • HOLLYWOOD