well, we’ve tried—haven’t we?

HERE’S AN ODD thought regarding an odd station.

For more than 28 years, WOR has been saddling sound over the manifold activities of the world’s greatest market, as well as the singly most profitable and complex group of markets ever dished up by any one station.

This would seem like precisely the sort of job a few stations were invented for. Or maybe six papers and four or five national magazines.

Yet no such statement has ever appeared in a WOR advertisement.

Apparently one station that yearly pads the pocketbooks of more national radio advertisers than any other station in America does not talk as much about itself as, let’s say, other people talk about it.

Apparently one station that covers a territory only slightly larger than maybe Bhutan, in India, doesn’t let everybody know that it delivers a 20th Century-brand Utopia where more things are bought at retail every year than the total things bought at retail in the combined cities of Chicago, Los Angeles, Boston, Cleveland, Washington, St. Louis, Baltimore, San Francisco, Pittsburgh, Milwaukee, Minneapolis, Kansas City, Buffalo, Cincinnati, Seattle, Portland.

Why don’t we tell people about it?

Well, we’ve tried—haven’t we?

The address is

WOR—that power-full station at 1440 Broadway, in New York
FIRST
STEP TO
SALES
IN RICHMOND

Like the child that takes the first step and discovers it can walk, your first step in Richmond to discover the sales power of radio and television is to use the Havens and Martin stations.

These pioneer NBC-programmed facilities have established an enviable history of listener loyalty in Virginia's first market. An advertising message on WMBG, WCOD, WTVR will give you maximum exploitation of your potential sales power in this high-effective-buying income area.

Your nearest Blair man is anxious to tell you more.

Havens & Martin Stations are only complete broadcasting institution in Richmond.

WMBG AM
WTVR TV  FIRST STATIONS OF VIRGINIA
WCOD FM

Take the Local

In Albany—Troy—Schenectady:

WTRY has 11 of the top 15 local shows.*

Two of these shows have higher ratings than competition’s best daytime network shows.*

They take second place to only 5 programs (all network) in Station B’s entire schedule.*

WTRY’s local news programs average higher ratings than all others, networks’ included.*

Morning, afternoon, and evening, WTRY has the highest average ratings, the lowest cost per thousand homes.*

*Fall—Winter Hooperatings
BROADCASTING
TELECASTING

Closed Circuit

TWO long-wave million-watt stations—highest powered in world—are being installed for Voice of America in preparation for zupełnie radio-project. Originally initiated as three-year program, “radio-ring” now will be compressed into one year. Locations remain classified until completion of installations. Biggest concentration of long-waves now is at Tangier, totaling 650,000 w in four units. New “one megawatt” outlets will have unprecedented coverage ranges.

GARTH MONTGOMERY, radio and TV director, of Kenyon & Eckhardt, New York, slated to be vice president in charge of radio and television, succeeding William A. Chalmers, who resigns this week. Werner Michael, producer of Ford Theatre, promoted to associate radio and television director of agency.

CHASE & SANBORN Instant Coffee, through Compton Adv., New York, preparing radio spot campaign in about 30 markets, daytime, starting varied dates during April. Several TV markets will be used.

With balking to end at midnight today (Monday), Hugh B. Terry, KLZ Denver, and John Esau, KTUL Tulsa, have been running neck-and-neck in NAB runoff election for medium-market director-at-large; though the former was starting to forge ahead at weekend by around 20 votes.

ONLY two nominees named thus far in NAB District 8 (Ind., Mich.) for successor to directorship vacated by George J. Higgins, now at KMBC Kansas City. They are Milton L. Greenbaum, WSAM Saginaw, Mich., and R. M. Fairbanks, WIBC Indianapolis. Nominations close March 13.

SERVEL Inc., Evanston, Ill., (gas refrigerators), through BBDO, N. Y., preparing one-minute and night spot announcement campaign on about 30 markets in 18 markets effective April 2. Contract for 13 weeks.

NOW UNDER consideration is plan whereby every Army outfit to go into field would have equipment and personnel especially trained for production of “home-town area” TV shows, following last war radio pattern. Camera crews and interview personnel would handle such assignments for local TV station rendition.

SELF-SURVEY conducted by NAB among members and non-members brought forth generally favorable response but few helpful suggestions on service. Main conclusion: People usually cast favorable votes on referenda and questionnaires.

IT LOOKS LIKE after Easter holidays before Senate Foreign Relations Committee will consider ratification of NARBA treaty on reallocation of broadcast facilities among North American nations. (Mexico and Haiti excluded.) Charring are sub-committee will not be named until next month.

SPREADING tentacles of Senate committee probing RFC “influence” situation may reach into FCC as Sen. Capehart (R-Ind.) directs (Continued on page 90)

Business Briefly

KRUEGER BUDGET • G. Krueger Brewing Co., Newark, through Charles Dallas Reach Inc., Newark, planning $1,850,000 campaign for its beer and ale. Media plans not definite, although spot radio, currently being used on 30 New Jersey stations and one New York area station, will probably be continued. Brewery also considering TV.

AGENCY NAMED • Marshall Field & Co., Chicago, Retail Division, names Calkin, Holden, Carlock, McClinton & Smith, same city, to handle its advertising. Radio and television included.

SOUPT PROJECT • Habitant Soup Co., looking over availabilities for possible spot announcement radio campaign. Agency, Chambers & Wiswell, Boston.

BAB NAMES COMMITTEES; DIGNAM JOINS STAFF

APPOINTMENT of committees of BAB board of directors and addition of William B. Dignam to BAB staff announced Friday. Mr Dignam, of Alfred Polite Research Corp., where he was account executive and administrative assistant to Mr. Pollitz, will be assistant to BAE President William B. Ryan until staffing of New BAB headquarters is complete. It is contemplated he will then be assigned to promotion duties with view of extensive background in that field.

BAB Board Chairman Edgar Kobak issued namm committee announcements as follows: EXECUTIVE COMMITTEE—Mr. Kobak, chairman; William B. Quinlin, WMT Cedar Rapids; Robert D. Sweezey, WDSU New Orleans; Lewis H. Avery, Knodell Inc., and network representative.

FINANCE COMMITTEE—Charles C. Caley, WMH Pittsburgh, chairman; George G. B. Campbell, WFAA Dallas, and Walter Westinghouse, Westinghouse Electric Co.


FCC Preparing To Unfreeze TV Bands

COMPLETE new allocation of present television band (VHF) and immediate unfreezing of upper band (UHF) drafted at FCC and slated for final vote this week, possibly Monday.

Finishing touches put on final draft late Friday and document given to top Commission staff and Commissioners for weekend study.

Proposed action described as most important step taken by Commission since TV band was frozen in September 1949. It conceivably could set in motion enormous construction and manufacture of transmitting TV industry to realize vast potentials and bringing service to many millions now deprived of TV or having limited reception.

Commercial television also might enter period of widespread growth if unfreezing takes place and equipment is available for transmitter and receiver production.

FCC action would follow many months of hearings and exhibits, all of which are said to have been studied carefully.

Unfreeze would increase number of TV channels from 12 to 83, it is believed. It is doubted if any of the existing 107 TV station would be forced upstairs into the UHF band.

Reallocations of VHF band said to avoid many problems, while UHF channel shifts within each half of present band. That is stations between Channels 2 and 6 might be moved around, but not transferred to Channels 7-11, vice-versa. This would avoid changing towers, highly materially.

Immediate building of VHF stations in Alaska and Hawaiians would be possible since there is no interference problem.

Possibility arose that Commission might grant VHF permits to build TV stations in cities where no exceptions were filed, or where (Continued on page 90)
Yes, at only 75 cents to $1 per thousand, Transit Radio in Kansas City delivers a guaranteed audience — based on audited count of bus and streetcar riders. They're on their way to buy — and you can "call your spots" by timing your messages to reach the most housewives or workers . . . men or women. No longer can Transit Radio be considered too new a medium to be included in any budget. Transit Radio and only Transit Radio gives you coverage of Greater Kansas City — without waste. It has been proved . . . and it offers new economy for limited budgets . . . new flexibility for special promotions . . . new opportunity for test campaigns. Contact KCMO-FM or our representative for detailed information on rates and time.

Transit Radio
SUCCESS STORY
A new pocket-size magazine* was introduced solely by Transit Radio in Kansas City, on June 6, 1950. In only 9 weeks, sales were 24 per cent higher than a rival publication, advertised in another medium during the preceding 6 months. And though a bi-weekly, it outsold its weekly competition during the 9-week period.
*Name on request
Source: South-West News Company

KCMO-FM
Broadcasting
transit radio

Kansas City 6, Missouri • 94.9 Megacycles

Contact: H-R Representatives, Inc., New York, Chicago, San Francisco

THE ONLY FM STATION NOW OPERATING IN GREATER KANSAS CITY
MELODY BALLROOM
4:00 to 6:00 P.M., Monday through Friday has just about TRIPLED its October ARB Rating in the December-January ARB Report.

Another WFBR home-grown show is bursting into bloom! "Melody Ballroom," featuring the young, amazingly glib and quietly mad disc jockey, Bob Landers—is well on its way in the tradition of WFBR-built sensations like "Club 1300," "Morning in Maryland," "It's Fun to Cook," "Nelson Baker Show" and others.

"Melody Ballroom" is getting to be the late afternoon show of Baltimore, using the classic pattern of music for housewives and teenagers.

This show is ripe for plucking by sponsors who are looking for a profitable participation show.

If you twist the arm of the nearest John Blair man, he'll tell you all about availabilities.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
We are in a state of Emergency.
We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

How to pay for tanks and guns
— and still hold the line on Inflation

No American begrudges one dollar necessary for defense, but nobody wants to spend a single cent unnecessarily.

Congress has the responsibility of reducing non-defense spending as much as possible. What is left will still be a big enough burden for all of us.

There are two ways to pay for defense while holding the line against Inflation.

The first way, which President Truman has endorsed, is to go on a “pay-as-you-go” basis. Under this plan the Government takes more from everybody in taxes to balance its income with its spending. Every individual then has less to spend. This stops some of the demand for scarce civilian goods and this in turn helps make what is available go around.

To make “pay-as-you-go” work, and to keep the Federal debt from going higher, all individuals and businesses will face higher Federal income taxes as well as other taxes which both add to the Government’s income and discourage individual spending. This calls for tough decisions and sacrifices.

The second and less desirable way is for the Government to pay for part of its spending by borrowing. The least inflationary way to borrow is from the people, by selling bonds to individuals or to investing institutions. By this method people save, instead of spending for scarce goods, and this helps reduce the demand for these goods. Borrowing, however, means increased taxes now as well as later to pay this debt.

5 more things that must be done to check Inflation— even with price controls
1. Increase production To meet defense needs and provide civilian necessities.
2. Maintain credit curbs: To reduce the competition for civilian goods.
3. Increase personal savings: To provide investment money for greater production and cut demand for goods.
4. Buy only for real needs: Over-buying only increases shortages, and adds to the inflationary pressures.
5. Cut non-military expenditures: To provide money for vital military needs and to hold down tax increases and borrowing.

These things won’t be easy for any of us to do. We must also forego increased wages and profits unless they result from increased production. But everybody will agree it’s worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is brought to you by the life insurance companies and their agents who believe that keeping America strong is the job of each and every one of us.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to stop Inflation—the Sixth Column Enemy.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

* * *
W. FARGO, assistant to president and account executive, and JAMES R. ROBERTS, account executive Charles W. Hoyt, N. Y., elected to board of directors of agency.

ARTHUR E. TRASK, Ruthrauff & Ryan Inc., Chicago, to Dan B. Miner Co., L. A., as assistant to HILLY SANDERS, vice president in charge of radio-TV.

MARK PINLEY, public relations director Don Lee Broadcasting System, to Adolphe Weniand & Assoc., L. A., as head, radio and TV department. He continues as TV film consultant with TV Ads Inc., L. A.

NELSON FUQUA, head copywriter Henri, Hurst & McDonald, Chicago, to Ollan Adv., same city, as vice president and copy director.

BERT S. PRESBA, treasurer and co-founder of Presba, Fellers & Presba Inc., Chicago, retires after 50 years in advertising business. He will continue to act in advisory capacity for firm.

LLOYD B. MEYERS, vice president and general manager San Francisco office Holst & Cummings Ltd., becomes partner in firm, which will change name to Holst & Cummings & Meyers Ltd.

**TWO TOP CBS STATIONS**

**TWO BIG SOUTHWEST MARKETS**

**ONE LOW COMBINATION RATE**

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

National Representatives

JOHN BLAIR & CO.
JESS TEAGUE, account executive and merchandising consultant on food and drug package products Henri, Hurst & McDonald, Chicago, named vice president of firm.

HARRY P. HUNT and A. ORRIE CARSON have formed advertising and public relations agency, Hunt & Carson, at 333 N. Michigan Ave., Chicago, telephone Slate 2-7444. Mr. Hunt was news editor Chicago Journal of Commerce, and has worked on several Chicago papers. Mr. Carson has operated Iowa radio stations and is former publisher of the Chicago Northside Newspapers.

MORGAN RYAN, program director ABC, to Kiesewetter Assoc., N. Y., in executive capacity.

DANIEL P. POTTER, executive NBC network sales department, to Benton & Bowles, N. Y., as media director of Procter & Gamble accounts (Tide, Prell, Ivory Snow).

WILHELM-LAUGHLIN-WILSON & Assoc., Dallas, changes name to LAUGHLIN-WILSON-BAXTER & PERSONS Adv. There will be no change in address or personnel.

CARL MATSON, production manager Botsford, Constantine & Gardner, S. F., to production department of Brisacher, Wheeler & Staff, same city.

ROBERT G. WILDER, public relations staff Lewis & Gilman, Phila., appointed chairman of meetings and events committee for 1951 Red Cross Fund Drive.

DON ARVOLD, account executive BBDO, L. A., to Warwick & Legler Inc., same city, as research and marketing director. EDWARD L. KOENIG replaces him at BBDO. LOCKE W. TURNER, production staff BBDO, named assistant account executive.

HENINF & Co. Inc., Phila., has moved to new offices at 15th & Locust Sts.

RICHARD J. LITTLE, city editor San Francisco office Associated Press, to McCann-Erickson Inc., same city.

RICHARD TRACY, assistant account executive and media director Russell, Harris & Wood, S. F., named account executive. MILDRED WRENN, copy department, succeeds Mr. Tracy as media director. PAUL KIRBY replaces Miss Wrenn in agency's copy department.

JOY FRIZZE, KCBS San Francisco, to Buchanan & Co., S. F., as assistant to production manager.

(Continued on page 10)

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Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods . . . these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sal's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

Sally Work 1:30-2 P.M. Mon. thru Fri.

WBEN

NBC BASIC — BUFFALO

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GETTING TOGETHER before a broadcast of Mr. and Mrs. Blandings on NBC are (1 to r): Wick Crider, BBDO vice president in charge of new program development; John K. West, vice president, NBC Western Division; R. E. Montgomery, general sales manager, Trans World Airlines Western Division, program sponsor; George Whitney, general manager, KFI Los Angeles (NBC affiliate). Cory Grant and Betsy Drake are starred in the series.
HOW THE PUBLIC can best protect life and property in case of attack is the theme of more and more programs on radio and television stations across the country.

The programs spell out in A-B-C fashion simple instructions on how to act to minimize danger and reduce ruination.

Dr. Richard H. Gerstell, one of the world's foremost experts on atomic energy and its effects, is scheduled to be heard in a special broadcast, How To Survive The Atomic Bomb, over WOR New York Friday, March 16. Dr. Gerstell is to be introduced by Millard Caldwell, head of the Federal Civil Defense Administration.

WWDC Washington, D. C., last Saturday began a radio series on various aspects of preparedness. The series is being presented in cooperation with the District of Columbia Office of Civil Defense.

Also in the nation's capital, WTTG (TV) last Wednesday started a special series of telecasts designed from the viewers standpoint to acquaint the public with necessary instructions. A feature of the show is first aid information given by the American Red Cross.

The first few programs will stress the organizational setup of the city's civilian defense unit in order that televiewers will be familiar with the role played by each unit.

W TAG - A M - F M Worcester, Mass., is currently presenting a series entitled Blueprint For Defense. The programs are written by John Donaldson, newspaperman, whose successful newspaper articles gave rise to the idea for the radio series.

WEBC Duluth, Minn., last month transcribed the sound track of a government film dealing with civilian safety in the event of an atomic attack. Local civil defense headquarters arranged for all nearby stations to carry the program simultaneously on a special network hookup. Also taking the program were KDAL and WREX, both of Duluth, and WDSM Superior, Wis.

WAAM (TV) Baltimore March 3 presented an atomic defense program, explaining the peacetime uses and lethal aspects of the bomb. Highlight of the show, Your Atomic Future, was the first public demonstration in the area of an atomic bomb model.

WRNL Presentation
WRNL Richmond, Va., Feb. 28 presented the city's first official forum on defense measures against atomic attack.

WGAY Silver Spring, Md., early last month carried a documentary program designed to spotlight public unpreparedness. The program was entitled The A-Bomb and You.

WIP Philadelphia March 2 completed a four-program series featuring Dr. Gerstell on How to Survive Atomic Bombs. The series was presented following overwhelming success of a December broadcast which warranted repeating within two days [BROADCASTING & TELECASTING, Jan. 9].


Agency Beat
(Continued from page 9)

HARRY GARO, art department Rothrauff & Ryan, Chicago, and Sara Mooshagian announce their marriage.

KENDALL J. MALI, assistant director of promotion Los Angeles Daily News, to Ross Roy Inc., L. A., as West Coast publicity director.


RONALD J. KAHN appointed director of public relations Dorrance & Waddell Inc., N. Y. Was president McLaren, Parkin, Kahn Inc., N. Y.

DEXTER HALL, president Hoot Adv. Agency Inc., N. Y., named dean of radio in School of Radio Technique, N. Y.

RAYMOND J. LEIGHT, Geyer, Newell & Ganger, N. Y., to Maxon Inc., N. Y., as copywriter.

ALPHA DELTA SIGMA (national advertising fraternity) chapters in 42 colleges and universities throughout country now selecting nominees for delegate to go to July International Advertising Conference in London. The delegate will be chosen by fraternity's national council and professional advisory board consisting of: WESLEY L. NUNN, Standard Oil Co. of Indiana; ROBERT B. BROWN, Bristol-Meyer, and DON BELDING, Foote, Cone & Belding.

Page 10 • March 12, 1951
Senator Dudley J. LeBlanc announces winners in his CHRISTMAS PARTY CONTEST

1. WKUL Cullman, Alabama $2,000.00
2. WRAL Raleigh, North Carolina $1,000.00
3. WLOW Norfolk, Virginia 500.00
4. KSLO Opelousas, Louisiana 250.00
5. WNGO Mayfield, Kentucky 250.00
6. WWYO Pineville, West Virginia 100.00
7. KSTL, KXLW St. Louis, Missouri 100.00
8. WOMI Owensboro, Kentucky 100.00
9. WNOE New Orleans, Louisiana 100.00
10. KVOL Lafayette, Louisiana 100.00
11. KWDM Des Moines, Iowa 100.00
12. WFEC Miami, Florida 100.00
13. WJIV Savannah, Georgia 100.00
14. WORZ, WLOF Orlando, Florida 100.00
15. WJBF, WRDW Augusta, Georgia 100.00

WATCH FOR DETAILS OF SENATOR LeBLANC'S NEW $25,000.00 MERCHANDISING CONTEST FOR RADIO STATIONS

BROADCASTING • Telecasting
new business

Network . . .

BLOCK DRUG Co. Jersey City (Polaris Tablets for Headaches), starts sponsorship of Quick As a Flash on ABC, Tues.-Thurs. Agency: The Joseph Katz Co., N. Y.


PROCER & GAMBLE Co., Cincinnati, to sponsor Kukla, Fran & Ollie, Tues.-Fri., 7-7:30 p.m. over NBC-TV, starting March 27. Agency: Benton & Bowles, N. Y.


WAMSUTTA MILLS (sheets and textiles), New Bedford, Mass., and BULOVA WATCH Co., New York, to sponsor 90 minutes of two-hour CBS-TV coverage of Easter Parade in New York March 25. Of 12 noon to 2 p.m. show, Wamsutta to sponsor 12:30-1:30, Buloa, 1:30-2. Wamsutta agency is McCann-Erickson; for Buloa, Blay Co.

Spot . . .

INTERNATIONAL SHOE Co. (Red Goose shoes), St. Louis, starts sponsorship of TV Firefighters, Sat. 10:30 a.m., for 52 weeks over WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. Agency: Henri, Hurst & McDonald, Chicago.


ACME BREWERIES, S. F., planning radio programming in five California markets. Already set is sponsorship of half of major league baseball games six weekly on KSDK San Diego starting March 10 to run through September. Agency: Foote, Cone & Belding, L. A.

Agency Appointments . . .

MORTON Co., Louisville (frozen foods), appoints Griswold-Eshleman Co., same city, to handle national advertising campaign promoting its frozen food specialties. Television will be used.

GOLD MEDAL CANDY Corp., N. Y., names Duane Jones Co., same city, to handle its television show, Magic Clown, on NBC-TV, Sun., for Bonomo's Turkish Taffy.

RELAXACISOR Inc., S. F., appoints Richard N. Melzer Adv. Inc., S. F., for Northern California market. TV and radio will be used. Wallace X. Aren is account executive.

SANITEK PRODUCTS (Bobrick's ammonia), L. A., appoints Edward

(Continued on page 80)

Page 12 - March 12, 1951
Here's a powerfully convincing graph showing an actual KRNT audience as well as station standings in total-rated time periods.*

**BUY KRNT WITH COMPLETE CONFIDENCE AND GET THE BIG AUDIENCE**

**KEEP KRNT ON YOUR LIST TO SELL IOWA'S RICHEST MARKET**

**HERE'S THE REAL TRUTH ABOUT DES MOINES**

Actual photo, made at 7:00 in the morning, of the crowd at the 4th annual anniversary broadcast of KRNT's "Dan Bell Show." The fabulous early morning disc jockey drew nearly 6,000 Iowans to this 3-hour jamboree from 6:00 to 9:00 a.m.

**KRNT LEADS**
- **MORNING**
- **AFTERNOON**
- **EVENING**

Give your Katz Man a call today for the fabulous facts about this fabulous station. You can do no wrong when your list includes KRNT, Des Moines.

*HOOPER AUDIENCE INDEX, NOV.-DEC., 1950*
open mike

WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million more people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—in addition to the half-billion spent in the trading area alone. That's bonus coverage of bonus spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

Paul H. Raymer Company • National Representative

Best In Trade

EDITOR:
I have received many comments about the story [Our Respects To, Jan. 29] which everyone thinks is exceptionally well done.

As far as my opinion of your magazine is concerned, I think it is among the very best in the trade—handling the news as it does with veracity, interest and color. I can think of no immediate improvement.

Again with many thanks for your interest, and best regards.

Duane Jones
Duane Jones Co.
New York

VOD Editorial Praised

EDITOR:
Let me thank you and congratulate you on your editorial “Clear Young Voices... and the Future.” It sums up in a few words the essence of this contest—“If what they had to say was representative of the 2 million others like them who competed in the contest this year, this nation's great history is only beginning.” I join with you in hoping.

Justin Miller
President
National Assn. of Broadcasters

'Hill Discs' Story

EDITOR:
[The following letter was addressed to Mr. Charlie Neese, administrative assistant to Sen. Estes Kefauver, and a copy sent to Broadcasting • Telecasting. Since it concerns a story published Feb. 20 parts are reproduced here.]

Recently I read in Broadcasting • Telecasting a diatribe against Capitol Hill legislators who make “free use of the airwaves to tout (their) good name and political fortune.” You may have seen it. The treatise was titled “Hill Discs—Politics or Public Service?”...

Frankly, I was shocked by the points raised... Obviously he made little effort to ascertain the views of a substantial number of Tennessee broadcasters before making his own interpretation about how they feel regarding clearing time for reports from Washington by Senators and Representatives. He quoted only one radio man [name not mentioned] and credits this one with having said: “We are not interested in carrying Sen. Kefauver’s propaganda and believe he should devote his time to the critical situation we are now in.” During my two years as president of the Tennessee Assn. of Broadcasters (1949 and 1950) no criticism ever came to my attention.

As you know, our station has carried Mr. Kefauver’s weekly reports ever since his election to the Senate. You are aware, too, that several Middle Tennessee stations are rebroadcasting his talks off the air from WLAC. Inasmuch as they voluntarily asked our permission to do this, I take for granted they welcomed the opportunity to carry these programs.

... WLAC considers it is a most important feature of our public service programming.

... We feel that the story is grossly misleading and constitutes a reflection both on the Senator and the broadcasters who schedule his broadcasts. ...

F. C. Sowell
WLAC Nashville, Tenn.

[EDITOR'S NOTE: Not all broadcasters feel as Mr. Sowell does. Story in question was based on an informal survey made on Capitol Hill after complaints had been received from stations. It was not intended to criticize Sen. Ke- fauver or any other legislator who uses this method of informing constituents on government matters of vital interest, but simply to report that some stations objected to receiving material promoting political fortunes of office holders.]

'Adroit' Story

EDITOR:
Broadcasting • Telecasting has always been the vital source of news reporting for our industry. I must say I have never until now appraised its literary qualities. However, if you don't submit your adroit and delightful story on Hadacol to the Readers Digest, I will. You might also add the paragraphs on Lonesome Gal.

Congratulations to you and Mr. James.

M. Robert Rogers
Vice Pres.-Gen. Mgr.
WGMS Washington

Time Slips in 'March'

EDITOR:
In your issue of Feb. 26 in the Telecasting section on page 56 is a story concerning the “March of Time.” In the story it is a statement that the Republic National Bank of Dallas is sponsoring this show on WPAA-TV. The Republic National Bank started their first program Tuesday, Feb. 27 on KRLD-TV. This program has never been on WPAA-TV.

Clyde W. Rembert
Managing Director
KRLD Dallas, Texas.

[EDITOR'S NOTE: Our apologies to KRLD-TV. Source of story was "March of Time" which apparently got crossed up in its call letters.]
In the show... without stealing the act
RCA's new ribbon-pressure "STARMAKER"*

**So slim you must look sharply to see it**... so skillfully styled its shape and coloring fade right into the scene... this tubular microphone has won the favor of entertainers and announcers wherever it has been shown.

Designed by RCA Laboratories after more than three years of painstaking research, the STARMAKER meets the long need of broadcasting, television, and show business for a high-fidelity microphone that—will not hide the features of performers—is easier to handle—and yet retains all the high-quality features of RCA professional microphones. Pick-up is non-directional. Frequency response is uniform, 50 to 15,000 cps.

Here is a "carry-around" microphone free from wind blast and air rumble. It contains no tubes, no condensers, no high-impedance circuits, no special amplifiers, or power supplies—is virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand... and can be substituted for any professional high-quality RCA microphone. No extra attachments needed!

For price and delivery, call your RCA Broadcast Sales Engineer. Or write Dept. P13, RCA Engineering Products, Camden, N. J.

*Selected from entries submitted by Broadcast Stations in national contest.

**Audio Broadcast Equipment**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal
Blood Donors Respond
MORE THAN half a million blood donations will be made to the American Red Cross as a result of an appeal for blood, broadcast over CBS's Hear It Now show last month. The estimate reportedly was made by a Red Cross official in Washington. WBBM Chicago's one-minute cut-in appeal on the news program brought nearly 1,000 phone calls to the Chicago Red Cross. CBS stations nationally had similar experiences.

A REQUEST for blood donors for a 10-year-old leukemia victim over WKY-AM-TV Oklahoma City brought more than 300 responses from listeners.

BRAVING severe winter storms, 200 blood volunteers gave 159 pints of blood for local hospitals and Korean battlefronts as the result of an appeal by WJTN Jamestown, N. Y. The local chapter of American Red Cross gave full credit to the station.

KHON Unites Family
A NAVY veteran just transferred from Kwailein had exhausted usual methods, and himself, trying to locate his wife and daughter in Honolulu when he appealed in desperation to KHON Honolulu. His wife had come from the mainland and they had missed each other at the boat. Five minutes after KHON's newscast, the couple and daughter were united.

Supports Opera
DUE largely to radio promotion, the non-profit Civic Guild Opera Co. in Los Angeles was able to give seven instead of the scheduled five performances of "Hansel and Gretel." The company sent a resolution of appreciation to the Southern California Broadcasters Assn., Hollywood, thanking the Los Angeles stations for their public spirit.

Sends Water to Neighbor
WHEN the entire water supply of Columbia, Pa., was cut off, nearby WLAM Lancaster enlisted cooperation of organizations and townspeople. As a result, the Columbia water supply was placed above the danger point by two million gallons of water trucked in from Lancaster and pumped into the Columbia reservoir by the fire department.

Fight Rate Increase
THREE stations, KRNO, KFXM, and KITO San Bernardino, Calif., joined hands to present a united front in the public interest against "extreme" rate hikes proposed by the Associated Telephone Co., Ltd., of the General Telephone System. The stations have retained the legal services of State Senator James E. Cunningham to present the citizens' case, and have repeatedly urged listeners to express their opinions by mail.

Averts Fuel Problem
RADIO helped avert a public disaster in Charleston when the South Carolina Electric & Gas Co. developed gas line trouble. The company urgently requested Charleston's five stations to relay a plea for householders to cut off their gas. Otherwise, the city, in 10 minutes reportedly would have been without gas—its major source of fuel. The company said that following the first announcements the demand for gas dwindled immediately.

Aids Sanatorium Project
KURE, central radio system for the Antonio Tuberculosis Sanatorium in Santa Barbara, Calif., is now on the air thanks largely to KTMS Santa Barbara and its chief engineer, Albert A. Nicolay. Mr. Nicolay was given a scroll thanking him for the "long hours, good advice and grand cooperation" he gave in helping to get KURE on the air.

WMEV Offers Scholarships
WMEV Marion, Va., is cooperating in a scholarship essay contest throughout the 12 counties served by the station. The $200 award will be made to the best essay on "The Importance of the Constitution in our American Democracy" in connection with the WMEV Sunday program, Forward America.

KKOX Listeners Rally
AN APPEAL for funds by KKOK St. Louis to replace an artificial limb lost by an East St. Louis heroine during her rescue of two children from a burning home was oversubscribed after the first announcement. The heroine's right leg was amputated last year after an attack of polio. Contributions were received from listeners ranging from bank presidents to school children, the station reports.

Burned Out
XDIX Dickinson, N. C., boosted a fund drive to aid a family whose trailer home had been destroyed by a bottle-gas-tank explosion and resulting fire. Special spots and programs with civic leaders were scheduled. Fifty hours after the explosion, a city-wide house-to-house drive had been completed netting nearly $1,800.

Hearing Recorded
KPRO Longview, Tex., programmed a taped recording of hearings on a telephone rate increase. This created so much in-

“A Craftsman Is Only
Benjamin Franklin

IEEE SOUNDCRAFT CORPORATION
10 East 52nd Street, New York 22, N. Y.
Interests that the phone company asked KFRO to make them a recording to use in their central office to study public reaction for future hearings.

Quick Location
KAUS AUSTIN, Minn., is claiming some kind of a record in locating a missing person. Local police phoned the KAUS news department and asked for assistance in locating a 70-year-old man who had been "missing" for three days. The description was aired at 11:30 a.m. At 11:32:30, the case reportedly was cleared up. A bartender came up with the information that the elderly man had gone to Rochester, Minn., for treatment of an injured arm and neglected to tell his family.

Fight Nature
WHEN SPRING thaws brought a howling blizzard to Minnesota, and swollen waters flooded western Washington, WCCO Minneapolis-St. Paul and KBRC Mt. Vernon, Wash., performed invaluable public service.

The Minnesota Highway Dept., schools throughout the area and police departments of the Twin Cities, asked WCCO to broadcast storm warning, school closings and news of transportation interruptions. Hundreds of announcements reportedly kept listeners informed in Minnesota and Wisconsin cities and towns.

KBRC, only station in Skagit County, which normally signs off at 10 p.m., broadcast around-the-clock for 64 hours during the flood emergency. The station has been told that flood damage, which reportedly amounted to hundreds of thousands of dollars, would have been considerably higher but for the services KBRC rendered.

Sincerely yours,

PUBLIC service tape-recorded quiz series, Stump the Preachers, released nationally by WPTL-FM Providence, R. I. Program produced by Providence Bible Institute. Total of 86 stations have requested series, and 56 others, audition tapes, station reports.

---

As Good As His Tools!

YOU will find the best in recording apparatus comes from the Reeves Soundcraft Laboratories. Magnetic tape with ten distinct features that contribute to its higher efficiency and fidelity; an assortment of recording discs to answer every requirement—a sensational line backed by the greater integrity and experience of the Reeves name, for twenty years a foremost manufacturer of recording and electronics accessories.

REEVES—"20 YEARS WITH SOUND RECORDING MEDIA"

Export—Reeves Equipment Corp., 10 East 52nd St., New York 22, N. Y.
“Richard Harkness and the News” a fifteen minute late evening roundup is available for sponsorship in this newsworthy market. Discerning timebuyers need only know that it’s HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a national news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

MARCH 12

IN THE NATION’S CAPITAL

Your Best Buy Is

FIRST IN WASHINGTON

WRC

1000 Watts, 850 kc

Sponsored by NBC Spot Sales

JACK

JACK deRUSSEY, director of sales at WCAU-AM-TV Philadelphia, gave up a successful career in newspaper advertising to join radio, when he became convinced that it offered a greater opportunity. His outstanding ability in salesmanship so impressed the manager of KYW Philadelphia that she had persuaded him to enter the radio field.

Mr. deRussey's background illustrates his theory that 'real sales ability can not be measured by occasional spectacular success, but can best be gauged by over-all results produced on a year in and year out basis.'

He was born in Franklin Township, N. J., in 1906. While he was in high school, he became correspondent for daily newspapers in Perth Amboy, New Brunswick and New York, and sports writer for two local weeklies. After attending Brown U., he became a reporter for the Newark Evening News. Three years later Jack decided that selling would be a more lucrative field. He secured a position with Scovil Brothers, financial advertising agency, as branch manager in Philadelphia. Eight months later he transferred to the Philadelphia Evening Bulletin, after selling the paper on the idea of having two men in its financial department, instead of one.

His outstanding success on the Bulletin brought him offers from a competitive newspaper, and in the spring of 1937 he joined the Inquirer's national advertising department.

Mr. deRussey entered the radio field in 1938, when he joined the sales staff of Westinghouse's KYW Philadelphia, then under an operations contract with NBC. There he found radio selling to be just as great a challenge as selling for a newspaper, but a great deal more interesting.

In 1940, after two years of successful radio selling, he was pro- (Continued on page 50)
TIME BUYERS!
For Spicy Reading
Pick Up My DIARY!

Ask your Katz man for a copy of the WNAX Diary Study conducted recently by Audience Surveys, Inc. It's "red hot" reading no time buyer should miss. Here's ainstance excerpt:

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

Add to WNAX's overwhelming domination these three facts:
1. WNAX's 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of $3.9-billion.
2. BMB shows that 405,210 families listen to WNAX—80% of them 3-7 times a week.
3. In Big Aggie Land TV means 'Tain't Visible!

MORE LISTENERS! MORE PURCHASING POWER! NO TV! NO WONDER WNAX has sales success stories galore. Let your Katz Man show you how WNAX alone can sell your product or service in BIG AGGIE LAND.

WNAX
A Cowles Station
570 KW • 5,000 WATTS

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.
New Business
(Continued from page 12)
S. Kellogg Co., L. A., to handle advertising. Firm March 15 starts two weekly participations for 13 weeks on KHJ Los Angeles with possibility of expansion to other stations later.


AMERICAN TOBACCO Co., N. Y., appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising of Lucky Strike cigarettes in Puerto Rico.

Adpeople . . .

HAL SILVERNAIL, assistant sales and promotion manager in San Francisco regional office of Hotpoint Inc., to Chicago office, to work on national sales and promotion.

TURNERY GRATZ and MAC D. HEDRICK appointed vice presidents of LeBlanc Corp. (Hadacol), Lafayette, La.

GEARED TO A
FARM MARKET!

WIBW furnishes the "drive" that turns Kansas farm income into retail sales. That's because WIBW is an out and out farm station. Our entertainment, services, and way of selling is geared to the needs and interests of our farm friends. That's why they respond so quickly to our buying suggestions.

* Sales Management—1950

'Masters Voice'
DECLARING Wall Street interests are the "masters" of all American radio, the Poland's official radio weekly, Radio & The World, in its current issue offers as proof "that NBC and CBS are the owners of the 'Voice of America'."

On All Accounts
(Continued from page 8)
"dark" nights when legitimate shows were not available. By applying himself these nights, Mr. Segar's agency and the theatre accounts grew side-by-side. When Mr. Grampp left to take over the Orpheum Picture Circuit, covering Illinois and southern Wisconsin, he handled all advertising and publicity. Subsequently, the Segar agency handled advertising for such varied products as pianos, tractors, "red tans hooked up with a movie name," gears, chocolate, industrial machines, clothing, financial service for banks, automotive advertising and farm machine accounts.

In addition, Mr. Segar recalls that his "press agent blood" came in handy for the promotion of a number of these products and that over the years he has prepared copy for and actually "press-agented" many great legitimate stars and concert artists, musical organizations, dance bands, exposition, horse shows, sporting events and other feature attractions.

An Oregonian by birth and choosing, he opened a branch in Portland. This required him to commute between Illinois and the West Coast, a travel that wearied him.

Anticipating an ulcerous condition if he kept up this nerve-taxing journeying, the agency manager went West, taking two staff members from his Rockford office with him. At that time, he acquired his capable assistant, Mrs. Segar, whom he married July 3, 1929, a date which helps him remember anniversaries.

Radio copy is where Mrs. Segar, secretary-treasurer of the agency, excels. She also buys radio time and is well-versed on design and color and thus "the final authority on that phase." As he expresses it, "his former childhood sweetheart is literally a partner . . . ."

Country Doctor Theme

When speaking of radio accounts, Mr. Segar returns to the country doctor theme. His agency's clients are familiar, for the most part, along the Coast and in the Northwest, few names, he says, "are a national household word." Oldest account is a pioneer florist that the agency has been servicing for more than 16 years. An automobile distributor is next, with nearly as many years. Other clients cover a wide field—all using spot schedules very profitably.

Mr. Segar muses, "the records say: Our spots may lack glamour but they have paid off in profits. To clients that's the answer." Radio success in the Roscoe W. Segar agency's ballroom has depended largely upon use of spots over local and sectional networks or selected stations.

A big reason why he prefers the compact, "one-man" agency is his determination to develop leisure time. Now a permanent resident of the "city of roses," Mr. Segar makes the cultivation of the queen of flowers his main hobby. His rose garden, brightened with 175 bushes, has national listing and the Segar multi-volume library is his attraction for winter pastime.

Active in national and local rose societies. He also participates in the National Industrial Advertisers Assn., Advertising Club, Oregon Historical Society, Chamber of Commerce, Artists and Writers, Civic Theatre and still others.

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW - TOPEKA, KANSAS - WIBW-FM

Page 20 • March 12, 1951
Graybar recommends the NEW AMPLEX 400

MAGNETIC TAPE RECORDING AND PLAYBACK MACHINES

High fidelity is combined with portability and maximum tape useability in this newest addition to the famed Ampex line of recording and sound equipment.

This versatile instrument, the Ampex Series 400, brings you—in one popular priced, compact unit—many of the operating features previously obtainable only in more expensive models, PLUS these additional outstanding features:

- Two full hours of program material on a single ten-inch reel.
- Half-track recording at 7 1/2 inches per second with performance that equals many 15-inch recorders.
- 4 to 1 saving in tape cost over any 15-inch recorder with comparable program quality.
- Furnished in a sturdy, portable case with removable front panel and cover for easy access to controls. Weighs only 62 pounds, complete.

Get all the facts. Send for the new 4-page Bulletin AX-19 which completely describes the new Ampex 400. Or, better, ask your nearby Graybar Broadcast Equipment Representative for up-to-the-minute information.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Graybar Brings You Broadcasting's Best . . .

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Baird-Knox
(4) Bayard
(5) Communication Products
(6) Continental Electronics
(7) Graupe-Hinds
(8) Hayes
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbel
(14) Hugh Lyons
(15) E. W. Taylor
(16) Kanawha
(17) Melkera
(18) National Electric Products
(19) Presta
(20) Standard Electronics
(21) Triangule
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hanover, Main 0000

CLEVELAND
W. S. Rockwell, Cherry 1-1320

DALLAS
C. C. Ross, Randolph 6454

TECHNICAL HIGHLIGHTS OF THE AMPLEX 400

Tape Speed—15 inches per second and 7.5 inches per second, with motor-speed change and equalization switches conveniently located.

Frequency Response—At 15 ± 2 db, 50-15,000 cycles. At 7 1/2 ± 4 db, 30-15,000 cycles.

Signal-to-Noise Ratio—Over 55 db. at both 7 1/2 inches per second and 15 inches per second, as defined by the proposed N. A. B. standards.

Starting Time—Instantaneous.

Playback Timing Accuracy—0.2%.

Everything Electrical To Keep You On The Air

Distributor of Western Electric products via Graybar

MINNEAPOLIS
W. G. Prey, Geneva 1621

NEW YORK
J. J. Connolly, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grosseth, Allegheny 1-4100

RICHMOND
E. C. Tom, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. L. Craig, Mutual 0123

ST. LOUIS
J. P. Lankard, Newman 4700

March 12, 1951 • Page 21

Broadcasting • Telecasting
North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF
NBC AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, INC.

50,000 WATTS
680 KC.

Page 22 • March 12, 1951
RADIO COSTS LESS

IN FACE of forthcoming ANA report which is expected to renew demand for radio rate reductions (see page 27), CBS has produced cost-per-thousand comparisons of leading national media.

BOX SCORE
Radio reaches 591 people per dollar
Magazines reach 365 people per dollar
Newspapers reach 249 people per dollar

By SOL TAIBOFF

AN INTEGRATED plan for creation of a three-man permanent government communications policy board—which might be headed by FCC Chairman Wayne Coy—was before President Truman.

Creation of such a board, which would determine allocations for government services—presumably embracing portions of authority now vested in the FCC, and all of the functions of the existing interdepartmental Radio Advisory Committee—was reliably reported the basic recommendation of the President's Temporary Communications Policy Board.

Chairman Coy is believed in sympathy with the broad plan. He is due back in Washington today (Monday) after a six-week vacation on doctor's orders.

Such a board would take over the continuing powers of the President to allocate spectrum space to government services (Section 306 of the Communications Act) as well as the emergency powers of the President to commandeer facilities (Section 606). The former's functions would be those of IRAC, while the war emergency powers would be those vested during World War II in the Board of War Communications, a policy group comprising five government experts, with the FCC chairman as its chairman. The FCC staff, however, handled the duties of the secretariat, and the FCC itself carried out its policies.

Consideration This Week
Copies of the voluminous report, marked restricted, were submitted to individual members of the FCC on March 2 by the White House with instructions to transmit recommendations to the White House. "The FCC will consider the project early this week—possibly today."

Implicit in the report is the creation of a permanent top-level agency—of three members who have distinguished themselves in communications and allocations. These would be fulltime jobs, replete with advisory staff. Thus, if Chairman Coy should become the head of the board, he would relinquish his FCC duties.

And if Mr. Coy should receive that appointment, or for some other reason leave the FCC, the vexatious problem of his replacement would confront the administration.

In addition to Chairman Coy, speculation centered around the possibility that Comr. E. M. Webster also would receive appointment to the new agency. An expert in safety of life aeronautical allocations, who headed Coast Guard communications during the last war, Comdr. Webster is an old hand at government allocations. The third member, it was logically presumed, would be either an active or retired Army or Navy officer.

(Continued on page 38)
**PAINT FIRMS BUY**

By FLORENCE SMALL

PAINT ADVERTISERS are moving heavily into radio spot announcements and network programs to promote spring painting and cleaning.

**Standard Varnish Works (paints), New York, currently is completing a spot announcement campaign which most likely will start in April in a number of markets. Lucerna Co., New York, is the advertising agency.**

The Bowiens Paint Co., through Harry M. Frost, Boston advertising agency, is starting a spot announcement radio schedule on April 1 throughout North Carolina. Two paint companies are using dealer cooperative spot campaigns. They are Sherwin-Williams Co., Cleveland, which through its dealers is using radio and television on a local level, and National Lead Co., New York, which has sent out a booklet containing 32 and 60-second spots to its more than 2,500 dealers. Marschalk & Pratt, New York, is the agency for National Lead Co. and Fuller & Smith & Ross, Cleveland, services the Sherwin-Williams Co.

Another large paint advertiser, Devoe & Raynolds, New York, through J. Walter Thompson Co., New York, has not yet revealed its spring plans but expects to do so shortly.

The majority of paint manufacturers are seasonal advertisers. Typical case is the Benjamin Moore Co., New York, which early this month started sponsoring Your Home Beautiful on MBS, Saturday, 11-11:15 a.m., and which traditionally sponsors the same program for a 16-week period. It has done so for the past three years on MBS. Previous to that, the paint firm had sponsored another program, Betty Moore, also on a 16-week seasonal contract annually since 1929. St. Georges & Keyes, New York, is the agency.

**F & P SHIFTS**

Griffin Moves to New York

LOYD GRIFFIN, partner and director of Free & Peters Inc., will move from the Chicago to New York headquarters of the firm and assume overall company sales direction April 1. H. Preston Peters, president, announced last week.

John Cory, vice president in Chicago, will become manager of that office, Mr. Peters said.

"This is a highly important step in our expansion, planned for more than a year," he continued. "We will thus more closely integrate and unify sales planning and sales methods of all seven offices under Mr. Griffin in New York. The tremendous increase in spot broadcasting generally and an even greater increase in our company's billing has made this close coordination advisable."

Mr. Griffin was elected a vice president of Peters & Peters in 1946, a director in 1947 and a partner in 1949. Mr. Cory, who joined the firm in 1941, was elected a vice president in 1946.

**Tartan Spots**

**Heavy Radio Schedules**

RADIO listeners in major cities across the country will get spot announcements about Tartan, McKeston & Robbins sun tan lotion, with weather reports this season. A saturation campaign is planned. In key areas, Tartan will back up the spot campaign with radio personalites such as CBS morning stars, Jack Sterling, and add further impact with television spots and participation programs. Agency is J. D. Tarcher & Co. Inc., New York.

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**ARMY BUDGET**

Radio-TV To Get 'Fair' Share

RADIO and television will receive "full consideration and a fair proportion" of U. S. Air Force-Army media allocations during the coming fiscal year, a top-level recruiting office to broadcast Telecasting last week.

Lt. Col. Donald J. Wilkins, chief of the recruiting publicity bureau, U. S. Air Force and Army, gave this assurance in reply to queries on the advertising budget for the two services beginning July 1. Col. Wilkins would not reveal exact figures since the request still is pending before the Budget Bureau.

He said, however, that at present radio-TV share over 60% of current funds for all media, including newspapers and magazines, and about 37% of overall expenditures, which cover training programs and production for public service drives.

It was indicated that the Air Force and Army have requested over $4 million for advertising next year, a sum in excess of the regular allotment for the fiscal period 1950-51 [Broadcasting • Telecasting, March 5].

Col. Wilkins pointed out, however, that the original $1,591,560 set aside for current activities was supplemented last fall with a large outlay which jumped media funds well over the $4.5 million mark. He added that prior to the supplement, about 32% of all media monies were siphoned off for radio and television time.

Exact sum to be channeled to media will be revealed officially when the Budget Bureau sends its approved budget to Capitol Hill and the House Appropriations Committee opens hearings this spring. Agency for the joint recruiting account is Grant Advertising Inc., reappointed within the past fortnight.

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**CBS GROSS**

January Time Sales Gain

CBS radio network gross time sales showed a gain of more than 11% in January 1951 as compared with the first month of 1950, while those of the three other nation-wide networks dropped slightly, according to figures released today (Monday) by Publishers Information Bureau.

Overall, gross time sales declined approximately 2.6%, from $17,084,928 for January 1950 to $16,629,228 for January, 1951, the PIB figures showed.

The CBS gain was from $8,133,924 for January 1950 to $8,655,309 for the last month of this year.

The comparative table as released by PIB:

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,015,164</td>
<td>$3,538,491</td>
</tr>
<tr>
<td>CBS</td>
<td>6,585,930</td>
<td>6,133,624</td>
</tr>
<tr>
<td>Mutual</td>
<td>1,542,887</td>
<td>1,678,888</td>
</tr>
<tr>
<td>NBC</td>
<td>5,215,947</td>
<td>5,733,893</td>
</tr>
</tbody>
</table>

TOTAL: $16,629,228 = $17,984,989

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**WLAW TO ABC**

Affiliates June 15

WLAW Lawrence, Mass., 50 kw ABC affiliate on 680 kc, will become ABC's exclusive station for the Boston area on June 15, the network said last week. Irving E. Rogers is WLAW president and general manager.

The ABC affiliation with WCPD

Mr. Rogers Boston, one of the Cowles stations, will be terminated as of that date, a network official reported.

Simultaneously with the termination of WCPD's ABC affiliation, the two other Cowles stations will switch networks. WNAX Sioux City - Yankton and KRTN Des Moines, both now ABC affiliates, will move to CBS. The ABC affiliations currently held by these Cowles stations will then be taken over by KSJC Sioux City and KSO Des Moines, which currently are CBS outlets.

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**Dr. S. Z. Lorber**

SERVICES for Dr. S. Z. Lorber, 65, commentator on WSB Chicago, was introduced in that city Thursday after his death Tuesday. He also was an editorial writer for the Jewish Daily Record.
A STRIKE against network sta- 

tions in New York—broadcasting and television—effective 6 a.m. Wednes- 

day was voted by AFM New 

York Local 802's executive board 

last Thursday, following strike 

negotiations from AFM mem- 

bership the day before.

The strike was voted subject to 

approval by the AFM national fed- 

eration, headed by President James C. 

Petrillo.

In some quarters the action was 

seen as reflecting discontent in the 

New York local over dominance 

from Chicago, which is headed by Mr. 
Petrillo. According to this view, Mr. 
Petrillo does not desire a strike called at 

this juncture, and 802's action will have 

the effect of forcing matters.

Meanwhile, a meeting of the 

AFM national executive board in 

New York was called by Mr. 
Petrillo and set tentatively for last 

Saturday, the exact time to depend 

upon how soon the board's scat- 

tered members could reach New 

York.

Negotiations in New York bet- 

ween network officials and AFM 

representatives, including Mr. 
Petrillo and of officials of New York and 

Los Angeles locals, seeking to re- 

place local and national contracts 

which expired Jan. 31, were sus- 
pended March 4 without setting a 

date for another meeting.

Although neither side made 

public comment, it was understood 

the networks had presented an overall 

"package" proposal. Union neg- 

otiators and the "package" un- 
satisfactory, particularly as regards 

their proposal to ban recordings 

from the air between 8 a.m. and 

midnight, but reported the offer 

back to their respective 

boards for possible final action, it was 

understood [BROADCASTING • Tele- 

casting, March 5].

In voting the Wednesday strike 

deadline subject to federation ap- 

proval, the 802 executive board 

emphasized the inflationary rise in 

living costs and what it considered 

management's disregard of that 

factor.

Before Mr. Petrillo and the na- 

tional federation entered the pic- 

ture, Feb. 3, three weeks after 

January negotiations between 802 and 

the networks ended in a strike 

threat by the local [BROADCAST- 

ING • Telecasting, Feb. 5], be- 

cause it was anticipated by 

refusal of network spokesmen 

to agree to retroactivity for any 

agreements reached beyond the 

June 30 contracts expiration date.

Local negotiation took 

under way in Chicago and Los 

Angeles.

When Mr. Petrillo presented the 

national demand that representatives 

of the locals, took 

over both national and local nego- 

tiations, network officials agreed to 

a two-week period during which any 

agreement would become retro- 

active. This period subsequently 

was extended repeatedly until the 

cession of meetings on March 4.

The new-level negotiations pro- 

ceeded without regard to the wage 

freeze, which Mr. Petrillo said 

would be considered only after con- 

tracts had been negotiated.

At his entrance into the nego- 

tiations, the AFM president brushed 

away the talk of strike raised by 

Local 802, pointing out that the 

network's objection would 

be the first of its kind and describ- 

ing federation proposals as "not so 

tough." Network spokesmen at the 

time had not had an opportunity to 

study the proposals, and have made 

no public comment on them since.

The action taken by Local 802 

membership and executive board 

reflects the New York answer to 

the networks' proposal.

In Los Angeles, meanwhile, a 

membership meeting is scheduled 

for tonight (Monday) to decide on 

the matter there.

A Los Angeles union spokes- 

man pointed out that both sides of 

the problem would be presented to 

the local's membership, which 

totals 13,500 in the area, in order 

to find a possible last-minute solu- 

tion.

Details of the network "package" 

have not been released, but it is be- 

lieved to have included a proffered 

wage increase of 10% for staff 

musicians, which was met with a 

counterproposal from the union 

seeking a 20% increase.

Both local and national contracts 

having expired, notice of strike 

action would not be required and 

would be given by the local and 

national federations only if 

New York, Chicago and Los An- 

geles, or a national strike by the 

federation, could be called over-

night legally, it was understood.

Officials of the Tele- 

vision Authority and International 

Brotherhood of Electrical Workers 

had no information as to whether 

their membership would cross 

AFM picket lines in event of a 

strike.

Network officials, who are under- 

standing to have locked up upon 

the cessation of negotiations as tem- 

porary, while their offer was being 

considered and decided by AFM 
membership, had no comment on 

the strike vote.

Tower Accident 

KSDN Aberdeen, S. D., reported 

last week that 24 hours after an 

airplane hit a guy wire and pulled 

down one of the station's three 

265-foot towers, a construction 

crew was installing a new one. Six 

days after the accident, the station 

was again operating with three 

towers after losing only 25 minutes of 

airtime for retuning, according 

to George Crocker, KSDN chief engi- 

neer. The plane crashed and 

burned, killing the pilot.

By J. FRANK BEATTY

PROSPECT that NAB (NARTB) 

might enter the mid-April conven- 

tion without a president loomed 

last week as a special presidential 

committee resumed its scanning 

of candidates for one of the nation's 

major trade association jobs.

However, NAB (NARTB) will 

have a chairman of the board 

starting April 1 when Justin Miller 

steps from his presidency to the 

board's chairmanship of the succes- 

sor National Ass'n of Radio & 

Television Broadcasters.

The presidential race, which for 

a time had narrowed down to one 

person—Carl Haverlin, president 

of Broadcast Music Inc.—was 

thrown wide open when Mr. Haver- 

lin notified the special committee 

he was declining the NAB presi- 

dential offer [BROADCASTING • 

Television, Feb. 17].

A long list of presidential timber 

faced the special committee 

as it scanned the radio and other 

fields. The committee has a board 

mandate empowering it to hire 

a president for NABT and arrange 

an adjusted salary scale with Judge 

Miller.

As Locals Vote

DISCUSSING radio problems in Mexico are (l to r) Farney A. Rankin, public 

affairs counselor for the United States Embassy in Mexico; James Shouse, 

chairman, Crosby Broadcasting Corp. board, who is making a tour throughout 

Latin America on behalf of the State Dept.; Merrill C. Phillips, International 

Broadcasting Division of the State Dept., who is accompanying Mr. Shouse, 

and William E. Webb, information attaché, U.S. Embassy in Mexico.

NAB DILEMMA Race Wide Open; Haverlin Declines

By-Laws Vote

The vote to change the by-laws 

was 667 in favor and 49 against, 

with 17 ballots voted [CLOSED CIR- 

CUT, March 5]. Balloting ended 

at midnight, March 5.

This vote means that NAB will 

become NARTB April 1 when 

formal incorporation papers are 

filed in Delaware.

During the next fortnight NAB 

headquarters will operate without 

its president, Judge Miller having 

left Friday for Havana on the first 

leg of a Latin American tour on 

behalf of the U. S. Advisory Com- 

mission on Information. He re-

turns March 24.

His absence creates a headquar- 

ters operating problem. In technical 

charge is Mr. Ryan, who has been 

inspecting the station's three 

265-foot towers, a construction 

crew was installing a new one. Six 

days after the accident, the station 

was again operating with three 

towers after losing only 25 minutes of 

airtime for retuning, according 

to George Crocker, KSDN chief engi-

neer. The plane crashed and 

burned, killing the pilot.

For practical purposes, however, 

business as usual is prevailing at 

both NAB and BAB. Arrangements 

for the April 15-19 NARTB con- 

vention are being made under direc-

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OPEN RESEARCH FORUM

LEADING research specialists representing marketing, advertising, and broadcasting who will join March 19 in an open forum designed to crystalize professional thinking on the radio research problem.

The organizations will participate — the American Marketing Assn., New York chapter; New York Radio & Television Research Council; Broadcast Executives Club of New York.

The gathering of selling, distributing, advertising and media figures will discuss, and take final step, the report of the Special Test Survey Committee issued March 2 [Broadcasting • Telecasting, March 5].

This report was submitted by a committee recruited to suggest ways of clearing up the confused radio-TV research situation.

The committee's report drew two quick reactions last week, both from research firms:

- A. C. Nielsen suggested steps be taken to provide valid information on which to project nationally and permit sound timebuying decisions.

- C. E. Hooper proposed that advertisers, agencies and broadcast station managers work together in developing and implementing a non-profit measurement project to provide a single-standard measurement.

Capacity Attendance Seen

An auditorium full of leading research figures is expected at the March 19 forum, to be held at the Hotel Shelton, New York. Edgar Kobak, station management consultant and NAB board member, will be emceee. Members of the special test survey committee will participate and will explain the committee's recommendations.

After the report has been laid before the meeting, committee members will serve on a panel that will accept questions from the floor and then take part in a research battle-royal.

The special committee recommendation that NAB take the lead in launching a $140,000 project designed to analyze radio-TV audience measurement methods, combined with a proposal for original field experiments to show why different survey techniques agree or disagree.

A study of the various techniques used by the broadcast audience to determine which provides the most accurate information should be only the first step in the appraisal, Mr. Nielsen, president, A. C. Nielsen Co., which uses the Audimeter (mechanical recording of dial turning) method of counting listeners, said.

Commenting on recommendations of the Special Test Survey Committee for Evaluating Audience Research, Mr. Nielsen said that the committee also should study the projectability of the findings of the various methods. "Regardless of the accuracy of any information from any one home," he said, "unless the technique can be applied to a true cross-section of all U. S. homes, the information is either non-projectable or projectable to only a limited area."

Another important consideration is the "amount and kind of information" each research technique provides, Mr. Nielsen noted. "Obviously," he said, "it should provide information for the entire broadcast day, which not only will be 19 hours and for some stations as much as 24, and the information should be equally accurate for all times of the day." (Mr. Nielsen's reference to the "entire broadcast day" was taken as a sideswipe at the coincidental telephone technique used by C. E. Hooper Inc., which cannot continue through the night for fear of disturbing too many sleepers.)

Mr. Nielsen said that, as is now the case, what is sought is a means to measure the relative accuracy of the various yardsticks, "the obvious thing is to look for a master yardstick against which to measure the others." But, he continued, "there is no such master yardstick. Every research technique proposed as a standard is characterized by certain features which are inherent in one or more of the techniques to be appraised, features which themselves are a source of possible error.

"One of the committee's recommendations is to compare the results of various

radio research techniques and make a cross-application of the yardsticks proposed as a standard." Mr. Nielsen concluded.

BOND POSTED

C & W Faces Prosecution

FACING prosecution by the U. S. Government on 17 counts of mail fraud for their pre-holiday Christmas tree ornament "pitch" deals offered on radio and television, Messrs. Cowan & Whitmore Enterprises, Hollywood, have in addition two law suits pending against them.

Assigned claims of Luis Kutsner, Chicago attorney, David L. Jacobson has filed suit in Los Angeles Superior Court for $7,000. Mr. Jacobson is asking $5,000 to cover checks Mears. Cowan and Whitmore, operators of Cowan & Whitmore Enterprises, Hollywood, have in addition two law suits pending against them.

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CONGRATULATIONS are exchanged by Oscar Kets (l.), CBS director of research, and Charles A. Wolcott, vice president in charge of sales and service, A. C. Nielsen Co., following signing of a new long-term contract covering National Nielsen Radio Index Service (story page 42).

Cowan & Whitmore Enterprises have been a leader in the development of various research services in the name of the company. Whatever the purpose may be, one of the results will undoubtedly be to invite people to score the various services on the 'average' basis, despite the lack of any research or statistical justification for so doing.

"Does this mean that the relative ability of various techniques to provide accurate findings cannot be determined? Not at all. In the search for these, one possible source of error and then examine each technique in terms of the accuracy of the errors which are inherent in it."

The plan for broadcasters, advertisers and agencies to combine forces in establishing an industry-wide, non-profit organization to

(Radio Selling)

Set March 19

Ryan Outlines Problems Facing Broadcasters

Mr. Ryan speaking radio as a medium was outlined to the Broadcasters Association Wednesday in a speech by president of the committee to provide a single-standard measurement.

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"One of the committee's recommendations is to compare the results of vari-
ATLANTIC BASEBALL

ATLANTIC REFINING Co., long one of the leading sports broadcasters, enters its 16th consecutive year of professional baseball coverage, with a budget exceeding that of 1960.

Arrangements for the schedule, under direction of N. W. Ayer & Son, Philadelphia, are nearing completion and final details will be announced in a few days. The schedule is composed of influences in New England, along the Eastern Seaboard and west into Ohio.

In some cases Atlantic will share sponsorship with sports advertisers such as P. Ballantine & Sons, Supplee milk (Philadelphia) and Rieck-McJunke dairy firm (Pittsburgh).

Five major and one minor league team will be covered on the 1961 Atlantic schedule, with telecasts of some games arranged or in the planning stage.

Training camp broadcasts of Philadelphia Athletics and Phillies began March 10. All home and away games of both teams will be sponsored until close of the regular season, the Phillies over WPEN and the Athletics over WIBG Philadelphia. A regular network of about 15 stations will be fed from Shibe Park. If there is no home game, road games will be carried.

All daytime home games of the two Philadelphia teams will be televised, divided among WPTZ-TV, WCAU-TV and WPTL-TV. Three pre-season games for the city championship will be televised.

An expanded schedule of New York Yankee games will be fed out of New York to about 18 stations, reaching into the Connecticut Valley to Springfield, Mass., and westward to Scranton and Stroudsburg, Pa., starting April 10. Co-sponsorship arrangements are involved.

All Pittsburgh Pirates league games will be broadcast live at home and reconceived on the road to WWSW for a 19-station hookup.

Live broadcasts of both home and away games of the Boston Red Sox will be carried from OH Boston over a New England network of 12 to 14 stations.

Training camp coverage began March 10. Twenty home games, day and night, will be telecast on WDTZ-TV and WNAC-TV as well as WJAR-TV Providence.

All home games of the Baltimore Orioles will be broadcast play-by-play, both in daytime and nighttime, on WPTZ-TV, with broadcast going on with that city.

Two games a week may be telecast on WMAR-TV Baltimore, under plans still in the tentative stage.

In addition Atlantic is expected to sponsor Liberty network games.

'51 Budget Greater

Goebel Brewing Co., Detroit and Muskegon, Mich., is sponsoring all home and away games of the Detroit Tigers, plus 26 training camp games (GAME-CAMP RE- CASTING, March 5). Thirty-five Tiger home games will be televised.

Miller Brewing Co. will sponsor Brewer's games on WEMP Milwaukee for the 10th consecutive year.

E. L. Gillespie, new WEMP sports director, will handle play-by-play.

MBS's Game of the Day major league games, will be broadcast for the 1961 season will be available on local and regional advertisers, Bert Hauser, co-operative program director, announced last week.

Advertisers have three choices: Sponsorship of a complete game; a 60-minute game, beginning or on each half-inning, said.

Thirty-one teams, from Florida to Oregon, beginning April 16, will receive the broadcast package, with units for carrying alternate games.

(Continued on page 41)

RATES TOP ANA AGENDA

For Spring Meet

FOR the 10th consecutive year, the Goebel Brewing Co. of Detroit and Muskegon, Mich., will sponsor play-by-play broadcasts of all home and away games of the Detroit Tigers, Richard E. Jones (l), WJBK Detroit, and Edwin J. Anderson (r), Goebel president, sign the contract making WJBK the station to carry the games in the 3R station Goebel Baseball Network. Looking on is Harry Heilman, veteran sportscaster, who will handle the broadcasts. Agency is Brooks, Smith, French & Derrance Inc., Detroit.

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duPONT CITES

Swayze, WFIL-TV, WAVZ

NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven last Saturday were presented with the 1950 Alfred I. duPont memorial awards at a dinner at the St. Regis Hotel, New York.

Inclusion of a television commentator and a TV station among the award winners marks the first time that the awards committee has recognized television as on a par with radio. duPont awards in former years, since they were first presented in 1944, have been made exclusively in the field of radio, although last year two special citations were made for outstanding achievements in television, which ABC-TV and to WPIX (TV) New York.

With this full recognition of television, the name of the award-making foundation was changed to include both the television as well as radio, and now reads “Alfred I. duPont Radio and Television Awards Foundation.” The foundation, established by Mrs. Jesse Ball duPont in memory of her late husband, is set up on a perpetual funded basis which assures an uninterrupted continuity of these annual awards, each of which carries with it a cash gift of $1,000.

Presented each March, the awards are designed to honor the “late financier by perpetuating “his profound interest in science and industry and his unselfish devotion to the welfare of the country and of humanity.” Language of the awards and the reasons for them is fixed by the agreement of the foundation and reads the same from year to year.

The station awards—made to one station with high power and wide coverage, this year WFIL-TV, and to a low power station, and more restricted coverage, this year WAVZ—are presented to two stations located within the continental TRADE RULES

Radio-TV Conferences Urged

TRADE practices conferences covering the radio and television industry were proposed in a notice released Friday by the Federal Trade Commission.

Although no date was set for the meetings, which will look to proposed trade practices rules covering the radiotelevision industry, it was announced that when held the sessions will be presided over by FTC Chairman James Mead.

James D. Secrest, general manager of Radio Television Mrs. Assn., asked FTC for the conference later November following action by the RTMA board.

Trade practices rules covering the radioindustrial industry were released by FTC in 1939. In this present proceeding the rules will be brought up to date for this phase of the industry and expanded to cover television as well.

AD COUNCIL

Cone Named Board Chairman; Campaign Plans Covered

FAIRFAX M. CONE, board chairman of Foote, Cone & Belding, New York, Chicago and Los Angeles, was elected chairman of the board of the Advertising Council at the annual meeting of council directors in New York last week.

Mr. Cone succeeds Samuel G. Gale, General Mills vice president in charge of advertising, home service and public services, who served as chairman last year. Mr. Gale was re-elected as vice chairman of the board’s planning committee.

Re-elected as vice president of Young & Rubicam Inc., and Philip L. Graham, publisher of the Washington Post, which controls WTOP Washington. Mr. Graham also was appointed chairman of the board’s executive committee.

Council President Theodore S. Repplier was re-elected to a sixth term, and Allan M. Wilson and George P. Ludlam were re-elected as vice presidents. Frederic R. Gamble, AAAA president, and Paul B. West, ANA president, were re-elected as secretary and treasurer, respectively.

Mr. Cone, who follows Mr. Gale as the second midwestern business leader in the post, has been a director of the council for three years, and next month completes a year’s term as AAAA chairman of the board. He also is a director of the Advertising Federation of America, Chicago Assn. of Commerce and Chicago Community Fund, as well as a newly-elected trustee of the U. of Chicago.

A campaign to educate citizens throughout the country in methods of meeting an atomic attack will begin next month, Mr. Cone said, first on network radio and continuing in other media. When plans are not fully formulated, he said it would be a “personal preparedness” drive to tell people what to do if an attack comes, invite writing-in for printed instructions to post in their homes, and to alert them for further information from their State Civilian Defense headquarters.

Meeting in May

Mr. Cone mentioned also the television allocation plan, instituted three months ago and similar to the radio allocation plan in previous use. Forty-three advertisers and four major TV networks have voluntarily joined the plan, he said, which allocates donated air time to community service message requests and needs.

A meeting of the council’s board will be held May 10 in Detroit to make a general presentation of operations to state and local business men there, according to Mr. Cone. Other meetings are planned, he added.

Mr. SWAYZE

SWAYZE

* * *

National Federation of Women’s Clubs.

Those scheduled to attend the dinner Saturday included:

Frieda Hennoch, FCC Commissioner; William H. Goodman, secretary of the Alfred I. duPont Radio & Television Awards Foundation; Mra. duPont; Dr. Galnes; Mr. Ayleworth; Mr. Annenberg and Roger Clipp from WFIL-TV; Mr. Knauth and Daniel W. Kops from WAVZ; Vice Chairman Mark Woods, President Robert Hinsider, Board Chairman Edward J. Noble, ABC; Board Chairman Niles Trammell, NBC; President Frank White, the Mutual; Hubbell Robinson, CBS vice president, representing President Frank Stanton; C. Edmund Allen, United Press; Oliver Gramling, Associated Press; William McCambridge, Press Wireless; Ben Cross, New York News; Woodrow Wirag, Look magazine; Bruce Robertson, Broadcasting; Telecasting; The Cities Service Green and White Quartet, comprised of Edward Hayes, Floyd Sherman, Leonard Stokes and J. Alden Edkins, and their accompanist and arranger Kenneth Christie, who presumably will sing for their dinner.

WYATT & SCHUEBEL

Named by Two More Agencies

TWO more advertising agencies, Westheimer & Block, St. Louis, and Liller, Neal & Battle, of Atlanta, have named Wyatt & Schuebel as their representative advertising agency in New York.

Among the agency clients already signed by the firm are Doyle Dane Bernbach Inc., New York, and Honig-Cooper Co., San Francisco.

BROADCASTING • Telecasting
TOP PRIORITY

By JOHN OSBON

ELECTRONICS' position as an "important industry" with top priority has been perceptibly strengthened on the government level within the past fortnight.

Official recognition now on the heels of a new round of discussions among federal production authorities and components—equipment industry representatives. The meetings were designed to clear the air for fruitful use of U. S. electronics and communications resources.

Equipment and parts manufacturers last week were heartened by the assurance that "as far as the defense effort is concerned, there is no more important branch of industry than electronics." Still hanging fire, however, was the consumer phase—whether adequate replacement parts would be made available to home owners of radio and television receivers.

Importance of electronics was stressed by William H. Harrison, Defense Production Administrator, and other government officials, and reflected in a series of significant developments, chief among them:

- Appointment of Lewis Allen Weiss, former board chairman of Mutual Broadcasting System, and Don Lee Broadcasting System, as director of National Production Authority's Office of Civilian Requirements, to work up an adequate supply of raw materials for civilian consumption.
- Promise by NPA that it will study suggestions that parts manufacturers be permitted to continue production at the present rate and also to provide an additional 50% output to maintain radio-TV sets and other civilian equipment in operating order.
- Expansion of NPA's Electronics Products Division to handle problems dealing with radio-TV transmitters and receivers, tubes, and industry metals conservation program.

Earlier Actions

These developments cut across earlier actions designed to:

- Assure that radio and television stations and other commercial equipment users would not be lacking in transmitters and other commercial products for "maintenance, repair and operation"—so-called "MRO" orders. A parts repair program was under study by NPA last week.
- Cut back use of steel in sets to 80% and copper to 75%, and continued aluminum curtailment of 35%—for April-June.

Mr. Weiss, who has been serving as a consultant within OCR [Broadcasting • Telecasting, Jan. 29, Closed Circuit, Jan. 15], is directing a program "to assure maintenance of goods and services essential to the civilian economy," according to Manly Fleischmann, NPA administrator.

As the claimant agency, OCR and Mr. Weiss will survey possible shortages, weigh civilian requirements against defense needs and make recommendations designed to avert damage to the civilian economy. It is expected that OCR will give civilian equipment users, including radio and TV manufacturers and, indirectly, the entire broadcast industry, a voice in government planning.

Mr. Weiss' office will integrate controls exercised by NPA over consumer goods, acting as liaison with manufacturers and distributors. Officials stressed that OCR's real effect probably will be felt later this year or early next when the impact of mobilization is expected to cut sharply into civilian production.

Mr. Weiss was board chairman of Mutual from 1947 to 1949, retiring as a member in November 1950.

He also served as president and director of the Don Lee Broadcasting System, Pacific Northwest Broadcasting System and California Broadcaster Inc. from 1948 until last year.

Expansion of electronics activities within NPA has been revealed by Donald S. Parris, deputy assistant, NPA Electronics Products Division, under which the new sections will function.

Unofficial Outline

Under present plans, the structure shapes up unofficially in this manner: L. H. Niemann, tubes; E. M. Nyen, radio-TV; J. A. Milling, end equipment; Edward W. Glacy, conservation programs. These officials will work with Mr. Parris and John Daley, chief of the Electronics Division. A staff of perhaps 20 will put the division on a solid working basis.

The cobalt and nickel problems arose in a series of conferences between NPA authorities and representatives of industries concerned with manufacture of speaker magnets, which utilize cobalt heavily, and tubes, including miniature units.

Loud-speaker makers have stressed that civilian radio-TV output hinges largely on fresh supplies and felt the allocation program, now operating on a 50% use basis with authorization from NPA, should be reanalyzed.

NPA officials indicated they are reviewing cobalt in view of current conservation measures and use of this metal and expressed belief the industry will have enough to get by during March. The speaker magnet problem will be studied thoroughly.

Mr. Niemann promised to look into the tube situation, which was posed by the Joint Electronic Tubes Council in its plea for more available nickel for all tube production. The supply is fast running out, industry representatives told NPA.

In addition to tubes, problems relating to conservation, end uses, and radio-TV transmitters and receivers will be looked into. NPA promised, mentioning formation of new sections for that purpose.

Assurance that the nation's communications and electronics equipment would be kept in good working order, despite shortages of raw materials was given in an order permitting assignment of priority ratings for procurement of radio and TV transmitters and receiving devices for "maintenance, repair and operation of their present facilities." It is apparent [Continued on page 88]

RADIATION CONTROL

FCC Approves Change

While the text of the reply was withheld by the committee, it was known that the Commission has approved the staff proposal, with certain reservations.

The committee, headed by Sen. Ed C. Johnson (D-CO), who introduced control legislation at the request of the military, was still studying further amendments to the measure (S 537) which, if enacted in present form, would give the President authority to silence not only radio and television broadcasting but other radiation devices. The former power is already clearly defined under the Communications Act.

The committee still was awaiting replies from the Defense Dept. and the Radio-Television Mfrs. Assn. on its substitute plan to rewrite Sec. 506 (c) of the Act, providing for inclusion of certain devices capable of serving as a navigational aid to attacking enemy forces. NAB already has indicated that "slight modifications" in the committee proposal would serve the desired purpose [BROADCASTING • TELECASTING, March 5, Feb. 26].

No Air Force Reply

The U. S. Air Force, which represented the Defense Dept. at hearings on the controversial bill, had not filed its reactions late Thursday, and its chief witness, Maj. Gen. Francis Ankenbrandt, USAF communications director, earlier had indicated informally the substitute would be acceptable.

The reply was not yet received, however, that the military may be awaiting comments from the Air Defense Command on FCC's projected plan covering the role of broadcast stations in the event of all-out emergency. The Commission had forwarded its two-pronged [Continued on page 68]

March 12, 1951 • Page 29

FCC APPROVAL was granted last fortnight to assignment of license of WDSU-AM-FM-TV New Orleans from Edgar B. Stern Sr. to WDSU Broadcasting Corp. Consideration involved was $1,185,000 [BROADCASTING • TELECASTING, March 5]. Officials of the new operating companies are Edgar B. Stern Jr. (inset), who owns 67% of the stock, and (to r) Lester E. Kabacoff, executive assistant, who holds a 3% interest; Robert D. Swasey, executive vice president and general manager, 20%; and Louis Reed, vice president and commercial manager, 10%.
FUNCTIONAL MUSIC

FUNCTIONAL music or "planned programming" has been a blessing to FM and the listening public, has violated no FCC rules and is not the evil inferred by FCC's open letter to FM stations, announced in late January.

That's the sum-and-substance reply the Commission got last week from FM operators served - WMFJ Chilmark (WJJD Inv.), WLRD Miami (Mercantile Broadcasting Co.), WACE-FM Chippewa, Mass., and KDFC Saloauts, Calif. (SBM Corp.). The Commission's detailed inquiry into each station's policies and practices [BROADCASTING • TELECASTING, Feb. 5] questioned whether the "planned" music operation (1) classified as "broadcast" rather than "point-to-point"; (2) pre-empted broadcast frequencies for use by wire lines; and (3) otherwise violated FCC rules on log entries and announcements as to identification of the station, commercial and mechanical transcription.

Inquiry also was made by the Commission on such policy issues as the degree of program control effected by the operators, the general public service rendered.

All four of the stations, through contracts with affiliated music service firms, transmit supersonic tone signals along with the regular program fare. These supersonic tone signals turn on or off the special service.

Ray Reed

"Voice" Eyes Industry Unit

PLAN for an 11-man industry group to "augment and complement" the Voice of America and other State Dept. information activities was shaping up on the preventive side of the broadcast industry, leaving the appointment of Phillip D. Reed, board chairman of General Electric Co., as chief of a General Business Committee of the U. S. Advisory Commission on Information.

Department officials revealed that it would soon send one of its officials—possibly accompanied by one of the advisory members—to Europe to study progress of the current "campaign of truth." James D. Shouse, board chairman of Crosley Broadcasting Corp. and vice president of Avo Mfg. Co., reportedly has surveyed European operations and is prepared to report on the South Pacific area [CLOSED CIRCUIT, Feb. 5].

The new industry group already had held one meeting and plans to meet again soon, it was explained. Committee members include Rep. Arlo Staab of St. Paul, Larkinhoffer of Young & Rubicam, who has served as a consultant on Voice operation [BROADCASTING • TELECASTING, March 5]; William Rob- erts, president, WJR; Chico W. B. Corp.; J. F. Spang Jr., president, Gillette Safety Razor Co. and others.

FURNACE MUSIC Stations Contend It's Legal

by the nature of FCC's inquiry and the manner in which it was issued, either because the Commission is attempting to compete, by competing wired-music firms in sales arguments.

Examining the manner in which FCC handled its investigation, WMFJ stated:

Station WMFJ has been issued and has answered the open letter of which the Commission made available copies to it.

That action was unwarranted, and by the nature of things that, not only station WMFJ, but also the other stations which have answered the Commission's inquiry, are wilfully violating the Commission's and the Communications Act . . . is without known precedent.

The FCC, one station which is admittedly engaged in the business of furnishing a planned music service by the use of wire lines has utilized that service as a means of propaganda measure at the commercial frequencies.

The right of qualified licensees to be permitted to develop legally and affectively the art of FM broadcasting is an inherent right. The arbitrary nature of the Commission's rule-making, regulatory practice, which may be continued to be arbitrary and capricious, is not consonant with any precepts of the American system of government. In fact, is contrary to the mandate of Congress.

WLRD on this subject states:

WLRD regrets to state that it and KLAW, Hayward System, Inc., have been done great harm by the work of the Postal Service. We cannot even inasmuch as copies of this report have been given to interested persons for the various wired music companies. As a matter of fact, two of the largest customers of Twin City as "proof" that we have not been guilty of any pervious of the law and that WMFJ's license would have been cancelled at any day if not any minute. The Commission's regulations are null and void, if subverted to serve the private ends of the wired music companies.

We an example also in the tone of the Commission's letter . . . the kind published announcing that the Commission's placing microm- ograms of full competition, with public distribution, is most discouraging. Their actions are not only orders who have been suffering with FM these several years.

We trust that in its consideration of this letter the Commisssion will find a constructive and helpful attitude toward encouraging the development of new music services. We request that the Commission permit the continued operation of this type of operation. Such permission is a necessity if FM only stations, such as we are, are to continue to serve a fundamental, if the bright future predicted for FM by the industry, is no longer to be realized.

EMERGENCY ROLE

Radio-TV Ready, Heslep Says

RADIO stands prepared to carry out a major role in the national emergency, augmented by the newer TV industry, Charter Heslep, chief of the Atomic Energy Commission's Radio - Television Branch, told the 10th Annual Conference on Broadcast Eroneous Problems at the U. of Oklahoma.

Addressing the conference Saturday, Mr. Heslep, a former broadcaster (MBS and NBC), compared the radio industry's present-day position with that of the late 1920s, when it was merely considered an entertainment medium. Now the need for radio support in a national emergency is attaining wide recognition, he said.

Mr. Heslep said news broadcasting has made rapid strides in a decade. Moreover, he said, the Broadcast Advisory Council and Advertising Council are acting as industry liaison with defense agencies.

Barnard Joins State

THURMAN L. BARNARD, executive vice president of Compton Adv., New York, has been granted a six-month leave of absence by the agency's board of directors to take time to the expanding program of the information division of the State Department [CLOSED CIRCUIT, Feb. 19]. Mr. Barnard, chairman of the boards and a director of the agency, plans to take over his Washington post as consultant late this month.

McFarland Bill

House Scheduling Hearings

HEARINGS on the McFarland Bill (5 658) to realign FCC procedures and the result likely will be held after the Easter recess by the House Interstate & Foreign Commerce Committee, it was learned, last Thurs- day [BROADCASTING • TELECASTING, March 5; BROADCASTING • TELECASTING, Jan. 29 et seq.].

There were indications that the House committee is having a diffi- cult time with Members linking from the broadcast industry to testify on the bill.

House leadership plans the recess for March 22 through April 1. It was understood that the hearings would be "promptly," indicat- ing swift scheduling by Com- mittee Chairman Robert Crosser (D-Ohio).

FCC Chairman Wayne Coy will be back from his six-week vacation by then and presumably will be asked to testify on the bill. Hearings before the Commerce Committee Chairman Ed C. Johnson (D-Col.) pointedly said in the Congressional Record last Tuesday that "undoubtedly this very vital matter will shortly be brought up be- tween the Senate and the House."

Cites Editorial

His remarks were entered along with a reprint in the Record of BROADCASTING • TELECASTING's March 6 editorial, "The Plotkin Thickens." The editorial referred to "thwarting remedial legislation, keeping inviolate the FCC's record of blocking any changes in the substantive law since 1934." Among these methods cited were the ap- parent moves by the agency to select "piecemeal" the "sugar- coated provisions" of the bill for Congress to examine and possibly kick the bill in the teeth."

The FCC's monitoring bill (HR 1730), to which the McFarland Bill has been attached as a rider, is awaiting Senate action. Also marking time is the FCC re- quest that the Senate Judiciary Committee initiate a radio fraud bill, similar to the postal fraud law. Committee Chairman Pat McCarran (D-Nev.) has scolded the FCC for failing to mention that the radio fraud provision is con- tained in S 587 that was passed by the Senate.

FCC, it was learned, has acknowl- edged Sen. McCarran's letter but had little comment to make on its content.

Station Log Rules

RULES amendments have been proposed by FCC to make its pro- visions for the keeping of station logs applicable to station permit- tees as well as licensees. Rules would be modified to include the phrase "or permittees" and the word "licensee." Comments are in- vited by April 2.

Page 30 • March 12, 1951

BROADCASTING • Telecasting
Station WHO SUGGESTS

A SIGNIFICANT NEW APPROACH TO TIME-BUYING

The Five-Point System of Programming Evaluation

UNTIL fairly recently, most time-buyers assumed that everything else being equal, the "listener-preference" accorded any station could reasonably be judged by determining that station's "Entertainment Popularity".

Today local programs in five other categories usually determine station preference. News is the largest audience-builder most stations possess. Sports often rank second, with various local Specific Farm Programs, Educational and Public Interest features high on the list. Thus these Five Points of local programming today offer a highly important criterion of station evaluation.

During the next few months, these WHO pages will describe and prove WHO's outstanding achievements in each of these five programming departments—which, in turn, help explain WHO's foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.

WHO

† for Iowa PLUS †

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
RADIO-TV TALENT

Hollywood Probe Widens Scope

IN an open hearing against a backdrop of secrecy which veiled the identity of future witnesses, the House Un-American Activities Committee last Thursday launched its probe within the entertainment field.

While the first session touched only indirectly on the broadcasting industry, committee officials and a ranking minority member served notice that the probe probably would embrace personalities who have performed dual roles in motion pictures and in radio and television.

The committee heard testimony from V. J. Jerome, identified by the committee as chief of the Communist Party's Cultural Commission.

Revelation of the subpoenas came from Rep. Harold H. Velde (R-Ill.), who asserted that the hearings probably would embrace radio and television, as well as the film industry. Rep. Velde, a ranking Republican minority member of the committee, declined to reveal details on his statement that a former CP member would turn state's evidence and discuss Communism in Hollywood.

Among those for whom subpoenas were issued—though not necessarily served—were Abe Burrows, a television entertainer who appears weekly on CBS-TV's "This Is Show Business." Mr. Burrows was quoted as saying he could make no "statement now."

Committee authorities emphasized that while the purpose of a subpoena was not to be interpreted as indicating that the committee wanted to question their own activities, the committee also will interrogate personalities with respect to their knowledge of others.

No Definite Agenda

Frank Tavenner Jr., chief committee counsel, said Thursday that the committee had set no definite agenda for further hearings, nor was it divulging possible witnesses. The Hollywood phase of the inquiry is slated to get underway March 21, carry over to the following day and continue, he said, probably throughout April 1, according to Mr. Tavenner.

He said that "most" of the hearings probably will be open. Part of Thursday's hearing was closed, he said.

Mr. Jerome, who declined to answer over 100 questions in the Thursday morning session, said he had not registered under the Internal Security Act.

He told the group he had "no knowledge" of reports that Norman Corwin, a writer for the United Nations, had been delegated by the party or related organizations to infiltrate radio or TV guilds or unions. Mr. Corwin had been identified with Communist-front organizations in previous committee documents.

Meanwhile, in a check made late Thursday by Broadcasting • Telecasting, it was learned that no exclusively radio TV personalities in Hollywood had been summoned by the House Un-American Activities Committee to testify. None, so far, had been served subpoenas, it was said.

NARBA TREATY

NCAB Approves Agreement

NORTH CAROLINA Asn. of Broadcasters last week rallied behind the new NARBA agreement currently in the Senate for ratification. [BROADCASTING • TELECASTING, March 5, Feb. 26, 12]. The association last Monday advised its membership that the executive committee had studied the treaty, which provides for distribution of frequencies among North American countries, and was convinced "that North Carolina radio stands the greatest to benefit" with ratification of the act.

NCAB saw NARBA not only as a means of protecting present allocations, but of paving a way for a decision in the clear channel proceedings. The association also declared that the treaty limits Cuban use of U. S. I-B channels; gives the United States latitude in shifting its I-A assignments, and, if desired, permits increasing the number of stations on these channels without losing I-A protection status.

NCAB also disclosed it had retained Andrew G. Haley of the Washington law firm, Haley, McKenna & Wilkinson, to appear in its behalf before the Senate Foreign Relations Committee if the full-scale hearings on NARBA are held, as is generally conceded.

TWELVE TV sets have been donated to Valley Forge Hospital by RCA, Camden.
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
NAB Dilemma
(Continued from page 25)
annual equipment and service ex-
hibition.
Imminence of the April conven-
tion complicates the problem of the
presidential selection committee.
Meeting of the group will be held
later this month, it was learned.
The date was uncertain because
committee members and
Judge Miller are out of the country.
Over a score of names have been
mentioned for the NARTB presi-
dency. Many of them have come
since Mr. Haverlin declined the
presidential offer, perhaps in-
fluenced by reluctance of some BMI
board members to release him from
the copyright agency.
Among random, the committee
listed the following names among
others:
Joseph A. McDonald, ABC vice
president; Frank E. Pellegrin, H-R
Representatives and broadcaster;
Wayne Cey, FCC chairman, also men-
tioned for directorship of NARTB's
Television segment but believed
unavailable for either post (story
page 23): Byron Price, assistant sec-
retary general, United Nations, and
wartime Director of Censorship;
Frank White, MBS president; Paul W.
Morency, WITC Hartford; Robert K.
Richards, NAB public affairs director;
Robert D. Swezey, WDSU New Or-
leans; Edgar Kobaik, consultant; John
F. Patt, president of G. A. Richards
stations; Rep. Harris Ellsworth (R-
Ore.), former Interstate Commerce
Committee member and interested in
KREN Roseburg, Ore.; J. Leonard
Reinsch, managing director of Cox
stations; John H. DeWitt, WSM Nash-
villle; Harold E. Fellows, WEIR Bos-
ton; Hugh Terry, KLZ Denver;
Donald W. Thornburgh, WCAU Phila-
delphia; William B. Ryan, BAB; Dons
Tatum, RTM Los Angeles; Gilmore
N. Nunn, WLAP Lexington, Ky.; Wil-
liam S. Hedges, NBC; Eugene S.
Thomas, WOR New York; Comr. Rosel
Hyde, FCC; G. Richard Shafco, WIS
Columbia, S. C.; A. D. Willard Jr.,
WGAC Augusta, Ga.
Three radio attorneys have been
mentioned: W. Theodore Pierason,
Paul D. F. Spearman and Philip G.
Loucks. Mr. Loucks was NAB man-
aging director in 1930-38.
The committee has no official list
of candidates. Appointed at
the NAB board meeting in Florida
last month, the committee decided
to sound out Mr. Haverlin on his
availability. Word quickly spread,
cumulating in an offer to Mr.
Haverlin Feb. 28 and its rejection a
week later.
Mr. Haverlin formally notified the
presidential committee last
Monday that he had decided to
deny this offer, and made the de-
cision known to the BMI board at
a special meeting Wednesday.
The BMI board had given him a
free rein in making his decision,
and pledged its support whether
Mr. Haverlin and the NAB board
were elected to remain at the helm of
BMI.
"The honor of being con-
sidered for so important a post is
mine," Mr. Haverlin said. "My deci-
sion to remain at BMI is in the best
interests of all concerned," Mr.
Haverlin said. He added:
"My inability to accept the position
so generously offered by the com-
mittee is based on two reasons. The
first is my belief that neither my train-
ing nor my experience fully fits
me for the magnitudes and the
complexities of the responsibilities it
entails. The second is my conviction
that I can better serve broadcasters
by staying where I am.
I shall always be profoundly grate-
ful to the committee for the con-
sideration it gave me, and to the BMI
board for the understanding manner
in which it gave me entire liberty to
make my own decision and for the
assurances it gave me that it would
support whatever course I elected to
follow.
NAB President Miller presided
over the Wednesday session as
(Continued on page 37)
Atlantic Baseball
(Continued from page 27)
in the event of last-minute post-
ponement will be available. Al
Hefler, MBS sportscaster, and Dick
Bingham, his assistant, will do the
commentary.
In a package deal reported as
"in excess of $100,000," Liggett &
Myers Tobacco Co. (Chesterfield)
with start of the baseball season
March 27 will sponsor play-by-play of
188 Hollywood Stars games and four
quarter-hour morning m.c. pro-
grams daily on KLAC Hollywood.
Contract is for 39 weeks. Agency is
Cunningham & Walsh, New York.
Exclusive radio rights to the
games is costing the cigarette
company $30,000. This does not
include station time or sportscas-
ters' travel expenses, according to
Don Fedderson, KLAC vice president and
general manager.
KTTV (TV) Hollywood at a cost
of $50,000 a few weeks ago ac-
quired exclusive TV rights to 25
Hollywood Stars home games, but
no sponsor has as yet been signed.
Los Angeles Brewing Co. (East-
side beer) at a total cost of $250,-
000 for the package, will sponsor
71 home games of the Los Angeles
Angels and 69 feature films on
KLAC-TV with start of season
(BROADCASTING * TELECASTING
Feb. 19).

THEY REALLY FILL 'ER UP
in CENTRAL OHIO

Latest Hooperatings Show WBNS, Columbus, With
More Listeners Than Any Other Station

Travel on WBNS, the shortest route to the big
share in this great market. $56,598,000 worth of
gas, oil and hundreds of related items are pur-
chased annually in these 24 Central Ohio Counties.
Latest Hooperatings show that WBNS dominates
Central Ohio with more listeners than any other
station, and in Columbus, has the highest per-
centage of listeners every night. Write for ratings
or ask John Blair. Then pass up your competition
with WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO
As dawn breaks, selling begins... and the day's first sales messages are heard by most Americans on radio. The salesmen are popular local entertainers, men who sell more products for more advertisers than any other salesmen in the world. Their clients are among the nation's foremost advertisers, who recognize radio's unique ability to sell in the impressionable early hours of the day.

For example:

Procter & Gamble Co.
Colgate-Palmolive-Peet Co.
Kellogg Co.
Lever Brothers Co.
General Electric Co.
Sterling Drug, Inc.
Standard Brands, Inc.
Bristol-Myers Co.
Brown and Williamson Tobacco Corp.
The Great Atlantic & Pacific Tea Co.
B. C. Remedy Co.
Eastern Air Lines, Inc.
Curtis Publishing Co.
Pepsi-Cola Co.
Whitehall Pharmaceutical Co.
Continental Baking Co.
Florida Citrus Comm.
Musterole Co.
Consolidated Products Co.
Grove Laboratories, Inc.
The Best Foods, Inc.
R. J. Reynolds Tobacco Co.
Philip Morris & Co., Ltd.
Metropolitan Life Insurance Co.
Philo Corp.
Vick Chemical Co.
Hill Brothers Coffee, Inc.
Pharmaco, Inc.
The Cudahy Packing Co.
International Salt Co., Inc.
Potter Drug & Chemical Corp.
Bon Ami Co.
Centaur Co.
Carter Products, Inc.
Cowles Magazines, Inc.
Stanback Co., Ltd.
Chap Stick Co.
Kasco Mills, Inc.
Murine Co.
Norge Div.-Borg.
Warner Corp.
Rootes Motors, Inc.

The advertisers listed above are using early morning spot radio on one or more of the nation's major stations represented by NBC SPOT SALES. You, too, may capitalize upon the sales impact of morning radio advertising. Just call in an NBC Spot Salesman. He will convince you that your selling day should begin at dawn.

NBC Spot Sales represents:

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WNBC New York
WMAQ Chicago
WTAM Cleveland
WRC Washington
WGY Schenectady-Albany-Troy
KOA Denver
KNBC San Francisco
Radio Market Data for Oakland, California

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

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

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

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

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

Radio Research Forum
(Continued from page 8)
provide the industry with a single-standard broadcast measurement service was proposed last week by Mr. Hooper, president of C. E. Hooper Inc. This recommendation that control and support of broadcast audience research be placed in the hands of a single cooperative organization, similar to the Cooperative Analysis of Broadcast Measurement which dominated the radio ratings field until it gave way to the aggressive attacks of the privately owned and operated Hooper firm, was sent Friday to 14 networks representing advertisers, agencies, networks and station representative organizations.

Present Problem
Mr. Hooper starts by presenting the problem as he sees it:
There are a multiplicity of rating services operating with different standards and techniques. Broadcasting is not able to claim an even greater share of the advertising dollar, yet at no time in history has there been such chaos and confusion in any field of advertising records. The inevitable result is that never before has the buyer of broadcast advertising found it so difficult to learn what he is getting for his money, and never before has the seller been confronted with such confusing and contradictory evidence regarding the size of the audience he is offering for sale.

Next comes the solution: "Advertisers, their agencies, the stations and the networks collectively should sponsor, control and support a broadcast measurement service utilizing a single standard. These services should form an industry-wide, non-profit association controlled by the industry and functioning as policy makers, copyright owners, collectors of supporting revenue and contractors with 'operating' firm." The "operating" firm suggested is C. E. Hooper Inc.

Pointing out that the broadcast measurement cost not only supplies a basic evaluation but also furnishes "proof of advertising," Mr. Hooper states that "the cost of audience measurement is small, therefore should be treated as normal, standard broadcast advertising cost like talent, production, rehearsal time, royalties, transcription fees, studio rents, etc."

The industry association, he suggests, should be formed with various classes of membership, each member paying fees reflecting his use of broadcast. These fees, cumulatively, would cover the cost of the service which, Mr. Hooper says, need not be confined to audience measurements but might also include coverage.

The first step for the new organization would be to take over radio Ho operatings, TV Ho operatings and the two-state TV program popularity Ho operatings on a cost-plus contract together with all subscriptions standing on the Hooper books from stations, networks, agencies, advertisers and others." Mr. Hooper proposes that all stations in Hooper surveyed cities and all advertisers and agencies making substantial use of radio subscribe to the service at present Hooper rates, he claims that the change-over from a telephone coincidental system to an automatic method of audience measurement could be financed out of part proceeds in existing standard Hooper services.

For the automatic method, Mr. Hooper proposes use of the Hooper-recorder system developed by his organization which "scans" the dials and tunings of all sets in a cross section sample of homes at the rate of 1/2 seconds per set and reports its findings to a central office.

The letter was sent to Lewis Avery, president, Averly-Knodel Inc.; H. M. Beville Jr., NBC Director of plans and research; Louis N. Brokway, executive vice president, Young & Rubicam; Fairfax M. Cone, board chairman, Poise, Cone & Belding; Ben C. Duffy, president, BBDO; George T. Durham, media director, Lever Bros. Co.; Martin Harper, president, McGann-Erickson; Kenneth R. Hicks, vice president, J. Walter Thompson Co.; Gordon Hughes, manager, Markets Analysis Dept., General Mills; Fred B. Manchee, director of research, BBDO; Lowell McElroy, ANA vice president; J. James Neale, vice president, Dancer-Fitzgerald-Sample; Victor T. Norton, NBC vice president for administration; Mark Woods, vice chairman, ABC.

GURNEY TO CAB
Senate Group Approves NOMINATION of former Sen. Chan Gurney (R.-S. D.) to the Civil Aeronautics Board, submitted by President Truman Feb. 28, was unanimously confirmed by the Senate Interstate & Foreign Commerce Committee last Wednesday with early Senate action expected.
A co-founder of WNAX Yankton, S. D., in 1926 and active in radio until 1933, Mr. Gurney was defeated in the state’s primaries last year. If appointed to the Senate, he would serve the unexpired portion of a six-year term ending Dec. 31, 1952, vacated by Harold A. Jones who resigned. Mr. Gurney was succeeded in the upper chamber by Sen. Francis Case (R.-S.) after serving two six-year terms. As a member of the CAB, Mr. Gurney would receive a salary of $18,000 per year.

HOOPER ANSWER
In Sindlinger Suit
ANSWER and counterclaim filed Wednesday by attorneys for C. E. Hooper Inc. in the Sindlinger vs. Nielsen vs. Hooper suit in the District Court in Philadelphia deny all material allegations in the complaint against C. E. Hooper Inc. They claim that the Hooper organization is an innocent bystander in a controversy between Sindlinger & Co. and A. C. Nielsen Co, and was dragged into the controversy merely for the convenience of the plaintiffs.

The Hooper answer denies the charges of monopolizing and attempting to monopolize, the circulation of false rumors about the plaintiffs and interference with the customer relationships of Sindlinger & Co.

CBS EMPLOYES Vote Results Inconclusive
CBS white-collar employees in New York, an NLRB election March 7, voted inconclusively respecting union representation for bargaining purposes. Two highest votes cast were against having any union and for Local 3, Newspaper Guild of New York, CIO. As a consequence, a run-off election will be held between those two choices at a date to be announced.

Out of approximately 726 eligible voters, a total of 644 ballots resulted, according to Arthur Goldberg, NLRB hearing officer in charge.
The 644 ballots were broken down as follows:
Ballots

<table>
<thead>
<tr>
<th>For:</th>
<th></th>
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<tbody>
<tr>
<td>Voted</td>
<td>3</td>
</tr>
<tr>
<td>Challenged</td>
<td>109</td>
</tr>
<tr>
<td>Local 3, Newspaper Guild of York, CIO</td>
<td>117</td>
</tr>
<tr>
<td>Local 163, Office Employees International Union, AFL-CIO</td>
<td>54</td>
</tr>
<tr>
<td>Local 50, District 66, Distributors, Processing and Office Workers of America</td>
<td>16</td>
</tr>
<tr>
<td>Independent Union Group of CBS Employees</td>
<td>286</td>
</tr>
<tr>
<td>Against having any white-collar union</td>
<td>286</td>
</tr>
</tbody>
</table>

Old FrenD
Renewing year after year, Swift promotes the sale of its fine ice cream through KJR’s efficient coverage of Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODLE, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Page 36 • March 12, 1951
In the great Pacific Northwest (and from Alaska to Mexico) listeners who PREFER GOOD MUSIC listen to KEX from 10:45 p.m. til 1:00 a.m. It's the "GOOD LISTENING CLUB" with popular "Mr. Midnight."

This prestige was not established overnight. For the past 7 years KEX has presented music of contemporary composers and music of the masters during the late evening. Thousands of letters from appreciative listeners up and down the Pacific Coast indicate what power and prestige can accomplish.

Recently, all those who have written were enrolled in the new "GOOD LISTENING CLUB" with a special promotion piece and the membership is growing every night.

Building PREFERENCE is a KEX habit. Check KEX or Free & Peters for details on the "GOOD LISTENING CLUB" and other top KEX Preferred Programs.

KEX Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS INC.
KYW-KDKA-WBZ-WBZA-WOWO-KEX-WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for NBC-Tv, NBC Spot Sales

March 12, 1951 * Page 37
Radio Costs Less
(Continued from page 22)

noters-per-dollar figure for magazines of 365.

(After the ad had been prepared, CBS decided that a "weighted" average might be more valid than the "unweighted" average used above. The network found out, in sum, that a full-page black-and-white ad in each of the eight magazines would make $25, 438,507 ad-noting impressions at a total cost of $83,760, or 387 noters per dollar. This "weighted" average is 6% higher than the "unweighted" average, but it does not significantly affect the comparison with radio and further-more it is offset by subsequent increases in magazine rates, CBS noted.)

Newspapers

The 249 figure is the average number per dollar of noters of 500-line ads in 94 daily newspapers in the 50 biggest U. S. cities—a "weighted" average based on the total people reached by 94 average 500-line ads (one in each paper) divided by the total cost of these ads. Using circulation figures as reported by Standard Rate & Data Service in January, CBS found the combined circulation of all 94 papers to be 22,237,660. Multiplying this by 2.5 (estimated number of readers per paper) gave an estimated 55,604,150 people reached by the 94 papers, and applying the average ad— noting percentage (10.5%— taken from the Continuing Study of Newspaper Reader- ship) gave a total of 5,837,386 noters. Dividing this by the total cost of the 94 500-line ads ($83,760) gave 249 noters per dollar for newspapers.

Half-hour once-a-week evening programs were chosen to represent radio in this comparison for two reasons, CBS said. Mathematically, it is hard to combine half-hour, once-a-week shows with quarter-hour, five-times-a-week programs. The greatest TV competition is against the half-hour shows, after 6 p.m. (If the strip shows had been included, the network added, the nighttime figure for listeners- per-dollar would have been higher than 591.) Full-page black-and-white ads were chosen as a "standard, reasonable measure of magazine cost and readership," CBS explained, and the 500-line newspaper ads (generally about a fifth of a page) were also chosen to be realistic as "a fair gauge of newspaper values for all ads of less than full-page size." Full-page newspaper ads, CBS noted, are too expensive for continued use by most advertisers. Big-city papers were chosen as "less fair to newspapers, since in general the cost-per-thousand-circulation varies inversely with the size of that circulation. Nielsen ratings, including only listeners hearing at least six minutes of a program and so "almost certainly hearing one commercial and probably several product men- tions," were chosen as the best comparison with the ad-noting ratings used for printed ads. Ad- noters are persons who, in an aided-recall interviews, say that they remember having seen (not read) a particular ad. If the more rigor- ous "read-most" measurement had been used (indicating those who report reading half or more of an ad), the magazine ad-readers-per-dollar figure would have dropped below 100. CBS stated that the pass-along circulation of maga- zines, notably Life, was taken into account. Life, for example, was credited with 8.6 readers per copy.

Costs Included

Although time-and-talent costs were used in the radio compilations, only space rates were counted for newspapers and maga- zines, production costs (averaging about 11% for magazines, 7% for newspapers) being disregarded to make the comparisons unchal- lengeable by printed media.

Television was omitted from the media comparisons, CBS explained, "because television is not yet a national advertising medium," with its admittedly "great impact . . . not yet evenly distributed throughout the population and usually available only at a premium price."

"In measuring the three big na- tional media," CBS summed up, "we have made an earnest effort to use the most recent data, to use comparable data, and to make only comparisons that are thoroughly fair. If anything, we think we have leaned over backwards to give printed media an advantage. Omissions or production costs is a case in point."

Myrtle Mikko

MRS. MYRTLE HAFFER MIKKO, 39, died March 4 at Columbia Hos- pital, Washington, D.C. She was Wednesday at Atlantic City, N. J. She is survived by her husband, Frederick Mikko; father; Gust- tave Haffer; and three sisters. Mrs. Mikko was secre- tary to W. Theodore Pierson of the law firm of Pierson & Ball for the past seven and a half years.

Katz Agency Additions

FRANK FITZPATRICK and Charles Mcabee Jr. were named last week to the radio sales staff of Katz Agency, New York office. Mr. Fitzpatrick, with a substantial background in the radio representa- tion field and also in newspaper and magazine sales operations, joins Katz today (Monday). Mr. Mcabee, formerly with NRC Spot Sales and George P. Hollingbery Co., begins his new duties Thurs- day.

upcoming

March 13: NATB-RTMA-FM Industry Committee Joint Meeting, Washing- ton, D. C.
March 12: NBC Affiliates Meeting, Shamrock Hotel, Houston, Texas.
March 14: BMI Program Clinic, Cedar Rapids, Iowa.
March 15: Exec丝 TV Hearings on Radio-TV, House Ways & Means Committee, Room 1020, New House Office Bldg., Washington, D. C.
March 15-17: Canadian Broadcasting Corp. Board of Governors Meeting, Ottawa, Ont.

WFGP STRIKE

Engineers, Announcers Out

WFGP Atlantic City went off the air March 6 at 8:40 p.m. when its engineering staff walked off duty without notice and without contin- uing negotiation, according to Fred Weber, station manager.

IBEW had demanded raises up to 58%, as well as other conces- sions, he said. The strike was the union's second and the union had taken strike action without notice of any kind. He said only two negotiation meetings had been held with IBEW. March 2 and 6. Announcers failed to report for duty March 7, he declared, recall- ing National Labor Relations Board recently held a hearing on recog- nition of WFGP engineers but has not yet issued a decision.
There is no split responsibility when installing Gates—all items of consequence are manufactured in the spacious Gates factory. These include such vital accessories as frequency and modulation monitors, turntables, antenna coupling equipment, phasors and many other similar equipments often purchased and not manufactured.

Performance and appearance-wise—quality and construction-wise—there is great value in the Gates matched package system. The greatest value of all is in "no buck to pass"—with Gates your one source supply, Gates is the one source that must produce results, and they do! This is evidenced by more Gates broadcasting installations in the past five years than any other make.

*Gates BC1F air-conditioned 1000 watt broadcast transmitter. Leader in the quality field. In use all over the world. Descriptive brochure on request.
IRE CONVENTION

MORNING symposium on broadcast transmission systems, an afternoon panel discussion of the "Empire State Story" and an evening session on color television will combine to make Tuesday (March 20) the big day of the 1951 convention of the Institute of Radio Engineers for the broadcast engineering contingent.

The four-day meeting (March 19-22) will be held in New York with headquarters and meetings divided between the Waldorf-Astoria and Grand Central Palaces, where the exhibits of technical and scientific electronic equipment also will be housed. As is customary at these IRE gatherings, the emphasis is placed on the papers in which the country's leading electronic scientists reveal the results of their labors during the past year. Several hundred papers, ranging in subject matter from such abstract topics as the extension of the mathematical theory of random networks into the field of biology to such down-to-earth material as the design of radio and television receivers, are scheduled for presentation in more than 40 symposia during the convention.

Robert C. Sprague, president of the Sprague Electric Co. and chairman of the board of RTMA, will be chief speaker at the annual convention banquet in the Waldorf's grand ballroom Wednesday evening. This dinner session also will feature the presentation of the IRE awards. This year's major award, the IRE Medal of Honor, will be made to Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, in recognition of his pioneering work in television.

Raymond F. Guy, NBC manager of radio and allocations engineering, IRE president in 1950, will serve as toastmaster of the president's luncheon on Tuesday, when he will turn over the president's gavel formally to the 1951 president, J. S. Gogginshall, general traffic manager of overseas communications, Western Union Telegraph Co. Jack Carson, comedy star of his own program on NBC-TV, will entertain at the luncheon, to be held in the hotel's Starlight Roof.

MCKA To Speak

Annual meeting of the Institute will be held at 10:30 Monday morning in the Grand Ballroom. Dr. James W. McKa, director of transmission development, Bell Telephone Labs, will be the principal speaker at this meeting, opening session of the convention.


Tuesday Panel

Participants in the Tuesday afternoon panel discussion of the "Empire State Story" will be: O. B. Hanson, R. F. Guy, Lester Looney, NBC; Frank Marx, ABC; R. D. Chipp, DuMont TV network; T. E. Howard, WPIX (TV) New York; H. Gihring, RCA; F. C. Kear, Kear & Kennedy; W. F. Shreve, Lamb & Harmon; E. H. Richardson, Starrett Bros. & Ekin.

The Tuesday evening meeting on color television will include the following papers and speakers: "Principles of Adding Color to Television," R. E. Wintoringham, Hall Laboratory Labs; "Color Television as a Multiples Problem," D. B. Smith, Philco Corp.; "Spectrum Utilization in Color Television," R. B. Dome, General Electric Co.; "Some Laboratory Experiences with Color Television," A. V. Loughren, Hazeltine Electronics Corp.

The convention agenda also includes three daytime meetings devoted to television—a Monday afternoon session on color TV, a Thursday morning session on various aspects of television transmission and a Thursday afternoon session on TV receivers. TV sets also will be discussed along with radio sets in a broadcast receiver session on Wednesday afternoon.

THE NUMBER ONE MADISON STATION SERVING A METROPOLITAN AREA OF 168,630

REPRESENTING AN INCREASE OF 29.1% OVER 1940

WIBA MADISON WISCONSIN

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 . . . ESTABLISHED 1925

Page 40 • March 12, 1951

Flaming Weekend

WITHIN 17 hours, Sheldon Peterson, KLZ Denver special features and news director, made eight recordings of two spectacular fires and gave listeners realistic up-to-the-minute accounts on three radio programs. Fire in the Denver Athletic Club the afternoon of Feb. 17 cost four lives and an estimated $1 million. Mr. Peterson had four on-the-scene tape recordings readyed for the 5 p.m. newscast. For the 10 p.m. newscast, he had three more taped recordings. Early next morning, Mr. Peterson was called out of bed for a $500,000-81 million fire at the Wolhurst Saddle Club and had a telephone-recorded story in time for the 9:30 a.m. newscast.

HAWTHORN NAME

To Defense Agency Post

APPOINTMENT of Arthur S. Hawthorn, RCA Engineering Products Dept., as special assistant to Walter Berri, director of the Defense Production Administration, has been announced. Mr. Watts, vice president of the department, joined DPA last January as assistant to the administrator. Mr. Hawthorn will advise on staff matters and supervise the agenda for the DPA Production Executive Committee.

Arthur Treanor, part owner of WOOD Grand Rapids, Mich., and executive consultant for Booth newspapers for 30 years, was officially named director of National Production Authority's Printing & Publishing Div. [Closed Circuit, Feb. 19]. Donald G. Shoob, the division's acting director, was appointed deputy director. He has been a weekly newspaper publisher and commercial printer.

DPA also announced appointment of Morris V. Rosenbloom, National Security Resources Board, as special assistant to Edwin T. Gibson, General Foods Corp., who was named deputy administrator for staff services last month.
IT'S INTERESTING...DIFFERENT...INFORMATIVE

featuring an All-Star Cast including:

MYCALEX 410 The most versatile and nearly perfect insulating material yet developed for the electronic industry, meeting all the requirements for Grade L-4A, and fully approved as Grade L-4B under Joint Army-Navy Specification JAN-1-10.

MYCALEX 410X The leadless formulation that can be injection molded to extremely close tolerances.

MYCALEX 400 Low-loss sheet insulation fully approved by the Army and Navy as Grade L-4 insulation under Joint Army-Navy Specification JAN-1-10.

MYCALEX K A complete series of capacitor dielectrics available in sheets, rods and molded parts to order.

Admission free — no waiting — no standing!

For an interesting and informative 22-minutes of entertainment, in full color, be sure to drop-in at the MYCALEX THEATRE at the I.R.E. Show. You'll see the entire story of how MYCALEX, the low cost, high efficiency dielectric is manufactured and fabricated from raw material to finished product, and how it can be used in your applications. This film is particularly timely and significant in view of the current acceleration in the electronic field. Anyone, even remotely interested in dielectric materials, will benefit by and enjoy seeing this really remarkable film. We'll be looking for you!

NOW SHOWING
The MYCALEX Story
FULL 22-MINUTE COLOR FILM
MARCH 19: 2, 4, 6 and 8 P.M.
MARCH 20: 12 Noon, 2 and 4 P.M. and 8 P.M.
MARCH 21: 10 A.M., 12 Noon, 2, 4, 6 and 8 P.M.
HONORED during Fisher Flouring Mills’ 40th anniversary luncheon at Seattle is Merrill Mueller (second, l), NBC commentator, who huddles with (1 to r) Earle Lawrence, manager, Fisher’s Packaged Products Div.; Walter G. Tolleson, NBC Western Network’s asst. sales mgr.; J. S. Davis, Fisher v. p. and sales mgr.

HADACOL medicine man is Stan Johnson (r), druggist and club president of Beloit, Wis., Fellow Optimists Club. Getting lift from giant-sized bottle is WBEL Beloit General Manager L. G. Fitzgibbon.

RADIORAMA

JUDGING entries for “Name the Dog” contest on Skip Farrel’s WMAQ Chicago show are (1 to r) Homer Heck, station’s prod.-prog. mgr.; Harry Word, WMAQ continuity acceptance mgr.; A. W. Kaney, station relations mgr.; Jack Ryan, NBC Chicago press chief.

TRIO who sparked KCBS San Francisco and Lucky Stores (grocery chain) gift campaign for No. Calif.’s homes for aged are (1 to r) Forrest May, Lucky Stores pres.; Bill Weaver, KCBS disc jockey; Arthur Hull Hayes, CBS v. p. and KCBS gen. mgr.

TOASTING 100th broadcast of NBC’s daytime serial, Dr. Paul, and coincident 50th anniversary for Wesson Oil and Snowdrift Sales Co., sponsor, are (1 to r) John Dawson, Pacific Coast div. sales mgr., Wesson; Lewis S. Frost, asst. to NBC Western Div. v.p.; division’s v.p., John K. West.

HELPING hard to hospital patients is given by KTFI Twin Falls. Presenting 25 of total 35 Zenith portable bedside radio sets to J. C. McGilvray, superintendent of newly-built Magic Valley Memorial Hospital, is KTFI Manager F. M. Gardner.

Promotion Drives Set By NAB, RTMA

TWO separate promotion projects designed to boost attendance at major and minor league baseball games have been launched by broadcasters and set manufacturers.

Radio-Television Mrs. Assn. announced last week it had sent to all member companies a baseball promotion packet. This project is designed for participation of distributors and dealers as well as station managers.

NAB disclosed that Matty Brescia, owner of Matty Brescia Enterprises, Memphis, had been retained as consultant in the National Assn. of Professional Baseball Leagues. He will entertain at least one night at each of the leagues and radio-TV interests.

Both NAB and RTMA pledged during winter conferences to support organized baseball during the coming season. Many club owners have contended that radio and TV play-by-play programs tend to cut down attendance at the ball parks.

Taking the lead in RTMA’s cooperation with leagues were its Sales Managers Committee and Advertising Committee. Both urged complete cooperation with baseball organizations as 1,000 radio and TV stations prepare for their heaviest season of game coverage, with perhaps 300 more stations airing the contests than was the case in 1950.

Suggests Tie-ins

RTMA’s promotion packet lists 31 methods of cooperation and reminds that National Baseball Week will be observed April 15-21. Special tie-ins are suggested for this event.

Theme of RTMA’s campaign is set forth by a special subcommittee that carried out the project. The theme is to sell baseball and television—广播 stations must install baseball. It is true that glove receipts have fallen off in some ball parks during the past two seasons, but there is no demonstrable evidence that radio has been the principal cause of this loss.

Mr. Trautman and his associates feel with me that a proper working arrangement between baseball executives and broadcasters will not only guarantee good radio and TV coverage, but will also result in increased radio and TV attendance at ball parks.

Mr. Ryan commented on the drive as follows:

"In all of our conversations with Mr. Trautman and Mr. Piton and others in the baseball group, I have found a sympathetic attitude toward closer working relationships between the great American game and the great American medium. It is true that gate receipts have fallen off in some ball parks during the past two seasons, but there is no demonstrable evidence that radio has been the principal cause of this loss.

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NIELSEN PACT

MBS, CBS Get Index Service

A. C. Nielsen Co. has completed long-term subcontracts with the National Nielsen Radio Index Service with Mutual and CBS and is continuing negotiations with ABC and NBC for similar contracts, meanwhile continuing service to those networks under an interim agreement.

CBS' new agreement with Nielsen is said to call for payment of about $100,000 a year and the MBS agreement for about half that sum, representing increases well above 50% for both networks. New arrangement with each network is a long-term affair running for more than two years.

WHY THE BASEBALL BATT?

IN THE words of KWFC Hot Springs, Ark., it is “selling baseball with a baseball bat.” To publicize the fact that KWFC will carry play-by-play descriptions of baseball games, the station is sending salesmen to prospective sponsors armed with baseball bats, as sort of a conversational piece. When the prospect asks about the baseball bat,” the salesman launches his selling pitch. At last report, salesman had a respectable batting average.
TRUSCON... a name you can build on

world leader in better radio tower engineering

Truscon experience in radio tower engineering is world wide... meeting all types of topographical and meteorological conditions ... and supplying many different tower types—guyed or self-supporting ... tapered or uniform in cross-section ... for AM, FM or TV transmission.

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

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

TRUSCON® STEEL COMPANY Youngstown 1, Ohio

Broadcasting • Telecasting

March 12, 1951 • Page 43
SPECIAL FM radio receiver for use by civil defense organizations having two-way radio systems at their command has been announced by General Electric. Neal F. Harmon, CD coordinator for the GE Electronics Dept., discusses design features of the "Civil Defender" receiver with Charles Race, designer of the unit.

THE ECONOMICAL WAY IS WDOK

- Ohio's 1st Market
- 10th Richest in the nation
- Reaching the worker audience in one of the greatest industrial expansion areas in the Great Lakes region!

'ROUND-THE-CLOCK L-I-S-T-E-N-I-N-G

Local Sports News 
Plus 
National Sports Events Through . . .

LIBERTY BROADCASTING SYSTEM

* The only Cleveland Radio Station on the air 24 hours a day!

serving Ohio's 1st market
24 hours a day
Cleveland
1260 kc. 5000w.

FM OUTPUT UP

RADIO set manufacturers turned out 2,228,020 radio and TV receivers containing tuning circuits for the FM band in 1950, according to an analysis of the year's output by Radio-Television Mfrs. Assn. 8,174,600 home radios (excluding portables), 86% were straight radio table models.

Previously RTMA had announced that 14,589,000 broadcast and 7,463,800 TV sets were turned out during the year [Broadcasting * Telecasting, Feb. 12].

SPORTS CLINIC

Broadcasters Given Tips

GOALS to strive for were enumerated at the first annual clinic for sports broadcasters at the U. of Florida, Gainesville, Feb. 26-28.

"Personal integrity is essential," said Walter (Red) Barber, CBS sports director. "You are the eyes of the listener, and you are obliged to report facts, nothing more, nothing less."

Al Helfer, chief sports announce for MBS, declared that "preparation is 75% of your broadcast."

Television was discussed by George Walsh, ABC and DuMont, Philadelphia. Mr. Walsh emphasized: "Never lose sight of the fact that the audience can see as well as hear. Make them a part of the contest."

All speakers urged that sports announcers undertake a crusade against gambling, pointing out that if this is not done, sports very well could be ruined.

Others who spoke were, A. K. (Rosey) Roswell, chief sportscaster for the Pittsburgh Pirates; Burt Shotton, former Brooklyn Dodger and Philadelphia Phillies manager; Jack Cummins, sports director, WTVJ-TV Miami; Bob Woodruff, U. of Florida head football coach, and J. Frank Goodwin, U. of Florida professor of salesmanship.

Florida's General Extension Division conducted the clinic. The Florida Assn. of Broadcasters cooperated.

2,228,020 Receivers Produced in Year

FM stations last year were licensed for 32,177,000 homes, 75% of the total homes in the U.S. Among technical findings were:

- Spectrum width of FM signal usually is reduced through multiplexing.
- A second program channel of "excellent" transmission characteristics is provided without interference to the main channel.
- The main channel of the FM station continues to meet all high-fidelity FCC requirements relative to FM stations.
- Mr. Crosby's report also points out that the FM signal broadcast to the general public is received by it on regular low cost, mass-produced FM receivers and no measurable degradation of service is produced by the additional multiplex signals. Successful multiplex transmission to a moving vehicle in the New York City area is also cited.

Mr. Crosby, who also is consultant to the National Broadcasting Co., pointed out that the "OMA" multiplex is capable of carrying two conversations in a high band of frequencies.

Findings Among technical findings of the field test report were:

- Spectrum width of transmitted wave of FM station actually is reduced through multiplexing.
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Field tests were held in various sections of New York City and suburbs, with fringe reception tests as far as 45 miles from the FM station, KE2XKH, located at 70 Pine St. Facilities were formerly under call of WQYN.

Pending before the Commission is a petition for a rule-making procedure seeking FCC authority to permit FM stations to utilize benefits of multiplexing signals. It's felt that the supplementary services would be a boon to FM, particularly in affording additional channels of revenue for those presently losing money.

The Washington radio law firm of Kreiger and Jorgensen represents Multiplex Development Corp.

Mr. Crosby cited the advantages of multiplexing, particularly at this time when demands of new radio services—for defense communications, specialized forms of broadcasting such as subscription radio, storefront, transit radio and mobile communications—are creating channel allocation problems.

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WESTINGHOUSE
Reports Income Gain

WESTINGHOUSE ELECTRIC Corp.'s 1950 net income totaled $77,922,944, compared with $67,206,556 in 1949, according to the company's annual report, issued last Tuesday.

Net sales billed for 1950 reached a record high of $1,019,923,051, as against the 1949 total of $945,699,382 and the former all-time peak of $910,873,847 set in 1948.

The report did not break down the totals to show figures for individual Westinghouse companies, which include Westinghouse Radio Stations Inc. (WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, and KEX-AM-FM Portland, Ore.).

Reviewing 1950 activities, the report cited Westinghouse production of radar-directed rocket-firing devices and other military equipment; called attention to production of a mercury vapor lamp useful both in improving quality of film telecasts and in insuring safer flying, and said 1950 brought a record demand for Westinghouse radio and TV sets and home appliances.

Cites Cutback

In line with his preceding week's estimate that Westinghouse radio and television set production will drop about 20% during the first quarter of 1951 and perhaps up to about 35% for the entire year (Broadcasting • Telecasting, March 5), President Gwilym A. Price said "more and more Westinghouse facilities will be devoted to defense production as 1951 progresses."

He outlined a $42 million expansion program for 1951, which includes a new electronic tube division that employ about 1,000 persons in two buildings to be erected near Elmira, N. Y. He also noted that construction already has started on a TV plant at Metuchen, N. J., "which if the military situation requires will be used for electronics production."

BROADCASTING • Telecasting

FARNSWORTH SUIT
Filed in District Court

FARNSWORTH RADIO & Television Corp., now owned by International Telephone & Telegraph Corp., and Jesse B. McCarlge, Edwin M. Martin, Lloyd S. Gilmore, Phito T. Farnsworth, George Eveson and Paul H. Hartman, former officers and/or directors of Farnsworth, were named in a suit by two stockholders, Barnett Joseph and Max Felsbin, filed March 5 in the U. S. District Court for the Southern District of New York.

Plaintiffs alleged that "false statements of material facts" concerning the "nature and value of Farnsworth's inventory, its financial condition and net losses" had been made; and that the individual defendants "did avail themselves of their inside and fiduciary relationship to . . . obtain and utilize information obtained as directors and officers . . . to sell their respective stock holdings at prices greatly in excess of those prices which could have been obtained . . . when the true facts . . . were publicly revealed. . . ." The plaintiffs asked $266,008, and damages for stockholders so entitled.

Morse Heads Del Monte

S. F. B. MORSE is chairman of the board of the Del Monte Properties and not of California Packing Corp., as was incorrectly reported in a picture caption in Broadcasting • Telecasting, Feb. 26. Mr. Morse extended greetings to participants in the Bing Crosby Pro-amateur Golf Tournament which was broadcast over LBS with origination through KDON Santa Cruz, Calif.

TAFT POLICY
Revealed Regarding MBS

BROADCAST policy of Sen. Robert A. Taft (R-Ohio) is not to place any time for radio addresses on the Mutual network, it is understood.

Jack Martin, Sen. Taft's administrative assistant, made this known when asked to verify a report that Sen. Taft had refused at first to go on MBS until Mutual News' Commentator Frank Edwards, sponsored by the AFL, submitted his news scripts for inspection.

Mr. Martin denied this report, saying that the Senator had not asked MBS to delete criticism of him or his labor policy. The spokesman explained that the Senator had informed the network that he would not place time with it because of the "consistent" attack, which Mr. Edwards allegedly is mounting against the Senator's policies. Mr. Martin said these attacks are contained "in almost every broadcast by Mr. Edwards."

The misconstrual of the Taft policy to MBS broadcasts probably came about because of an attempt by Sen. Taft to cancel a Lincoln Day dinner speech he had scheduled over the network, according to Mr. Martin. He explained that Sen. Taft finally decided to let that broadcast proceed because too many arrangements would have been involved had the program been cancelled.

WDZ
Third Oldest Station in the Nation
Making Friends and Sales for 30 Years

1921

On March 17, WDZ is celebrating its 30th Anniversary.

WDZ first went on the air with a power of 10 watts. Today, with 1000 watts of power and 28 SMS counties, WDZ is recognized as the major selling force in the Million Dollar Decatur Market.

For 30 years, WDZ has provided news, public service and entertainment to a continuously growing loyal audience. These listeners can become your customers when you use THE selling power of WDZ in the rich Decatur market.

See Free & Peters

WDZ
DECATUR 1000 WATTS ILLINOIS 1050 KCS
Third Oldest Station in the Nation

March 12, 1951 • Page 45
ON THE SPOT INFLUENCE MAKES
THE SALE IN PACIFIC COAST
NETWORK RADIO, TOO!

The Don Lee Network has powerful on the spot influence in
45 important Pacific Coast markets—and in 24 of these markets, Don Lee is the only "hometown" network station. This, above all else, explains why Don Lee is the hardest selling network on the Pacific Coast; it's designed to sell Pacific Coast people on the spot locally, where they live and where they spend their 15 billion dollars annually.

With Don Lee, there is consistently good reception by Pacific Coast listeners because Don Lee—and only Don Lee—was built to meet the special Pacific Coast reception problems. Great distances between markets, mountain ranges (5,000 to 14,495 feet high) and low ground conductivity made it advisable to locate network stations within each of the many vital marketing areas. That's why the best, most complete and most economical coverage for the Pacific Coast is obtained with Don Lee's 45 local network radio outlets.

Only Don Lee, therefore, offers advertisers the persuasive power of local influence, local prestige and on the spot selling. That's important in selling and it's an exclusive Don Lee network selling advantage.

WILLEY H. BROWN, President
WARD D. INGUM, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA

Of 45 Major Pacific Coast Cities

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With Don Lee, your product gets local "hometown" acceptance where you want it—to meet your specialized marketing problems. You buy coverage to fit your distribution. No waste. You buy only what you need.

Only Don Lee can direct your sales message to all Pacific Coast radio families from a network station located within these 45 important marketing areas. It's the most logical, the most economical, the most influential coverage you can get for the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored programs than any other Pacific Coast network.

**Don Lee Stations on Parade: KWIL—ALBANY, OREGON**

Located close to the boundary between Linn and Benton Counties, KWIL is the only network station locally serving the rich central Willamette valley of Oregon. The two counties have a population of about 82,000 people who spent well over $30,000,000 in retail sales in 1949. The on-the-spot selling power of KWIL will put you in command of this wealthy market; the 45-station Don Lee Network will put you in selling command of the entire Pacific Coast.

**The Nation's Greatest Regional Network**

**Mutual DON LEE BROADCASTING SYSTEM**

Represented Nationally by JOHN BLAIR & COMPANY
THE YEARS have seen an alarming increase in the potency of the FCC drive toward program regulation, and, significantly, the focus has been directly applied. FCC spokesmen—from every pulpit available—have declaimed against even the hint of regulation of program content in advance.

Thus, the orientation has been indirect through hearing designation of applications for renewal; through statements of policy regarding renewal standards; through the infamous Blue Book, and through the proposed conference on the content of television programs, which well could become the Pink Book.

The evil of this exalgal drive for program control was best pointed out in the 1948 report of the Senate Interstate & Foreign Commerce Committee on the progenitor of the present McFarland Bill (S 1383). The Committee said: "But to write a decision which censures a licensee and establishes a new course of conduct for him, and that course of conduct is inferentially prescribed for all licensees by that decision, is a thoroughly bad and indefensible procedure. It is contrary to every concept of American jurisprudence; it lacks the simplest, cleverest technical interface; it is that type of administration that has brought the Commission into ill repute; it is the principle reason for the strengthened administrative procedures recommended in this bill."

A few years ago no one would have believed that organized broadcasters anywhere in this land would raise direct censorship of programs in advance.

As the lawyers would say, "mirabile dictu," that day has come! It happened in California. At a meeting last month of the Southern California Broadcasters Assn., FCC Regional Attorney Joseph Brenner was a speaker. When he concluded, several broadcasters asked if he would be willing to institute a series of workshop discussions on programming planning that would conform to FCC desires. Mr. Brenner was willing, if sufficient interest is expressed, to conduct a course on what the FCC wants in programming.

So members of SCBA are filling out a postcard questionnaire indicating whether or not they will delegate program managers to attend classes, and now that the time of day that they would prefer indoctrination.

It's hard to believe that those responsible quite realize what they are doing. No doubt, advance instructions by FCC personnel on how to plan programs is economical. It might save money and get more security. Good pupils will avoid danger of hearings on renewals and, if they learn their lessons well, they won't receive the FCC form letter which calls for an affidavit of a "responsible officer of the licensee" explaining away some programs concerning which some blues were objected.

Economy and security, indeed!

It was the desire for security and the reluctance to do their own thinking which made many of the series of workshop discussions the hand of willing collaborators of their dictators. Any such trend here is far more dangerous than appears from the seemingly innocent development in Southern California.

It is to be hoped that the SCBA members will by now have awakened to the horrendous implications of the course they have set. Surely the wish for a free radio cannot be consistently coupled with the desire for security at any cost.

GEORGE BENNETT LARSON

GEORGE BENNETT LARSON, who was looked upon as a boy wonder in the radio industry 55 years ago, today is obliged to perform wonders that were beyond imagination when the title was first conferred upon him.

Mr. Larson is vice president and general manager of WPIX (TV) New York, an independent station with a budget to match that of other major stations.

Ben Larson likes to recall, however, a hard nugget of wisdom passed on to him 25 years ago when, seeking a larger program budget, he was told by Program Director Sid Fox of KDYX Salt Lake City:

"Ben, anybody can do it with money. It takes a smart guy to do it without money."

Since that time, Mr. Larson readily concedes, this bit of philosophy has rung true as a solid advertising fact, and as a credo to remember in current video budget problems.

"Stretching it" in this case simply implies a recognition of the fact that WPIX is an independent, non-radio affiliated TV station which depends largely on the ingenuity of Mr. Larson and others in the higher echelon of the newspaper-owned operation.

Before Ben Larson jumped aboard the Daily News flagship early last year, he had made his mark in other video associations culminating a steady rise through the broadcasting ranks that began in 1926.

George Bennett Larson was born in Salt Lake City on March 15, 1910, and educated at the U. of Utah and, later, New York U. Fresh from the campus, the youth began his radio career as an announcer at KDYX Salt Lake.

(Continued on page 81)

BROADCASTING • Telecasting
Your evening spot announcements on WTOP reach more listeners than ever before... an average of 1,906 more homes*

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

**Average quarter-hour increase in Washington area homes for WTOP, Jan. 1951 vs. Jan. 1950, The Pulse Inc. and BMB.**
Page 50  •  March 12, 1951

FORD BILLINGS, general manager WJAR-AM-FM Morgantown, W. Va., appointed general manager West Virginia Radio Corp. (WJAR, WDNE Elkins, W. Va., WJER Dover, Ohio). He will continue to head operations at WJAR.

RICHARD E. KAISER, veteran broadcaster, appointed general manager East Liverpool Broadcasting Co. (WOE East Liverpool, Ohio).

PAUL MARTIN, program manager WKJW Buffalo, appointed station manager and program director WCCC Hartford, Conn.

JOHN Q. CANNON appointed assistant secretary RCA, effective April 1. Mr. Cannon has been attorney with legal department of RCA Victor Division, Camden.

F. J. KELLEY, executive manager and vice president WTSP St. Petersburg, Fla., appointed director St. Petersburg Times.

RA-TEL Representatives, N. Y., appointed national representative for WWN Baltimore.

CHARLES V. DRESSER, account executive Dowd, Redfield & Johnstone Inc., N. Y., to sales department WOV New York.

GEORGE LASKER, manager WBMS Boston, resigns April 1. He has not announced future plans.

GUSS MAEBLI, KYA San Francisco, to KFRC San Francisco sales department replacing JIM RICHARDS, who joins Blair & Co., same city.

ANNE MULLER SULLIVAN, formerly secretarial assistant to Byron Price at Associated Press and wartime Office of Censorship, to staff of WILLIAM S. PALEY, chairman of board, CBS, and now head of President's Materials Policy Commission in Washington. Mrs. Sullivan served over 14 years with Mr. Price, who is now assistant secretary general at United Nations, and is assisting Mr. Paley in his Washington assignment.

L PRESTON COLLINS, lieutenant governor of Virginia, elected president Mountain Empire Broadcasting Corp. (WMEV Marion, Va.). He succeeds ROBERT LANE ANDERSON, publisher of Smyth County News, who sold his 25% interest to corporation. Other officers elected were: ROBERT C. WEAVER, general manager, elected executive vice president, and LEON D. BEVILLE, re-elected secretary-treasurer.

IRA MORTON, syndicated TV columnist, to sales staff WBKB (TV) Chicago.

FRANK TAYLOR Jr., assistant and commercial manager WPDP Jackson- sonville, Fla., resigns to join Wilson & Toomer Fertilizer Co., same city.


FREDERIC L. HORTON, account executive Metropolitan Sunday Newspapers, and former sales staff member NBC, rejoining NBC radio network sales staff.

COLIN M. SELPH, vice president in charge of sales KPIX (TV) San Francisco, resigns June 1, and is on leave of absence starting March 1 to follow other interests.

JOSEPH K. MARSHALL, account executive KCBS San Francisco, called to active duty with Air Force.

DOROTHY MALONEY, commercial traffic manager KMBC-KFMR Kansas City, Mo., to Free & Peters Inc., in S. F. office.

ROBERT E. WIDMARK to sales department WMT Cedar Rapids, Iowa. He was with Chicago office Meredith Publishing Co.

RICHARD C. PATTERSON Jr., ambassador to Guatemala and former executive vice president NBC (1952-57), nominated by President Truman as U. S. Minister to Switzerland.

COLE KEYES to sales staff WGN Chicago. Was with booking unit Music Corp. of America, same city.

Personal...

J. LEONARD REINSch, managing director Cox radio and TV operations, visited New York and Washington last week for high-level industry conferences. FRANK ROEHRENBECK, director of distribution and recording for MGM Radio Attractions and general manager WMGM New York, received award from National Society for Crippled Children for program The Story of Dr. Kildare.

NAT M. ABRAMSON, manager WOR New York entertainment bureau, grandfather of girl, born March 1. Father, EPHRAIM ABRAMSON, is WPIX (TV) New York TV engineer. . . HERBERT V. ACKERBERG, CBS vice president in charge of station relations, and Dorothy Kennedy Doyle, New York, were married last Tuesday at Hampshie House, New York.

Strictly Business (Continued from page 18)

promoted by NBC to Spot Sales in New York. One year later he was advanced to sales manager of Westinghouse's EDEA Pittsburgh. In 1948 he returned to Philadelphia as sales manager of KYW. In November 1946 he rejoined NBC in New York, and two years later he became manager of Spot Sales. The important event in his life in 1948 was selling Francis Armstrong, secretary to John Royal, vice president in charge of television at NBC, on the idea of becoming Mrs. delTusa.

After 18 years experience in the field of advertising and radio, he returned to Philadelphia for the post of director of sales at WCAU, when the position was vacated by Alex Roseman. Since heading the sales department of the WCAU stations, he has increased the sales staff from five to eight people. This includes Anne Lawton, the only woman selling radio and TV time in Philadelphia. At the end of 1946, WCAU reported that it had had the most successful year in its 28 years history.

Mr. delTusa's hobbies are hunting and fishing. He is a member of the Television Assn. of Philadelphia, the Poor Richard Club and the Radio Executives Club in New York. He lives in Goshen, Pa., and has two children, Carter, 2, and Edith, 1.

BROADCASTING • Telecasting
ZIV SERIES
New "Bold Venture" Sales

FREDERIC W. ZIV Co.'s transcribed-syndicated adventure series, "Bold Venture" with Humphrey Bogart and Lauren Bacall, has been selling to automobile and furniture sponsors throughout the country, it has been announced. Also, nine more brewers have contracted to sponsor the series, which is to be released March 26.

Nine automobile dealers have purchased the show for 52 weeks for broadcasting in the following markets:

WORX Madison, Ind.: WNOO Barnensboro, Pa.; WCPA Clearfield, Pa.; WTBG Cumberland, Md.; WSLI Jackson, Miss.; WBCO Rome, Ga.; WCPI Panama City, Fla.; (station undecided) Davenport, Rock Island, Moline; (station undecided) Wheeling, W. Va.; KEOV Alliance, Neb.; (station undecided) Sikeston, Mo.; WKKH Hutchinson, Kan.; and KBBT Big Springs, Tex.

Six automobile dealers have purchased the show for 52 weeks to be broadcast in the following markets:


In addition to the 82 cities previously reported sold to beer sponsors [BROADCASTING • TELECASTING, Feb. 9], the following have signed 50-week contracts:


Pt. Pitt Brewing Co., Pittsburgh, through BBDO, Pittsburgh.

Stors Brewing, Omaha, in Des Moines, Cedar Rapids, Davenport, Sioux City, Iowa, and Sioux Falls, S. D.

National Brewing Co., Baltimore, through Owen & Chappell, in Hagerstown and Frederick, Md.

Fred Koch Brewery, for Dunkirk, N. Y.

American Brewing Co., in Alexandria, La.

Pfeiffer Brewing Co., through Maxon Adv., in Detroit, in Clarksburg, Youngstown and Mansfield, Ohio.

Gunther Brewing Co., distributor in Lynchburg, Va.

Hampden Mild Ale in Manchester, Nashua, Portsmouth, Laconia, all New Hampshire.

WHAS Rate Structure

CHANGE in the rate structure of WHAS Louisville, Ky., becomes effective March 15. When Rate Card No. 10 goes into effect on that date, the 7:30 a.m. period moves from Class C to Class B. Also, according to Nell Cline, the station's sales director. He points out no change was made in the announcement rate or in the rest of the WHAS rate structure. This change for WHAS, KFTO and WTV-1 has been reported as a change for WHAS-TV in the March 5 BROADCASTING • TELECASTING.

BROADCASTING • Telecasting

Mr. Filipps Mr. Wilbur

WOL EXPANSION

Executive, Programs Added

EXPANSION of the WOL Washington executive staff was announced last week by Fred Palmer, general and commercial manager of the Liberty network capital key station. At the same time it was disclosed that WOL plans a marked increase in the number of programs to be fed the growing list of Liberty stations.

Ben E. Wilbur, for many years with the Voice of America, has been named assistant to the manager and program director. He has been in radio 16 years, including posts at WFBM Indianapolis and at WCOI and WHKQ Columbus.

Allied for WOL, formerly a program director, becomes a commercial representative of the station.

Main program development will be in the hands of Raymond Swing, picked up from WOL by Liberty on a co-op basis, is said to be heavily sold around the nation. Other nationally known commentators are to join the Liberty staff in the near future. WOL at present feeds seven 15-minute and a number of five-minute programs to Liberty.

A relatively new network, operated on a co-op basis, Liberty is described as operating in the black despite lack of a New York key. It is understood that the network is negotiating with WINS New York to become key station in that city. WOL operates on 1450 kc with 260 w plus booster station. It has applied for 5 kw on 1460 kc.

KFI SEPARATION

Radio-TV Operation Split

FINAL SEPARATION of radio and television activities of KFI-AM-FM-TV Los Angeles was announced last week by President Earle C. Anthony. Followed the previous separation over the past several months of sales, parts of program, continuity acceptance and other departments, management last week separated the engineering and program departments into independent radio and TV units.

Personnel affected by the change are H. L. Blatterman, co-chief engineer, appointed chief engineer of the radio operations; Curtis W. Mason, co-chief engineer, as chief engineer, KFI-TV; Seymour John- son, named engineering representative to research and design department in charge of AM-FM-TV operating facilities.

RADIO TIEUPS

Noted in Subversive Guide

NEW listing of alleged Communist or Communist-front organizations and publications has been issued by the House Un-American Activities Committee in the form of a "Guide to Subversive Organizations and Publications."

Among those listed with radio connections are:

Emergency Committee on KFI, which the committee notes was "cited as an organization formed to protest the discharge by Los Angeles Radio Station KFI of six news analysts and commentators who were the media of pro-Soviet, Red-slanted propaganda." It referred to the California Committee on Un-American Activities, Report, 1947, page 180.

Hollywood Community Radio Group Inc., which the committee notes was "cited as a 'Communist inspired and directed' organisation whose immediate objective is the establishment of a radio station in Los Angeles County."

It referred to the California report, page 370.

People's Radio Foundation Inc., which the house group said was "cited as subversive and Communist" by former Attorney General and now Associate Justice Tom Clark in letters to the Loyalty Review Board in 1947 and 1948; and cited as a Communist Front" in the 1948 California Committee report, page 382.

Provisional Committee for Democracy in Radio, described as "cited as a Communist front" by the California Committee 1948 report, page 382.

KY. CLINIC

Hears Radio Praised

RADIO was unqualifiedly complimented by Adolf F. Rupp, U. of Kentucky basketball coach, at the first Annual Clinic for Radio Broadcasters at the university campus in Lexington.

"The tremendous popularity of our sports at the university as well as the state is due entirely to radio broadcasting of the games," Coach Rupp told the clinic.

Other topics discussed at the clinic, Feb. 23-24, were, "The Place of Kentucky's Radio Stations in the Civil Defense Program," "Radio Law As It Pertains to the Taxation of Radio Stations," "Sports Announcing," and "Audience Measurement Technique."

The clinic was a cooperative activity of the Department of Radio Arts, U. of Kentucky, and the Kentucky Broadcasters Assn.

College Conference

MORE THAN 60 delegates from 25 eastern colleges are expected to attend an Intercolligate Radio Conference sponsored by WCSR Smith College, Northampton, Mass., March 15-18. The conference will offer an opportunity for discussion of college radio problems and the college station's place on the campus. WCSR is a member of Pioneer Broadcasting System.

Many of our advertisers date their association with WIOD back 20 years -- 15 years -- 10 years.

They've found WIOD has the "recipe" for selling their products and services. They know it's the "seasoning" we use -- the outstanding SERVICE we render Southeast Florida that gives that extra plus!

And, there's no better proof of WIOD's service than the congratulatory messages received on our 25th Anniversary January 18, 1951 from Congressmen, local and state officials, prominent citizens and just plain listeners.

Our Rep, George P. Hollenberg Co., will tell you all about it. Call'em.

JAMES M. LEGRATÉ, General Manager

5,000 WATTS • 610 KC • NBC

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LIQUOR AD BAN
Proposed in Maine Bill
SPORTS broadcasts bearing sponsorship of alcoholic beverage advertisers could not be aired in Maine under provisions of a bill pending in its legislature. Measure also bans radio, magazine or newspaper liquor ad copy containing information beyond the advertiser's name, brand-name or statement of sponsorship.

In hearings held before the Liquor Control Committee, Frank Hoy, WLM Lewiston general manager and spokesman, Maine Broadcasters Assoc., pointed out the bill's impracticability in that national periodicals and radio broadcasts from New York and Massachusetts' stations could not be screened for advertising content. "Will you jam them (broadcasts) as iron curtain countries do to keep out Voice of America broadcasts?" he asked. Supported by Arthur Tiffin of Guy Gannett Broadcasting Services (WGUY Bangor, WGAN Portland), Mr. Hoy said the liquor commission already had authority to eliminate misleading advertising.

Maine law defines liquor as any beverage with 1% or more alcohol. Penalty for violation of the bill introduced by State Rep. Ernest Brown would be a 30-day censure on sale of the specific brand involved.

'TRUTH' DRIVE
A NEAR $100 million outlay to finance international broadcasting facilities for the Voice of America and to "assure adequate coverage behind the Iron Curtain and other important areas" was requested by President Truman last Monday.

In a letter to House Speaker Sam Rayburn (D-Tex.), the Chief Executive told Congress that "the gravity of the international situation" makes it necessary that the U.S. accelerate its broadcast facilities construction "to make our campaign of truth more effective in countries behind the Iron Curtain." He requested $97.5 million for the Voice.

The President asserted that "incredible as it may seem, Communist lies are widely believed in many parts of the world because the people there have no way of learning the truth." He stated his conviction that the new appropriation is an "essential part" of the nation's effort to achieve international stability and to deter the spread of aggression.

"Present world conditions make it imperative," Mr. Truman declared, "that we avail ourselves of every possible means for presenting the truth to the rest of the world and countering the distortions and untruths that the Communist leaders and their puppets are spreading."

The $97.5 million, which would be obligated this fiscal year ending June 30, acccents new powerful

Truman asks Congress
For 'Voice' Funds

WASHINGTON

Last March 12, 1951

PRESIDENT Truman today called for an additional $97.5 million for the State Department's Voice of America, an international radio network.

"The gravity of the international situation," Mr. Truman said, "makes it necessary that the U.S. accelerate its broadcast facilities construction "to make our campaign of truth more effective in countries behind the Iron Curtain." He requested $97.5 million for the Voice.

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occupancy with the manpower problem.

Authorities thought it possible that hearings may be held some time this week. Edward W. Barrett, Assistant Secretary of State for Public Affairs, and other department officials will testify before the joint subcommittees, headed by Sen. Frank Church (D.-Conn.) and Rep. A. S. J. Carnahan (D.-Mo.). Other members are:


(House)—Reps. Robert B. Chipperfield (R.-Ill.), James G. Fulton (R.-Pa.), Fred C. Douglas (D.-N.Y.), and Clement Z. Jablocki (D.-Wis.).

NLRB DECISION

KVEC Wins Employe Dispute

PRELIMINARY findings that KVEC San Luis Obispo, Calif., had discriminated against a local of the International Brotherhood of Electrical Workers (IBEW), but had not discriminated against certain technical employees, were upheld by the Labor Relations Board last Thursday.

The decision, upholding the recommendations filed by Examiner William E. Spencer in September 1950, was the outgrowth of a complaint charging that the station had unlawfully discharged Milton Ark, a member of the National Brotherhood of Electrical Workers (IBEW), but had not discriminated against certain technical employees, was upheld by the Labor Relations Board last Thursday.

NLRB ruled that there was total lack of evidence that the station, licensed to Christina M. Jacobson, had discharged Messrs. Crane and Egan because they supported the union. The board ordered KVEC, however, to reinstate Mr. Stephen- son. KVEC had contended that the station's refusal to sign the union was "an unenforced and inoperative." It said that the station "had shown himself to be neglectful and incompetent in his duties."

According to NLRB, KVEC had asked technicians to audition for announcing duties when it dropped the FM transmitter. Mr. Crane did not fulfill himself of the opportunity and Mr. Egan failed to qualify, with discharges following the audition.

The decision also dismissed KVEC's contention that it was under no obligation to bargain because the union never represented an "unsecured" majority, and the union was "unfairly." It said that the station was "obliged to maintain bargaining relations since Oct. 27, 1949, when the union made its claim of majority representation.
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for sales-minded TV advertisers

"SHARP COMMENTS"
by
Fern Sharp
12-12:30 p.m.
Mon. thru Fri.

Popular WBNS-TV Participation Program

The word of Miss Sharp works wonders for her sponsors. As a leader in presenting fashion, food and homemaking news to central Ohio, she has held the consumer's confidence for over 12 years.

Her informal "Sharp Comments" bring televiewers an interesting half-hour variety of news, views and interviews in the women's world—and offer TV advertisers an excellent opportunity to chat about their products. Local as well as national advertisers are securing good results from Miss Sharp's popular television program.

Write for program details and success stories on "Sharp Comments" in central Ohio's rich TV market... or ask your Blair TV representative.
Big-Time Nationally-Tested TV Show—All Yours in Your Own Markets at a Price You Can Afford

HOLLYWOOD STARS... at Home, at Work, at Play

26 TIMELY exciting 15-minute film features presenting the real lives of the Movie Capital’s most colorful personalities. Running comment by the well-known nationally syndicated Hollywood columnist, Erskine Johnson.

A MOVIE fan magazine on film, picturing the hobbies, businesses, amusements of the stars... glimpses of Hollywood fashions-in-the-making... behind-the-scenes secrets in the shooting of million dollar motion pictures. Five or six subjects in every program—something to attract every member of the televiewing family.

AUDIENCE-TESTED! Captured excellent Videodex ratings (3 mos. averages) in the following cities: Buffalo 34.8; Chicago 14; Cleveland 14.4; Los Angeles 11.4; St. Louis 28; Washington 19.3.

ADVERTISERS! Inquire immediately respecting sponsorship in your markets. Selling fast—but many areas still open. Cost: 50% of Class A live one-time quarter-hour rate for stations used. (Also available to TV stations for resale locally.)

26 PROGRAMS READY, more in production. Running time: 12 minutes without commercials. Center fadeout permits insertion of middle commercial.

Audition prints on request—write, wire, telephone

PARAMOUNT TV NETWORK
1501 Broadway, New York 18, N.Y. BRyan 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
ASCAP BEGINS FIRST STANZA

By BRUCE ROBERTSON

ASCAP LAST Wednesday mailed to the nation's TV broadcasters license forms covering the use of ASCAP music on video programs on a per program basis. Licenses were issued by ASCAP on its own, the terms included having been rejected the previous week by the ASCAP Executive Committee which for more than a year had been trying to negotiate a satisfactory license agreement with the society [Broadcasting * Telecasting, March 5].

Letter of transmittal, signed by Otto A. Harbach, ASCAP president, said that the licenses were being distributed in accordance with his letter of Dec. 14, 1946, which notified TV station operators that negotiations with their committee had failed and that ASCAP would shortly issue per program licenses of its own making. Since then another meeting of the telecasting committee and a group of ASCAP executives was held Feb. 28-March 2, but no agreement was reached then, either [Broadcasting * Telecasting, March 5], so ASCAP went ahead and sent out unilateral, draft license forms.

"We wish to assure you," Mr. Harbach wrote, "that the enclosed form of per program license represents our sincere effort to arrive at a fair and equitable settlement prescribed by the Television Per Program Committee of your industry—that is, one on which no payment is to be made on spot announcements between programs even though the program preceding or following the spot announcement is one which contains ASCAP music."

Dec. 15 Expiration

The per program license forms set Dec. 31, 1947, as the end of the license period. This is at variance with the blanket license forms issued by ASCAP in October 1949, which gave Dec. 31, 1953, as their concluding date. The blanked licenses, however, contain a clause giving ASCAP the right to conclude them at the end of 1951 on 90 days notice. Both contracts are retroactive to Jan. 1, 1949.

ASCAP's current television stations having ended on Dec. 31, 1948. Since then, most TV stations have used ASCAP music on an interim agreement basis, making the fee monthly payments which will be adjusted on the basis of the terms of the license accepted by each station.

Three of the TV networks (ABC, CBS, NBC) have blanket licenses from ASCAP for themselves and for their owned and operated TV stations. DuMont also has a blanket license for its network operation, but the agreement includes a special clause giving DuMont the right to exchange the blanket deal for a per program license if it so desires after having examined the per program offer. The three TV stations owned by DuMont are operating under the interim licenses.

The proposed rates, covering "each local commercial television program of which any of the musical content shall include, in whole or in part, any musical composition licensed hereunder," according to the license form, call for payments of the following percentages of the station's full television rate card as published in Standard Rate & Data applicable to a single local commercial television program for the time when such local commercial television program shall be broadcast, are as follows:

(A) 8 3/4% of such full television card rate if the station has gross receipts from sponsors less than $150,000 per year for such year,

(B) 9% of such full television card rate if the station has gross receipts from sponsors between $150,000 and $200,000 per year for such year, or

(C) 9 3/4% of such full television card rate if the station has gross receipts from sponsors in excess of $200,000 per year for such year.

Definition of Local Show

The license form describes a "local television program" as any program broadcast by the station "other than a network television program," which is defined as a program "broadcast simultaneously or by so-called 'delayed' or 'repeat' broadcasts (sometimes known as rebroadcasts) over two or more affiliated stations."

"Gross receipts from sponsors mean the gross payment of advertising for the use of the station's facilities for local TV programs. Co-op network programs are considered as network and not local programs and, like other network shows, are covered by the networks' licenses from ASCAP. Stations are not required to pay ASCAP for revenue from local political telecasts and are also exempt from paying for motion picture programs if they have been licensed at the source."

At first glance the fees asked by ASCAP for video commercial shows under the proposed per program license do not greatly exceed the 8% royalty payments paid on radio commercial programs under the ASCAP per program radio station licenses. But vigilant telecasters were prompt to point out that the radio licenses are not based on one-time ratecard rates but on actual receipts for time, after contractual discounts, agency commissions and sales costs have been deducted.

According to one executive of a company operating both a radio and a television station, which has

(Continued on page 68)

VOTING to make a "test case" of James J. Carroll's refusal to testify before TV cameras in St. Louis, the Senate Crime Investigating Committee last week recommended that the Senate cite the "betting commissioner" for contempt.

The action is the first step looking to a decision on whether a witness can be forced to testify with video cameras present [Broadcasting * Telecasting, March 6].

A fortnight ago Mr. Carroll walked out of a hearing TV was being covered by KD-TV St. Louis. The "betting commissioner" told Sen. Esther Kefauver (D-Tenn.) telecasting constituted an invasion of his constitutional right of privacy and subjected him to ridicule and embarrassment.

Sen. Kefauver, committee chairman, has since put himself on record in favor of continuing the investigation of the crime committee's public proceedings (see coverage story page 72).

Reaction was swift in industry and Congressional quarters as well as in the press. The controversy drew two editorials from the Washington Post which questioned "whether it is sound policy to force testimony from witnesses under the distracting influence of television lights and microphones." In its view, the Post saw regular use of TV in committee investigations as encouraging "inquisitors to put on a show" instead of compiling information. "Fact-finding would almost inevitably degenerate into circus antics."

Magee Gives Warning

Both the Post and the Washington News pointed out that courts do not require witnesses to testify under such conditions. These sentiments were echoed in remarks by Rep. Clare Magee (D-Mo.) which were read into the Congressional Record.

Rep. Magee warned, "We should never let these investigations deteriorate into forums of entertainment nor should they be used to assassinate character."

When Sen. Kefauver refused to hear Mr. Carroll's testimony except before cameras, Rep. Magee reflected, "there arises the question of whether the Senator was most interested in getting the facts or in getting the fullest publicity."

Expressing himself on telecasting of testimony, Rep. Magee commented, "To me the whole idea is inane and repulsive. It would bring the Congress to a new low level in public esteem. The dignity of the courtroom would become only a memory while its sacred portals became a testing ground for the future Faye Emorsons and Jimmy Durantes."

John S. Hayes, WTOP Inc. (WTOP-AM-FM-TV) Washington vice president, struck back at the Post's condemnation in a letter to the editor. (The Post has controlling interest in WTOP Inc.)

Swiping aside arguments that television would spur showmanship, Mr. Hayes said that on the contrary, presence of video would tend (Continued on page 68)
MAGNETIC RECORDING lowers costs

TELEVISION, itself new, is adopting a new audio art to achieve both better quality and lower cost.

This new art is magnetic sound recording. Its use in making television films has saved countless thousands of dollars, yet improved audio quality— and still bigger savings and better quality can be expected.

Those benefits, now enjoyed primarily at network headquarters, can also be expected at individual TV stations. Magnetic recording applies to any television film, from filming local programs and commercials to filming live action that is to be sent to other stations.

Television approached magnetic recording gingerly at first, seeking economies.

First step was to switch from optical film to magnetic tape in making the duplicate or “safety” sound master. This reduced costs sharply, since the magnetic “safety” could be erased and re-used repeatedly after the film was completed. Savings ran into tens of thousands of dollars in the New York area in the first few months.

Another advantage was realized at the same time—the magnetic “safety” could be played back immediately. This speeded production and saved additional thousands of dollars. Since the producer could play back the audio section immediately, he could make corrections on the spot instead of having to do it later when it would require reassembling an expensive cast and set.

TV stations have been quick to adopt the new method: CBS with Fairchild magnetic tape equipment; NBC with RCA 16mm magnetic film equipment; and DuMont and New York City’s Television Unit, with Reevesound 16mm magnetic film equipment.

After magnetic recording had effectively cut costs, television began considering its other virtue—quality—and adopted magnetic tape or film for the master as well as the “safety.” Mixing the various tracks (dialogue, background music, etc.) was all done on the magnetic medium, and the completed audio master was magnetic.

Quality was improved, since the magnetic medium retains its original quality throughout processing, while the optical system suffers several losses in quality.

Better Quality

With this method, the finished product is still a composite picture-film-and-optical-recording, but the quality is better, and costs are lower since the magnetic material can be re-used.

However, the method that gives the best audio quality and lowest cost is the “dual system,” which uses the magnetic medium both for recording and for playing back. Safeties and masters are made on magnetic, with mixing and dubbing also on magnetic, thus the finished audio product is a complete master magnetic film or tape. This is played back in a magnetic playback unit in synchronism with a separate picture film projector.

A better picture image is also obtained, since the picture processing steps are cut down, thus eliminating imperfections created by those steps. A negative print is used. And costs are still further reduced due to the fewer film processing steps.

LATEST technical improvements in the ever developing art of television usually are translated into savings for the telecaster and better service for the viewer. Daniel E. Denham, an authority on magnetic sound recording for TV, herewith points up its advantages to station operators. Mr. Denham is the New York technical sales representative for the Minnesota Mining & Mfg. Co. of St. Paul, maker of “Scotch” sound recording tape and film.

Two definitions may be in order: Magnetic film is of 16mm, 17½ mm, or 35mm width; has a 5-mil cellulose acetate base similar to motion picture film; has a coating or iron oxide instead of an emulsion; and is perforated, with the sprocket holes being the same pitch and width as those in picture film. Magnetic tape is ¼” wide, has a base thickness of 1½ mils, and is coated with iron oxide similar to the magnetic film, but has no sprocket holes.

In the “dual system” of using a magnetic medium for playback, the major problem that television encountered was lip synchronization. It was also the only important problem, since other questions—fidelity, signal-to-noise ratio, amplitude variation, level, storage conditions, etc.—had been proved through radio use of magnetic tape and film.

Sprocket holed magnetic film seemed the obvious way to achieve perfect synchronization between sound and lip movements. A recorder, using magnetic film and run by a synchronous motor (fed from the same line source as the synchronous motor of the picture film), stays in perfect lip synchronism. The two machines are locked in synchronism at the start of the take, and stay that way throughout the take. The operation (Continued on page 70)

By DANIEL E. DENHAM
NEW YORK TECHNICAL SALES REPRESENTATIVE
MINNESOTA MINING & MFG. CO.

Mr. Denham

TV STATIONS have been quick to adopt the new method of magnetic sound recording, Mr. Denham says. Above are two of the Fairchild Pic Sync magnetic recorders installed at the CBS television studios in New York. At left is an RCA 16mm magnetic film recorder used in NBC's New York TV studios.
WCPO-TV was FIRST in:
Personality — Paul Dixon
Drama — Pulitzer Prize Playhouse
Music — Cavalcade of Bands
Quiz — Twenty Questions
Daytime Show — Dixon Song Shop
Kitchen Show — Cathy’s Kitchen

Cincinnati tele-viewers were recently polled by Mary Wood of the Cincinnati Post. Their Favorite TV Personality: Paul Dixon. Their Favorite Daytime Show: Paul Dixon’s Song Shop. Surveys continue to show that night and day, week after week, month after month, WCPO-TV is first in Cincinnati.

*From Cincinnati Post Television Poll, 1951
COLOR ARGUMENT

TELEVISION's importance in the national economy may be underscored by the alacrity with which the Supreme Court could wind up the long-raging color controversy. In the wake of the high court's announcement last Monday that it would not, it is argued, observers pointed to the April 1 expiration of the lower court's stay order against commercial use of color by CBS and NBC, recognizing that the possibility of a bench opinion might well be handed down shortly thereafter. However, some sources felt that a final decision might not be rendered until late spring.

Further avenues of action could be an extension of the stay order pending the issuance of the Supreme Court decision, or even complete disregard of the expiration of the stay order.

It is expected that on March 26 the government's case will be presented by Solicitor General Philip B. Perlman, with Samuel J. Rosenman of Rosenman, Goldstein, Colin & Kaye as CBS counsel. For the appellants, it is anticipated that...

20th CENTURY

Buys Color System Share

PURCHASE of an interest in a new theatre color television system by 20th Century-Fox Film Corp. was announced last week by Spyros P. Skouras, president, following his return from Switzerland.

Developed by the Swiss Federal Institute of Technology in Zurich, the Eidophor projection system, as it is known, is expected to be deliverable in about 18 months, following solution of certain technical difficulties.

The Eidophor projector under development will not be any larger than those now in use in movie houses, according to Mr. Skouras, although the size and complexity of the original experiment apparatus caused it to appear impractical.

"With this new system, we will be able to broadcast whole operas, recitals by the greatest living musical artists, sports events, practically anything, to thousands of motion picture houses simultaneously," he said.

The system, it is described as a development from the basic idea of modulating the light of an outside source, such as an arc lamp, until its intensity corresponds to a television set. The system is said to "closely approach" 35mm film in screen brightness, tone scale, contrast ratio and detail.

The purchase included exclusive rights to the manufacture and distribution of Eidophor equipment in the United States as well as an undisclosed interest in the European manufacture and distribution.

NEW ORLEANS had its first glimpses of color television Feb. 28 and March 2 when CBS coincided color demonstrations with a March 2 meeting in the Crescent City of Districts 4 and 5 of the Columbia Affiliates Advisory Board [Broadcasting • Telecasting, Feb. 26]. Shown at a cocktail party during the meet are (1 to r) Howard Summerville, general manager, WWL, New Orleans; Dr. Frank Stanton, CBS president; Glenn Marshall, WMXJ Jolietville, Ill.; Jack Van Volkenburg, CBS vice president, and Adrian Murphy, CBS vice president.

NETWORK BUSINESS

Add 13 New Advertisers

IN THE flurry of business activity resulting from the annual mid-March contract negotiations between the networks and advertisers, the four TV networks reported a total of 13 new sponsored programs; 7 cancellations and 5 renewals.

NBC-TV also reported one cancellation, Musical Comedy Time, Mon. on alternate weeks by Procter & Gamble, through Compton Adv., New York, effective March 19.

New ABC Contract


Canada Dry Ginger Ale Inc. renewed Super Circus for 52 weeks, Tues. and Fri.; and Reynolds Tobacco Co., for Sat., 8:30-9 p.m., portion of Jack Carter Show, through William Esty Co., New York, effective March 10.

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*Tiny Tidbits* needed a **BIG** Salesman.

*"Tiny Tidbits" was a swell-tasting cereal that was good for , and !...even and . It came in a pretty package that looked good in store windows . Little on delivered circulars right to people's ...but, somehow, folks in the San Antonio area weren't excited about , no matter what!

But, one night, when more than 40,000 were tuned in to WOAI-TV, a , , and even a and a , appeared on the all enjoying of . People in and for miles around San Antonio sat up and took . That looked so GOOD that just about everybody in that 750,000 population area ran right to the nearest and demanded . Yes, sir, WOAI-TV really did a SELLING job by letting folks SEE how GOOD looks in that ! They could almost TASTE it!

MORAL: You can sell more on WOAI-TV, too!

*Tiny Tidbits* are fictional. Coverage and set figures are facts. Ask our reps for further information.

Represented Nationally By
Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA
CMQ-TV DEBUTS

Executives View Dedication

MORE than a score of top U. S. broadcasting and agency executives and editors and publishers, who were in Havana yesterday (Sunday) for the dedication of Goar Mestre's CMQ-TV, television affiliate of CMQ Havana, key station of Circuito CMQ, a major Cuban radio network.

The new TV station, described as the "most modern in the world," was built at a cost of $362,000 and comprises some 45,000 square feet of floor space. It includes four large studios, film laboratories and shops for building sets and props. The television building joins CMQ's multi-million dollar radio building, erected in 1948 and known as Havana's "Little Radio City," which presumably will now be called "Radio and Television City."

The CMQ-TV structure, equipped throughout with the latest RCA TV studio apparatus, also houses the station's RCA transmitter (5 kw video, 2.5 kw audio) and supports the 275-foot towering transmitter tower with its dome-like "bullet" antenna, designed to give CMQ-TV an effective radiated power of 20.5 kw video and 10.25 kw audio. The Blaw-Knox tower rises 885 feet above sea level and is said to be the heaviest ever built in the U. S. It is designed to withstand winds of over 250 miles an hour, a necessary precaution in the tropical hurricane region. Six RCA TV cameras are installed in the studios and two more are included in the station's mobile unit for remote pickups.

President to Attend

The president of the Cuban republic, Prio Socarras, was to attend the opening telecast of CMQ-TV at 7:30 p.m. Sunday and to remain at the station for a tour of the video studios followed by a reception in his honor. A special dramatic show was planned as the station's opening program, followed, by a variety show featuring top Cuban entertainers. A telecast of an outstanding sports event was to conclude the evening's program schedule.

The United States delegation,....

Goar Mestre, owner and director of the Circuito CMQ network, is televised on a pre-inauguration program of CMQ-TV.

...headed by NAB President Justin Miller, together with another group of the most Latin American broadcast-...ers was to arrive in Havana Friday evening and to have a pre-view of the stations Saturday morning. On Saturday they were to meet Cuban government and business leaders at a reception at the home of Mr. Mestre. Sunday's agenda began at 11 a.m. at a church service at which a high church dignitary was to bless CMQ-TV. That afternoon the visitors were to have lunch at the Jockey Club and to witness the running of the CMQ-TV Handicap.

RCA'S TRI-COLOR direct view television receiver tube was made available to other TV manufacturers last week when RCA sent to its licensees in the video receiver manufacturing field a bulletin detailing the processes in the production of these tubes.

CBS expressed immediate interest in the news that the tube might be built by others than RCA, which last fall had declined an FCC request to turn over to CBS any of these tubes on the ground that the suggestion was comparable to asking the New York Yankees to turn over Joe Dimaggio to the Philadelphia Phillies for the World Series.

"If this is not just another attempt of RCA to stall color," a CBS spokesman said, "and if this tube really works, we are very much interested in it, because such a tube would work better with the CBS system than with any other. We want to see and to try out any color tube that anyone develops."

The RCA bulletin numbered LB-82 and titled "Manufacture of an RCA Developmental Three-Gun Tri-Color Kinescope," in 14 pages fully illustrated with photographs and diagrams described step by step the way the tube is made, including the stencil process used to print the phosphor dots on the glass plate of the tube.

Publication of the bulletin does not make the RCA tube immediately available to CBS. RCA at the time of the FCC request said that CBS would be able to get some of the tubes when they were put on sale, but RCA itself has not yet begun to turn them out commercially and it will take some time, possibly months, before any of the RCA licensed companies has them on the market.

Hoffman Sponsors

AT $2,500 per picture for first run telecasting rights plus station time for sets and operated by the network, Los Angeles (TV sets), March 3 started sponsoring a weekly feature film on KLAC-TV Hollywood for 12 weeks. Show will expand to 17 additional markets if the film series proves popular, according to present plans. Agency is Walter McCreery Inc., Beverly Hills, Calif.

JANUARY GROSS

Quadraples '50 Period

GROSS time sales for three of the four television networks in January 1951 more than quadrupled their total for January a year ago.

This is shown in Publishers Information Bureau figures, released today (Monday), placing the January 1951 totals for ABC, CBS and NBC at $8,082,876. Their January 1950 total was $1,901,294.

For DuMont Television Network were not available.

Gross time figures for the two months were computed by PIB as follows:

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$15,773</td>
<td>$ 4,049</td>
<td>$11,724</td>
</tr>
<tr>
<td>CBS</td>
<td>2,613,915</td>
<td>652,972</td>
<td>1,960,943</td>
</tr>
<tr>
<td>NBC</td>
<td>4,187,222</td>
<td>1,042,153</td>
<td>3,145,069</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$8,882,876</td>
<td>$1,901,294</td>
<td>$6,981,582</td>
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**The three Mestre brothers associated in CMQ operations**(l to r): President Goar Mestre, Abel Mestre and Luis Augusto Mestre.

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Page 60 • March 12, 1951
FTL-82A DUAL SCANNER
Smooth handling of spot commercials and station breaks.
Use as a scanner with montage effects.
Lap dissolves between stills or between live pickup and stills.
Use to insert sponsor's message in a live pickup.
Can be operated as two separate scanners with manual or automatic switching.

FTL-35A SINGLE SCANNER
Low operating cost; add-a-unit auxiliary makes it a dual scanner.
Console mounted for smooth operation.
Handles from one to thirty-six 2" x 2" slides in or out of sequence.

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.
500 Washington Avenue Nutley 10, New Jersey
These advertisers make hay while the sun shines

Colgate-Palmolive-Peet Co.
  with Susan Peters in "Miss Susan"

General Foods Corp.
  with The Bert Parks Show

Procter & Gamble Co.
Corn Products Refining Co.
Chesebrough Mfg. Co.
Hunt Foods, Inc.
Simmons Co.
Andrew Jergens Co.
Durkee Famous Foods
American Home Products Corp.
Minute Maid Corp.
Hazel Bishop, Inc.
  with The Kate Smith Show

Standard Brands, Inc.
  with NBC Comics

Lever Brothers Co.
  with Hawkins Falls
  (scheduled for early Spring start)

Quaker Oats Co.
  with Gobby Hayes

Colgate-Palmolive-Peet Co.
Mars, Inc.
Kellogg Co.
International Shoe Co.
Welch Grape Juice Co.
Wander Co.
  with Howdy Doody
bigtime on NBC Television

the market is big — with 11,100,000 sets installed as of February 1, 1951.

the audience is big — with 6,142,500 viewers reached each day by television’s top daytime show. (NBC 4 to 5 pm)

the ratings are big — one show hits 25.0 . . . another, 11.4 in the 3:30 to 5:00 period.

the results are big — daytime is sales time, and success stories are the order of the day.

and costs are low — competitively low. Time charges are one-half of evening rates. Talent costs are lower, too.
Result: Daytime TV is showing its heels to other visual media on a cost-per-thousand basis. Ask about select daytime availabilities.

Data sources: ARB, February weekly averages.

A service of Radio Corporation of America
**teletext**

HALF of the homes in the New York metropolitan area are now equipped with television receivers, according to a survey just completed by the psychological workshop of Hofstra College for NBC. Results indicate an appreciable gain in the area's video population in the past year, showing 51% of the metropolitan households having TV sets in the early weeks of this year as against only 29% found so equipped by a Hofstra study in March 1950.

Tabulation of the current Hofstra findings in the various parts of the metropolitan area, showing percentage of television homes in each part, follows:

Total (16 counties), 51%; New York City (five boroughs), 47%; Bronx, 55%; Brooklyn, 55%; Queens, 54%; New Jersey (nine metropolitan area counties), 56%; West Jersey, Rockland and Nassau Counties, 61%

The Hofstra survey employed a prelisted probability sample, a technique used in another survey by Hofstra and before that by the U. S. Bureau of Census. More than 5,000 homes, selected in advance according to rigid stratification specifications to insure a representational sample, were included in the survey. Study was directed by Dr. Nathan Chappell, chairman of the college’s psychology department. Findings of the study are now being analyzed qualitatively by Dr. Thomas Coffin, former chairman of the department, now supervisor of the program research division of NBC-TV.

**Robinson Bout Leads Hooperatings, Feb. 1-14**

**FIRST 10 TV programs in popularity, during the first two weeks of February in 11 New York and Ohio cities, were led by the National Boxing Club; LaMotta vs. Robinson fight, which rated 58.7. ([BROADCASTING • TELECASTING, Feb. 26], according to the February Hooperatings Tabulation Service. Programs and ratings:

1. International Boxing Club—58.7
2. Texaco Star Theater—56.3
3.fireside Theatre—44.1
4. Philo Playhouse—43.1
5. Godfrey’s Talent Scouts—41.9
6. Berry, Homer—39.6
7. Sid Caesar, Imogene Coca—39.1
8. Cartes, Sibyl—36.4
9. Convalescence of Speed—37.6
10. Godfrey and Friends—36.1

(Special event: General Eisenhower’s Feb. 17 television appearance was rated 51.3.)

**Berle Tops List in ARB TV-Nationals**

MILTON BERLE’S Texaco Star Theater was, in order, both popularity and total number of homes reached, of all television network programs, as shown by the American Research Bureau ratings. The ARB report said also that General Eisenhower’s telecast to the nation Feb. 2 reached 4 million homes and an estimated 11.2 million persons, achieving a popularity rating of 43.1.

**Half New York Homes Found to Have TV**

(Report 154)

**RANKING BY POPULARITY RATING**

1. Star Theatre
2. Your Show of Shows
3. Texaco Star Theater
4. Fireside Theatre
5. Philo Playhouse
6. Godfrey & His Friends
7. Studio One
8. General Eisenhower
9. Godfrey & His Friends
10. Hopkins Cassidy

**RANKING BY HOMES REACHED**

1. Star Theatre
2. Your Show of Shows
3. Texaco Star Theater
4. General Eisenhower
5. Godfrey & His Friends
6. Fireside Theatre
7. Studio One
8. Philo Playhouse
9. Godfrey & His Friends
10. Hopkins Cassidy

**AT&T Extends Facilities to Binghamton**

EXTENSION of AT&T’s TV network facilities to Binghamton, N. Y., at 1:30 p.m., last Wednesday brought to 48 the number of cities getting video program network service via Bell System hookups, and added WNBH-TV Binghamton to the roster of interconnected TV network affiliates.

From New York, TV programs get to Binghamton by telecasting (Continued on page 70)

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**Weekly Television Summary—March 12, 1951, Telecasting Survey**

**City** | **Outlets On Air** | **Sets in Area**
--- | --- | ---
Albuquerque | 7,000 | 563
Alexandria | 5,000 | 448
Atlanta | 38,300 | 2,150
Baltimore | 67,754 | 3,669
Birmingham | 61,459 | 3,486
Boston | 67,281 | 3,763
Buffalo | 67,375 | 3,763
Chicago | 67,375 | 3,763
Cleveland | 67,654 | 3,795
Cincinnati | 67,654 | 3,795
Columbus | 67,654 | 3,795
Dallas | 109,246 | 6,468
Denver | 107,000 | 6,187
Dayton | 414,800 | 24,548
Detroit | 414,800 | 24,548
Ft. Worth | 110,800 | 6,468
Grand Rapids | 109,246 | 6,468
Kalamazoo | 110,343 | 6,521
Kalamazoo | 110,343 | 6,521
Kansas City, Kan. | 125,000 | 7,400
Kalamazoo | 104,353 | 6,187
Lansing | 80,533 | 4,600
Los Angeles | 87,421 | 5,000
--- | --- | ---
**City** | **Outlets On Air** | **Sets in Area**
--- | --- | ---
Albuquerque | 7,000 | 563
Alexandria | 5,000 | 448
Atlanta | 38,300 | 2,150
Baltimore | 67,754 | 3,669
Birmingham | 61,459 | 3,486
Boston | 67,375 | 3,763
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Ft. Worth | 110,800 | 6,468
Grand Rapids | 109,246 | 6,468
Kalamazoo | 110,343 | 6,521
Kalamazoo | 110,343 | 6,521
Kansas City, Kan. | 125,000 | 7,400
Kalamazoo | 104,353 | 6,187
Lansing | 80,533 | 4,600
Los Angeles | 87,421 | 5,000
--- | --- | ---
1. A rich matador put a sorrowful end to Manuel's calls at his girl's hacienda.

2. "I'll fight a bull and win back this eyeful," said he—but much better he'd picked out a rifle!

3. For Manuel-type labor just showed to each neighbor That the bull is odds-on, if you don't know your saber.

4. MORAL: For a killing in the Dayton market, use a proven sales weapon—Dayton's first—WHIO-TV.

To Win Dayton*
Markets
THE SHOW MUST GO ON
WHIO-TV

* Dayton and the whole surrounding Miami Valley is dominated by Dayton's first and favorite TV station, WHIO-TV. Let National Representative, G. P. Hollingbery Company, submit the figures that prove it—and all the market data that showing can do for your sales!

* Pulse January report shows that WHIO-TV had 8 of top 10 televised shows!
ASCAP First Stanza

(Continued from page 55)

bought its ASCAP music for radio under the terms of the original arrangement, the payments made for radio programs on the average amount to less than 5% of the station's published card rate for a single broadcasting. The royalty payment proposed by ASCAP for television, therefore, would come close to doubling the rate paid for radio.

He added that the 9.4% rate will apply to TV stations, as few will have annual incomes of less than $300,000.

Fees for sustaining television programs under the new ASCAP per program license rates are set at 3% of the card rate for the time of telecast for stations grossing less than $150,000, 2.4% for stations grossing between $150,000 and $300,000 and 2.2% for stations grossing more than $300,000 a year. These fees contrast with a flat 4½% fee for radio sustainers.

Both the per program radio and TV license schedules include a special rate for the incidental use of ASCAP music of four-fourths the regular fee. The television per program licenses do not include any such incidental rate.

Blanket Licenses Sent

Along with the new per program forms, ASCAP also sent the TV station operators copies of the blanket licenses half at the time of the industry committee in the fall of 1949. These call for fees figured on the "radio plus 10%" formula. The station then has the option of calculating its ASCAP payments by taking its gross time sales, deducting rate card discounts and rebates, 15% agency commission and 16% sales costs, and then figuring 2½% of those net time sales, which would be the payment for radio, and finally adding an extra 10% to that figure as a TV surtax.

Sustaining fee payments, consisting of payments on the net income of the video stations. If the station nets $150,000 a year or more, its monthly sustaining fee is the amount of its gross sales for each quarter, one-time rate per month. Sustaining fee payments for TV stations netting less than $60,000 a year, if there are any, have not been determined.

If the TV station operates on a half-hour, one-time rate basis, the sustaining fee is the amount of its gross sales for each quarter, one-time rate per month. Sustaining fee payments for TV stations netting less than $60,000 a year, if there are any, have not been determined.

TEST STATION
Sylvania Files Application

EXPERIMENTAL station at Emp- polo, Pa., signed an application file, UHF of VHF and the lower and upper portions of UHF were requested in an application filed with FCC last week by Sylvania Electric Pro- ducts, Inc., for the division.

Sylvania told the Commission that the application would provide "actual field test data on the feasibility of extending TV coverage and of controlling community through the use of low power, unattended, satellite stations. The UHF transmitter would operate on Channel 7 (143.5 MHz). These transmitters would function in the 820-540 mc and 870-900 mc bands, the latter having effective radiated power of 300 watts.

FCC was told the stations would operate a total of 84 hours weekly and about 50% of the time would air monochromes and test patterns and the other 50% of the time would rebroadcast programming from WJAC-TV Johnstown, Pa.

Cite "Illegal" Station

Last fall FCC reported it had detected the "first illegal television station" at Empollio, which it stated was "constructed and operated by Sylvania's Tube Division [BROADCASTING • TELECASTING, Oct. 23, 1950]. The station reportedly rebroadcast programs from WNBCTV New York and WJACTV. Sylvania claimed the propo- tendere in Federal district court at Harrisburg, Pa., Jan. 30 and was fined $2,500.

In its experimental application filed with FCC last week, the firm said the stations would also "prove actual field test data on the operation of new circuits and tubes in the VHF and UHF spectrum with particular reference to marginal operations. Further contributions are expected to be made through actual field test data in relation to the rates and characteristics of new tubes manufactured by Sylvania in fringes, or marginal areas, as well as making possible complete investigation of customer complaints under actual operation conditions." Cost of the installation will be $10,000, FCC was told, while yearly operating cost will be $29,200.

Carroll in Contempt?

(Continued from page 55)

to put a sobering effect on proceed- ing.

Key points in Mr. Haynes' letter included:

- There is no "glare" or dis- tortion, because video can operate without the use of icing lights.
- Industry people believe they have an obligation to bring to the public "as many congressional hearings as we find possible to tele- view." The public has the right to expect them.
- By so doing, the industry provides the public service "without parallel."

In rebuttal, the Post cited "mis-interpretation," claiming it had confirmed its argument to investiga- tions only and not to hearings in general. Congress, the paper said, has the right to force witnesses to speak but "it ought not put them over the air by television, or force them to speak into radio microphones."

This stirred a protest from Al- bert E. Warner, president of Sunoco, who is featured on Sunoco's 6:45- 7 p.m. 3-Star Extra. The distinct between "hearing" and "in- vestigations," he said, were "point- less and verbal.

While the Post would bar both radio and television from investi- gations hearings, Mr. Warner ob- served that it would not "force" or "spare" witnesses from newspaper reporting. He said that often TV and radio coverage of actual words of a witness and his questioners was in striking contrast to news- paper headline victimization. "Ra- dio and television are a medium of information just as are newspapers. If a hearing is to be public it should be open all the way."

During this debate there was un- covered a bill that has been lying dormant before the House Rules Committee, that would specifically bar (1) radio, (2) television, (3) photographs, and (4) moving pictures from congressional commi- ttee hearings, even while a wit- ness was testifying.

The bill (HR 1017) was intro- duced by Rep. Clifford P. Case (R- N.J.) early in the 82d Congress. Hearings on similar meas- ures in the 81st Congress. However, no hearings have ever been held on the proposal.

RECEPTION POOR

Man Wants To Sell House

(Continued from page 58)

cancellations when Nash Motors dropped the Nash Artfike Theatre, Thursday, March 10-11, through Geyer, Newell & Ganger, New York, effective March 15; Prudential Life Insurance Co., failed to renew Prudential Playhouse, alternate Tues., 8-9:30 p.m., through Collins, Holden, Carlock, McClint- on & Smith; and Quaker City Chocolate Co., dropped its Wed., 8-9:15 p.m., segment, "The Plot," March 14, through Adrian Buer, Philadelphia. CBS-TV, however, will pick up new show The Strick- ler, sponsored by Coigtate-Palmolive-Peet, Mon.-Fri., 4-4:30 p.m., becomes a simulcast sometime in April, as it is reported.

DuMont Gains

DuMont TV gained one new pro- gram, Front Page Detective, Fri., 9:30-10 p.m., to be sponsored, ef- fective March 16, by the Wine Grooming Guild, through Bascom & Bonfiglio, New York. Net- work reportedly also has sold its Arthur Murray Show, Mon., 9-9:30 p.m., to a new sponsor.

'Super Circus' Sponsor

BAUER & BLACK, Chicago (sur- gical dressings, allied products), will sponsor the second half-hour of Super Circus on ABC-TV, Sun- day, 4-5 p.m. CST, starting June 10 during the summer months. The agency is Leo Burnett, Chi- cago.
"steady as she goes in San Francisco"

PULSE reports
San Francisco
Bay area tele-
viewing "steady
as she goes"—

4 MONTHS IN-A-ROW
(OCT., NOV., DEC., 1950 — JAN., 1951)
KRON-TV carried more once-a-week and
multi-weekly programs with largest
share of audience than the other two
San Francisco stations combined...

HOW'S THAT FOR PROOF

KRON TV PUTS MORE EYES ON SPOTS

Represented nationally by FREE & PETERS, INC. . . New York, Chicago,
Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios
in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
Radio Control (Continued from page 28) “critique”—covering alerting and operational phases of defense procedure—to command headquarters. Authorities indicated Thursday that the command’s reactions would be forthcoming shortly.

The critique, which also has been submitted to Federal Civil Defense Administration officials, reportedly spells out the role of broadcasting stations in time of dire emergency—a right which it considers an “essential safeguard” in normal government regulations.

The commission also has questioned the issue of criminal sanctions, which it felt should be more clearly spelled out. Inasmuch as Sec. 606 of the Communications Act contains no provision relating to violations falling under Presidential authority. The Johnzon bill presently provides, in the form of a criminal amendment to the Criminal Code, a fine of $10,000 for individuals and $50,000 for corporations.

Two Alternatives

The committee, however, is currently studying two suggestions: (1) an alternative to the NAB proposal (to amend Sec. 502 of the Act) which would extend general penalties where violations of FCC Rules and Regulations are made; (2) a separate subsection under Sec. 606 (c) which would set forth penalties for violations.

Next executive session of the committee is set for March 14, though it was held possible that the whole control plan may be broached before then. Earlier action, it was said, would hinge on the expected comments from the military and RTMA.

Another suggestion being studied by the committee staff is that of defining types of devices, with a view to specifying those which radiate in excess of five or, possibly, 10 miles. The basis finally may be adjudged capable of serving as a true navigational aid.

The question of identifying these devices still hangs in the balance, although the committee communications experts have conferred recently with representatives of FCC and RTMA on the problem.

Some segments of the manufacturing industry have expressed concern lest FCC obtain too broad an authority over radio devices, it was learned. Meanwhile, it was learned last week that some officials of the Civil Defense Administration had raised further questions about FCC broadcast-emergency plan. It also was understood that the plan now before the air command is designed to permit some stations—presumably those designated by FCC— leicht to remain on the air in every community.

Comments from the command, expected early this week, will pave the way for formal approval of CDA’s technical or communications manual, which is designed to apprise state civil defense directors of the role radio and television stations could play in civil defense through emergency periods.

Until the status of broadcast stations is crystallized—and until FCC adopts rules and regulations for utilization of amateur radio frequencies on the basis of tentative allocations—CDA is stymied in this effort. CDA last week reportedly was providing the air command with its comments so that the agency may proceed with the manual.

Another step in emergency planning also hinges on the plans—a meeting to be called by FCC with industry (technical) representatives slated to sit in. One such meeting already has been held.

TVA PACTS

N. Y. Local Approves Four PERFORMER scales for local telecasts from New York stations, including WCBS-TV WNBT (TV) WJZ-TV and WABD (TV), were approved by Television Authority’s New York local last week. Contracts for WPXI WATV and WOR- TV remained to be negotiated.

Scales for all performers except stations, who received for TVA code network rates, were set at 67¾% of corresponding network code rates.

Rehearsal hours included as part of the fees were reduced as follows:

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ANNOUNCERS (Off Camera)

| One hour rehearsal included per program |

CHORUS DANCERS

Included rehearsal per 15 minutes program: 6 hours.
Included rehearsal per 30 minutes program: 12 hours.
Included rehearsal per 60 minutes program: 20 hours.

CHORUS SINGERS

Included rehearsal per 15 minutes program: 4 hours.
Included rehearsal per 30 minutes program: 6 hours.
Included rehearsal per 60 minutes program: 10 hours.

SPECIAL ACTS

Included rehearsal four hours per program.

WALK-ONS AND EXTRAS

Included rehearsal 3 hours per program.

NEW YORK employers of Campbell-Ewald Co. celebrated the agency’s 40th anniversary last week with a luncheon and dinner at the Hotel Pierre. During the event, Daisy I. Huntington received a check from Henry T. Ewald (s), company president, in appreciation of 30 years of service. A special scroll extolling the entire New York staff for distinguished achievement during 1950 was accepted for release by a single station.

Case (1), senior vice president in charge of eastern operations.

Top Priority (Continued from page 29)

critically prohibits priority ratings for “personal or household use.”

The formula originally had been proposed to NPA by the Assn. of Electronics Parts and Equipment Mfrs. and the eastern division of the Sales Managers Club, following a meeting in Chicago earlier this year [Broadcasting • Telecasting, Feb. 16].

The new regulation permits application of the rating by business firms and other institutions without individual authorization by NPA, but may not be used to purchase production material—material or components to be incorporated in electronic and communication end products. It was designed, Administration officials said, to “avoid the loss of production and employment.”

Exclusion of a priority rating to home sets came as a surprise to some dealers last week. It was their understanding that parts dealers or distributors could apply the rating to receivers needing replacement parts—on the basis of individual sets, not off-the-shelf. They felt maintenance would have priority over new set parts.

Representatives of the National Electronic Distributors Assn. and others of the industry advisory committee, meeting last Monday with NPA officials, also stressed problems relating to raw materials. The industry advisory group had recommended establishment of any government distributing agency for electronic-parts components, contending that failure to use their warehouses would force them out of business;

(2) recommended that the Amateur Radio Emergency Corps (national network of “ham” stations) be provided with sufficient parts for emergency use; and

(3) urged that CDA have limited sales of speakers for radio-TV sets to replace worn-out parts and have stopped selling to manufacturers of new sets.

Urges Conservation

NPA urged that conservation measures be instituted to reclaim and save vital materials, and named a task group to study simplification and standardization, and a possible repair-parts program.

The agency had repeatedly stressed conservation on one key to top production, a program which already has been launched by individual manufacturers and by Radio-Television Mfrs. Assn.

President Albert N. Sprague, who delivered a preliminary conservation report to NPA, has requested cooperation of RTMA members, to be implemented at an early meeting of industry engineers [Broadcasting • Telecasting, March 5].

KECA-TV Hollywood has started Sunday morning programming bringing its total weekly telecasting hours to 81.
for telecasting...for research...for merchandising...for industry...

there’s nothing finer than

doMont

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range... wherever you wish to have many eyes see a closeup... whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.
Magnetic Recording
(Continued from page 56)
of such a synchronous-motor, sprocket-holed film recorder was nothing radically new to technicians and was readily accepted.

The only new equipment involved in the magnetic side was that of using sprocket-holed magnetic film. Its costs range upward from $1,000, and can be used for both recording and playback. The recorder is made in both the portable and the stationary model. The rest of the TV station’s sound facilities, including amplification equipment can be obtained in special units or with minor adjustments in the input and output circuits to compensate for the magnetic film.

Magnetic tape usage in the dual system (as compared to using magnetic film) presented more of a problem. There were no sprocket holes to guide the tape, and the tape system was not as familiar to the engineers as the magnetic film system.

To the problem of synchronizing the tape, two solutions have been found and are now used by manufacturers of magnetic recording equipment.

In the first method, a 60-cycle signal is recorded perpendicular to the normal sound track. During playback, the signal is picked up by a discriminator which controls the speed of the playback motor. This machine aligns itself every 1/20th of a second, thereby keeping lip synchronization.

Second Method

In the second method of synchronizing tape, a control track is recorded as the modulation of a carrier. This carrier is placed at the extreme end of the high frequency spectrum above the playback range, and the one which synchronizes the tape machine and film camera at the time of recording is used to modulate the carrier.

During playback, the line frequency to which the film projector is locked is compared in phase with the modulating frequency of the control track, and the maximum error at any time cannot exceed 90 degrees-phase shift, or one-fifth of a frame. This phase control method has been used at CBS-TV for many years.

For these two methods, any existing professional quarter-inch tape recorder now in the field can be adapted to keep lip synchronization during recording (but not during playback) accomplished with adapters and interlocking device that range in price from $150 to about $500.

It is hoped that now no successful adapters for standard tape equipment have yet been found. Instead, synchronous playback requires a special playback machine, and this equipment, now available, ranges from $1,000 to $5,000. Two machines are available for synchronizing playback by the first method mentioned above, and one machine for the second method.

One other possibility still a "gleam in the eye"—exists for using magnetic recording in TV. It would consist of coating a magnetic oxide on the edge of movie film or of laminating a thin magnetic tape on the edge of movie film, between the sprocket holes and the edge of the film. Possibilities are being explored in several laboratories. How long it will take to develop this, and what it will provide in terms of cost and quality, are of course yet unknown.

However, two methods are already available for the use of magnetic media for both recording and playback—the method that uses sprocket-holed magnetic film, and the method that uses quarter-inch tape. Both of these have been used successfully and are available now. They are practical for individual television stations—and both methods offer TV stations still further improvement in quality, and still lower production costs.

NCAA Threat

Members Warned on Ban

THREATS to expel or suspend members of the National Collegiate Athletic Assn, if they violate the group’s one-year "Sloppy" season, will be in force. The television committee and Chairman Tom Hamilton of the U. of Pittsburgh, set up machinery to back the January declaration of the NCAA that no non-live telecasts of football would be permitted during the 1951 season.

An escape hatch was included, however, for state colleges and universities—which hold membership in the NCAA. If state legislatures order the schools to permit public telecasts of the games simultaneously, the association will request "withdrawal" of the member thus "forced" to violate the ban. They "would not be eligible then to take part in any association events."

Although live, simultaneous telecasts will not be permitted this year, the TV committee and the executive council of the group plan some kind of "experimental" video. Industry representatives outlined their suggestions on use of theatre TV, Phonovision, Shiatron and delayed highlights of games at the Chicago meeting. The group began consideration of what form or forms will be used at that time, but a final choice may be delayed several months.

Hollywood Candy Signs

HOLLYWOOD CANDY Co., Centralia, III, for Hollywood Candy bar, is sponsoring Hollywood Junior Circus for half an hour on alternate Sundays on the NBC-TV cable network. The agency is Ruthrauff & Associates, New York. The show alternates with The Magic Slate, Sunday, 4:30-5 p.m. CST, and originates in Chicago at the Studebaker Theatre.

Page 70 • March 12, 1951

Telestatus (Continued from page 61)

over both coaxial cable and radio relay, AT&T reported. They are moved on the cable as far as Albany and switch there to the Albany-Syracuse microwave relay. At Cherry Valley, N. Y., two relay points west of Albany, the signals are combined and transmitted by way of new relay stations at New Berlin and Windsor.

Unlike the normal relay station arrangement, the repeater antenna on top of the structure, the stations at New Berlin and Windsor are topped with aluminum reflectors measuring 10 by 15 feet. Signals from the last relay station pass down a first reflector at New Berlin and are bounced to a receiving antenna at the base of the tower. After passing through amplifying equipment, they are transmitted to the next level transmitting antenna which bounces them against another reflector to the Windsor station, where the process is repeated.
**NLRB HEARING**

To Be Transferred

NLRB New York hearing of the jurisdictional dispute between Television Authority and Screen Actors Guild, Screen Extras Guild, will be transferred to Hollywood at an unannounced date, Chester L. Migden, NLRB hearing officer in New York, ruled last week.

Transfer of the hearing, which began Feb. 20 and has received testimony of TVA witnesses in New York, was made on motion of SAG and SEG to receive testimony as to working conditions and production techniques involved in making Amos 'n Andy and Lum and Abner TV films.

Central question of the hearing, resulting from SAG-SEG opposition to TVA's petition to represent all performers before motion-picture type cameras for TV purposes, is whether all such performers may, legally speaking, "appropriately" be included within a single bargaining unit.

SAG and SEG, which do not contest TVA jurisdiction over talent on "live" and kinescoped programs, will try to show that production techniques and working conditions involved in TV film-making differ from those involved in "live" presentations.

TVA witnesses testified in New York a fortnight ago that two television networks had produced TV films in Hollywood with rented facilities and that a third network planned to follow suit.

**TVA Stand**

TVA contends that how a show is produced (whether all live, part live and part film, or all film) is unimportant, since from a performer's standpoint the end product is indivisible; he may perform live one day and on film the next.

SAG-SEG viewpoint, on the other hand, is that essentially different techniques and working conditions are involved in film performances as contrasted with live performances which make performers' interests different in each case, and that SAG already has contractual agreements with motion picture producers relating to film performers.

TVA seeks to represent talent employed by networks in producing existing telecasting on a multiple-station basis in New York, Chicago, and Los Angeles. This includes ABC-TV, CBS-TV, NBC-TV, the DuMont network, and WOR-TV in New York and WGN-TV in Chicago. Performers involved include actors, masters of ceremony, quiz-masters, disc jockeys, singers, dancers, announcers, sportscasters, specialty acts, walk-ons and extras.

Some measure of the complexity of the issue was suggested in testimony that film sequences and film inserts had been used in conjunction with live shows when scripts called for action unobtainable inside the studio.
GIVEN Full Coverage by California Stations

**SENATE CRIME PROBE**

"KECA-TV deserves the thanks of the community for performing this vital public service."

Several hours of commercial time were pre-empted by the station for its coverage. An enthusiastic wire from four KECA-TV viewers offered loyalty to "do our best to buy your sponsors' products who gave up their time."

James T. Vandiver, executive producer of station remote telecasts, directed and produced the coverage. He was assisted by Bill Zeck. Cameron Pierce was technical supervisor; Harold Huntzeman, technical director. Frank La Tourette arranged for the telecast.

The California hearings were another step in the committee's march across the nation. Previous hearings covered by radio and television were held in St. Louis [BROADCASTING • TELECASTING, March 5], Detroit, [BROADCASTING • TELECASTING, Feb. 26], and New Orleans [BROADCASTING • TELECASTING, Feb. 5].

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**STATE STATIONS**

**Washington Bill Proposes**

ESTABLISHMENT of two television stations owned and operated by the State of Washington would be authorized by the terms of a bill currently under consideration by the State Legislature. The measure (HB 563) was introduced by State Rep. Marshall Forrest (D-Bellingham).

The proposed measure establishes a Washington State Television Commission, composed of public education and higher education officials and three "members of the general public to be appointed by the governor, at least one of whom shall be actively engaged in the television industry." It would be authorized to apply to FCC for at least two stations, one on each side of the Cascade Mountain range which divides the state between east and west.

The measure also would appropriate $50,000, "or so much thereof as may be necessary" to carry out provisions of the act.

The commission would be instructed to conduct "a comprehensive survey of the television industry" and "formula a detailed policy" for operation of the state-owned stations, to be submitted to the next session of the State Legislature, scheduled for 1953. If FCC approval is received prior to that time, however, the commission is directed to launch the station without waiting for further Legislative action.

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**SENATE CRIME INVESTIGATING COMMITTEE**, headed by Sen. Estes Kefauver (D., Tenn.), focused its attention on California last fortnight.

KGO-TV and KPIX (TV) San Francisco telecasts of the Kefauver Committee hearings March 2 and 3 reportedly drew the largest day-time audience in Golden Gate history.

Both stations canceled all other daytime programs to bring televisioners and radio listeners the proceedings direct from the bar of inquiry.

One Bay Area newspaper reportedly used a TV receiver in its city room to make early deadlines. Neither station telecast commercials and station breaks were superimposed on screens so as not to interrupt the hearings.

KECA-TV Hollywood's Feb. 27-28 exclusive telecast of the hearings in Los Angeles brought a wild burst of public enthusiasm.

Station executives were confident that they had done a conscientious job of coverage. But they were unprepared for the estimated 3,000 phone calls which jammed the switchboard. Also, more than 100 telegrams were received congratulating the station.

Mayor Fletcher Bowron said, "KECA-TV deserves the thanks of the community for performing this vital public service."

Several hours of commercial time were pre-empted by the station for its coverage. An enthusiastic wire from four KECA-TV viewers offered loyalty to "do our best to buy your sponsors' products who gave up their time."

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TELEVISION as it affects children was exposed to two hours of scrutinizing by a panel of educators and broadcasters as feature of the fourth annual Western Radio-Television Conference at the Hollywood (Calif.) Roosevelt Hotel, March 2-3.

The new medium emerged with relatively few blemishes. The few scars uncovered were attributed more to society as a whole, with TV held up by panelists as merely a reflection of public habits and demands. Good taste, panelists said, foresight themed the two-day conference, with educators agreeing that TV as well as radio is an excellent medium.

Admitting some aspects of video are open to criticism, Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager KTLA (TV) Hollywood, cited in particular beer and cigarette sponsorship of sports events popular with youthful audiences. Because of their influence on this young audience, Mr. Landsberg said such advertisers and media should be penalized to sponsor sports events. He offered no objection though to such advertisers utilizing station time at hours when children are away from the screen.

**Parents Responsible**

Mr. Landsberg believes, however, that it is up to the parents, not the station, to determine type of program children should view.

Industry-education cooperation was stressed by Judith Waller, NBC Central Division director of public affairs. Speaking on broadcasting and public service, Miss Waller said there was much to be done by broadcasters and educators toward cooperation in producing useful programs that will be of interest and acceptable to the masses. She declared much more research on the variety of interests of the public needs to be done and felt that education should be able to put its research forces to work and gather the basic facts about radio and television audience building.

Educators were urged to take advantage of the current TV station “freeze” and prepare themselves for the programming opportunities to come when “lifts” are given. Other speakers at the sessions included Hal Hodges, coordinator of child welfare, Los Angeles County Schools; Dr. Mason Rose, executive director of the National Foundation for the Advancement of Psychology Research; Paul Price, radio-TV columnist, Los Angeles Daily.

Two-day conference was devoted primarily to television, with KNBH and KEXA-AM providing production demonstrations and work shop instruction and information.

Mrs. Inez Richardson, secretary of Hoover Institute and Library at Stanford U., was elected chairman for the coming year.

**EDUCATION SHOWCASE**

**WFAA-TV, WBAL-TV, KSL-TV Report Projects**

**DEMONSTRATING the use of various lenses on the WBAL-TV camera to a John Hopkins U. student is Mr. Wagner (l) with Mr. Wilkes in the background.**

**TV ‘CHILD’ ADS**

**FCC Drops Investigation**

ASSURED that there will be no further resort to controversial “child appeal” advertisements such as published last fall, the Federal Trade Commission announced last Thursday that it had abandoned the probe to institute legal proceedings against a group of television manufacturers and Ruthrauff & Ryan Inc.

FCC Chairman James M. Mead said the commission has accepted written assurances from 22 TV manufacturers and the agency that such a campaign would not be resumed. Mr. Mead warned, however, that in “closing the case on this basis,” FCC reserved the right to reopen its probe if warranted by future developments.

The original inquiry grew out of a TV set advertising campaign (published and broadcast), which imputed educational handicaps to children in homes which did not possess such sets. The FTC undertook the probe on the basis of complaints from the National Education Assn. and other groups, even though the probe immediately was scrapped, and requested copy specimens with a view to examining their “truth or falsity” [Broadcasting • Telecasting, Dec. 4, Nov, 27, 1960].
"CAN'T BE BUILT," they said... but General Electric Built It!

GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.
Spectacular 12-Bay Supertwistile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

Rival manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of supertwistile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.

LARGEST LOW BAND HIGH GAIN ANTENNA!
At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.

WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

*for VHF commercial operation

You can put your confidence in...

GENERAL ELECTRIC
Dr. Thomas B. Symons, Maryland educator, appointed director of public service WBAI-AM TV Baltimore, succeeding the late Dr. David E. Weglein.

Mr. Symons

Al Bland, program director WBBM Chicago, cited by Marine Corps for cooperation to Marines when program director at KMOX St. Louis.

Gilbert D. Brooks, announcer WKNA-AM-FM Charleston, W Va., appointed chief announcer assistant program director. Dick Reid and Don Reed appointed to announcing staff WKAQ.

Jack LAunner appointed continuity chief WCEN Mont Pleasant, Mich. He was with WQMT Mountview, Wis., Gene Courier and Dave Lockhart appointed to announcing staff. Betty Peletier named traffic manager at station.

Ed Conrad, director, at WTCH-TV Minneapolis, ESABC-TV Chicago, in same capacity.

Tom Kersey, music and transcription department KECA Hollywood, named writer-producer. He replaces Frank Morris, transferred to production staff ABC Hollywood.

Keith Kerby, manager Keith Kerby Ltd. (celebrity commercial), S. P. to KGG San Francisco as program director, replacing John Galbraith, resigned to freelance in radio and television field.

Benjamin F. Krouse appointed staff artist WAGL-TV Lancaster, Pa. He was with Kamp & Godfrey Adv. Agency, same city.

Earl Steel appointed to announcing staff WCCO Minneapolis. Sally Foster named vocalist at station.

Don Gehring, writer-producer WFPK-FM Louisville, named to active duty with Army.

Donal Hassler named head of transmissions ABC Chicago, replacing Jane Nielsen.

SaraJane Cherashore, publicity department WPEN Philadelphia, resigns.

Martin McNeely, announcer-disc jockey WJMO Mich., called to active duty with Army.

Hubie Weiss, WPIT-TV Philadelphia, to WDSU-TV New Orleans, as producer-director.

WADE H. ALLEY, Dayton office FBI, appointed program and public relations director WHIO Dayton. He succeeds Lester Spencer, now manager WBKV Richmond, Ind.

John Le Bon Smith, announcer WSOG Charlotte, N. C., to WTVT (TV) same city in program department.

Buddy Dean, disc jockey WHHM Memphis, to WITH Baltimore in same capacity.

Robert Oakley, program packager, to KTTV (TV) Hollywood as director in program development. He was manager KBOY Sacramento.


Melvin V. Green, controller WOOD Grand Rapids and WDFP Flint, Mich., named treasurer WFMJ Indianapolis. Leonard Bridges, controller KD Penrose Broadcasting Corp, Detroit, replaces Mr. Green.

Bill Hodapp, continuity editor WAVY Louisville, appointed director of Teleprograms Inc., NHC-TV New Orleans.


Jack Briggs to KFMB-TV San Diego as staff announcer.


Scott Hannah, announcer CKWX Vancouver, appointed program director CBQW Belleville.

Steve Dunne, NBC Sam Spade and Don Lee Jack Kirkwood Show, signed for feature role in Portland Pictures forthcoming movie "A Woman Possessed."

Ralph Hatcher, manager WPIL Huntington, W. Va., to stations department ABC, effective March 5.

Kolton Cullen, announcer Dorsett-Wadell Inc., N. Y., to ABC sales presentations department, effective March 5.

Bob Walters to ABC-TV Life With Linkletter musical group as pianist, replacing Vic Valenti, resigned. Henry Taylor to show's writing staff.

Paul Evans, copywriter KIDO Boise, Idaho, to active duty with Navy. Vern Moore, chief announcer, also to active duty with Navy. Peter Farning Jr., staff announcer, to active duty with Army.

James McKibben, program director KIDO Boise, Idaho, takes on extra duties of promotion director for station. Jim Cowan, KNOX Grand Forks, N. D., named to staff. Gene Perkins, staff announcer, appointed night supervisor for station operations. Marilyn Pearson, new to radio, to staff as copywriter.

Barbara Wooters named to program department as copywriter.

When Wind Chicago, called into Army, Joe Kennedy, KASI Ames, Iowa, replaces him.

James Leopine, disc jockey Pacific Regional Network, Hollywood, to Phil Regan Show, NBC.

Larry Brown, disc jockey WPEN Philadelphia, and Alma Goloff, marries.

Ray Rich, TV program director, and Marie Chauvin, receptionist WDSU New Orleans, married.

Dave Webber, WNJN West Palm Beach, Fl., elected mayor of Glen Ridge, Fl.

Tom Waber, announcer WXYZ Detroit, father of daughter, Ellen Elizabeth.

Dave Kimmie, sales promotion manager WBMB Chicago, father of daughter, Patricia.

Steve Lawrence, announcer WXYZ Detroit, father of boy, Stephen McKnight.

Jean Tymec, publicity department WIND Chicago, and William Kuehn, married.

Chick Vincent, producer-director WOR New York, presented award of merit from "Wake Up, America!" committee for the patriotic duty his program is performing in uncovering subversive activities in the United States.

Maggie Johnson, star of Your Television Sleper, WABD (TV) New York, selected "most glamorous housewife in television" by John Robert Powers, model agency head.

Lou Felsley, star of Don on the Street, KRON-TV San Francisco, received special award, the "Teliever's Oswald" (made of kitchen gadgets) from group of Marine童.

W. Lee Meredith, continuity director WNAX Yankton, S. D., father of boy.

Marilin Mullin, KCBS San Francisco, resigns to marry Bob McEachern March 31. Miss Mullin is niece of Bing and Bob Crosby.

Jimmy Durante, radio, stage, movie and NBC-TV star, featured in two page story "Mr. Durante's Big Year" in Parade. Article based on his NBC television show.

Hal Stewart, newsmen-announcer KIDO Boise, Idaho, to active duty with Navy.


Martin Baumaner, new to radio, to news department KXOK St. Louis, replacing William Noonan, returned to active duty with Marine Corps.

France Laux, sportscaster KXOK St. Louis, awarded "Elmer" from greater St. Louis Bowling Assn. in recognition of this outstanding radio work in bowling activities during 1950.

Bert Lee Jr., sportscaster WMGM New York, scheduled as principal speaker at annual meeting of New York and New Jersey Chapter of 4th (Ivy) Division Assn., (World War Veterans), March 6, in N. Y.

George Faber, news writer WBBM Chicago, named night news supervisor.

Gaston Fischer, news writer-reporter CBS, starts quarter-hour weekly news analysis broadcasts on Columbia Pacific Network.

Maj. George Fielding Eliot, army analyst, to originate his War Review program, 9:45-10 p.m. Sunday, from leading European cities, beginning March 12.

Ted Husing, sports announcer and commentator Pabst Blue Ribbon I. B. C. Boxing Bouts, CBS-TV 10 p.m. New York, resigns reported due to inability to cover both local New York radio commitments and out-of-town fights. Russ Hodges, CBS sports writer, replaced Mr. Husing, effective with March 7 Eddie Charles-Jersey Joe Walcott fight.

Allen Forbes, news director WBZ Boston, appointed to news writing staff WCCO Minneapolis.

E. W. Ziebarth, news analyst, and Cedric Adams, news reporter WCCO Minneapolis, voted most popular in their respective fields in annual state-wide radio poll conducted by Minnesota Radio Council.

Jennings Cullery, sportscaster WSOE St. Louis, father of boy.
where do buyers of
spot radio time get
their station information?

"You go to the Radio Section* of SRDS when you want to find things out," says an
long-experienced media man. Standard Rate is really a manual. It informs.

"Supposing we go into a market where we have had no experience, say for our frozen food account. I turn to Standard Rate first to size up the stations in that market. I am interested in knowing their affiliations and their power. If there are two stations in a market, both with 50,000 watts, we look at the rates. Then we check the coverage; and then we determine which station should give us the most for our money.

"When I look up the various stations in any city in Standard Rate, I read everything there including the ads, when they tell me anything, like what programs they have and how much spots on them cost."

Many stations are contributing additional information that helps buyers buy, in Service-Ads near their listings in SRDS Publications (like the WFBR Service-Ad reproduced here) and near their markets' listings in CONSUMER MARKETS.

That's why, when you're comparing stations and markets, it pays to check the Service-Ads in Radio Advertising Rates and Data* and in CONSUMER MARKETS. They may save you further search for information you want right on the spot.

Note to Broadcasters: In the 64-page SPOT RADIO PROMOTION HANDBOOK your advertisers and prospects and their agencies describe in detail what they want to know about stations. Copies at $1.00.

Oil Burners
are Hot Stuff on
WFBR in Baltimore

COLD FACTS: $60 a week spent on spots on WFBR's "Morning
in Maryland" Show is bringing in $1500 per week in sales of oil
burners for the Cumberland Coal Co. of Baltimore.

Cumberland Coal Co. of Baltimore sells Timken Silent Automatic Heating Systems. They wanted to sell more. In January of this year they bought one minute spots on WFBR's great "Morning in Maryland" Show... to the tune of $60 a week.

They gave away no diamond rings, no trips to Europe. All they did was tell people, on the right station, at the right time, on the right program, about their product.

On Jan. 20, they wrote to tell us they were averaging $1500 a week in sales from this $60 per week investment. And this is the only radio time and station they're using! In the same letter, they informed us that they are doubling their schedule—-for "Morning in Maryland"... to include room air conditioners.

"Morning in Maryland" is a WFBR "home-grown" show—conceived, produced and performed on WFBR's studios. There are other WFBR "home-grown" too—with equally impressive sales stories. And they all add up to this: in Baltimore, the right station is

AM/WFBR FM
THE BALTIMORE STATION WITH 100,000 PLUS
ABC BASIC NETWORK 5000 WATTS IN BALTIMORE, MD
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

More than 270 radio and TV stations are running Service-Ads in SRDS publications to supplement and expand their listings with information that helps buyers buy.

* The Radio Section of SRDS is now called Radio Advertising Rates and Data.
programs promotion premiums

THE COON-SKIN CAP ● ● ● WOOD Grand Rapids sending coon-skin caps to trade and advertisers with letter explaining fedora. Letter points out that "Whenever you wear this coon-skin cap, remember that all of us other WOODsmen here in Grand Rapids are working day and night to help build sales for national and local advertisers in this market." Letter tells advertisers that station can produce "mighty happy hunting."

KEEN COMPETITION ● ● ● KDKA Pittsburgh, 1951 School Science Experts, starts March 17, Sat. 4 p.m., radio quiz series featuring school science students from Western Pennsylvania, competing for college scholarships. Students from public, parochial and private schools take part in shows. On first six programs, they compete for cash awards and gold keys. On seventh broadcast, May 8, the six finalists will fight it out for scholarships.

THE BIG SWITCH ● ● ● WNAK Yankton, S. D., sending "Big Aggie" banks to advertisers and trade. Card attached reminds advertisers that station is switching to CBS June 16 and that Big Aggie "... and my hired hands at WNAK are looking forward to helping you sell your products ... as we've been doing for the nation's biggest advertisers for nearly 28 years. ... Sow your advertising dollar in the Big Aggie land and reap a harvest of soaring sales and increased goodwill." The bank has Big Aggie overlapping a small tractor and is very colorful.

NEW TYPE FORMAT ● ● ● KQV Pittsburgh has developed new format for calls to station after noon-time news broadcast. Ross Alpert, who takes part in noon show, answers all calls and gives information request by listener on air. Show provides daily coverage of news, and things that housewives may be interested in. Show follows the newscast.

COWBOY SHOW ● ● ● CBS RADIO Sales sending brown brochure to trade and advertisers about new western film, Range Rider, headed "You don't know what you're missing!" Card attached to top of piece says "Reach partner! For a pen, we mean. You can get the drop on your competition if you get on the dotted line pronto for this brand-new TV Western hero." Inside gives details of show, with picture of cowboys shooting behind him via a mirror.

'MORNING DEVOTIONS' ● ● ● WSB-TV Atlanta, Morning Devotions, 10:50-11 a.m., Mon. through Fri., with local ministers of all faiths giving scripture reading, prayer and devotional message. Details of daily shows handled by officials of Atlanta Christian Council. "Morning Devotions" being added to our schedule in answer to requests from our audience," General Manager John M. Outler Jr., said. "We hope the program will do some real good."

INTERNATIONAL SHOW ● ● ● KMA Shenandoah, Iowa, Sidney, Iowa, USA, calling Sydney, Australia, March 11, 30-minute show giving people down under look at small town in America. Show featured interviews with Iowa farmer, housewife, community club president, high school students, rodeo owner and war bride from Australia now living in Sydney, Australia, in exchange will give description of its city including harbor scene, surfing on beach, horse racing and other interesting scenes. This is third international exchange of programs for station.

HOT COVERAGE ● ● ● KOA Denver has covered million dollar's "Star" wrecked local athletic club. New station manager, Charles C. Bevis Jr., who had just arrived few hours before fire was within blocks of it when it broke out. He rushed to scene and phoned in reports to station. Station aired five special bulletins and 45 minutes of special broadcasts. Tape recorders were set up in Denver Press Club across the street for interviewing firemen, club workers and taping an eye witness account of fire. Mr. Bevins praised news and special events staff for fine work in covering fire.

CRASH COVERAGE ● ● ● WNAK Yankton, S. D., news staff covered crash of airliner March 2, in which 15 people died. Station flashed first bulletin half-hour after wreck and in less than hour and one-half had a newsmen on scene. Station flashed several more reports of accident and had interview with rescuer. WNAK later gave names of injured and dead and taped interviews with five of 10 survivors at hospital. Station fed accounts of wreck to KENT Des Moines and WMT Cedar Rapids. Telephone report also was fed to KSSO Sioux Falls and station personnel covered story for United Press. Station also fed first hand account to ABC in evening newscast.

LOCAL BUSINESS ● ● ● KATL Houston sending advertisers letter with small plastic telephone receiver pasted on page. Letter headed "Increased profits ... as close as your telephone." Piece goes on to explain that more local advertisers place business with station than any other station in city. Letter invites advertisers to try station.

FUTURE FARMERS CONTEST ● ● ● WHAS Louisville presented awards totaling $5,000 to 27 winners in annual "Farm Incentive Program" sponsored by station during 1960. Barry Bingham, president WHAS, The Courier-Journal and Louisville Times, presided over annual lunch on Mon., 4:17 at which awards were presented.

TALENT HUNT ● ● ● WLW Cincinnati sending press book to theatre owners and managers giving information about station. No one has seen anything like talent. The huge booklet has red, white and blue covers. Inside gives information on prizes and publicity that station may receive. Also has names of famous people in show business who were at one time with WLW. Book carries promotional data theatres may use.

TESTS LISTENERS ● ● ● KRSC Seattle, Frederick & Nelson Concert Hour, Frederick & Nelson Dept. Store. aired 10 announcements inviting request for specific items in classical music. Station reportedly received 576 letters indicating total audience to be two and one-half times larger than anticipated.
WSNY CASE
Renewal Is Recommended in Initial Decision

RENEWAL of the license of WSNY Schenectady, N. Y., and approval to acquisition of effective control by Winslow P. Leighton, are recommended in an initial decision by Hearing Examiner James D. Cunningham, announced by FCC.

The ruling would dismiss opposing petitions by George E. Nelson and associates, which alleged "perpetuation of fraud and numerous other irregularities on the part of their associate stockholder, Winslow P. Leighton."

Consent is recommended by the decision to transfer control of Western Gateway Broadcasting Corp., WSNY licensee, from Benjamin L. Dubb, Bradley Kincaid and Prentiss Carmell Jr. to Mr. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton.

There is pending outside the proceeding a separate application for FCC approval to sale of all stock held by Mr. Nelson and William G. Avery in WSNY to Benjamim L. Dubb, Bradley Kincaid and Prentiss Carmell Jr. to Mr. Leighton pursuant to a "settlement agreement" of mid-1950, the decision said. The Nelson group by this agreement also withdrew a competitive bid for WSNY's facilities [Broadcasting • Telecasting, April 3, 1950].

The examiner concluded Mr. Leighton for practical purposes had acquired control of WSNY in early 1948 and that FCC approval should have been obtained. The initial decision said Mr. Leighton through several stock transactions increased his personal holdings from one-fourth to about one-third interest and introduced three relatives as stockholders, the combined holdings totaling 65%.

Clears Leighton

The examiner found no "wilfulness of purpose to deceive" attended Mr. Leighton's failure to file the proper transfer application since he promptly reported each stock transaction to FCC. The examiner also noted Mr. Leighton did not consider himself in legal control because his personal interest totaled only one-third.

On the basis of WSNY's performance since that time as the city's only independent outlet, as-signing 289,700 tunes on 1240 kc., and on the basis of proposed improvements in service, the examiner concluded the license should be renewed. He indicated, however, that FCC would closely watch future operations to determine if these proposals were carried out and to see if "station management . . . has gained a proper conception of all the requirements placed upon the licensees of radio stations in the Communications Act" and the Commission's rules.

Respecting the opposing petitions by Mr. Nelson and his associates, the examiner noted a court action instituted by the Nelson group "charging Leighton with fraudulent misconduct, is expected to be dismissed upon motion of the plaintiffs, in the event the proposed transfer of their stock to Leighton should be approved." The ruling observed "the adjudicatory processes of the Commission are not designed or intended as a medium for settling personal differences or for the adjudication of controversies of a private nature which are best determined by resort to courts of law."

The ruling continued:

Although Leighton did acquire actual control of the corporation without the Commission's consent as required in the Communications Act, the evidence of record, insofar as it reflects the impact which any of his stock transactions has had upon the interests of other stockholders in the corporation, is not pertinent to the Commission's inquiry, and it is not shown by a fair preponderance of the evidence that his demeaner in connection with these stock transactions was such as to adversely affect his character qualifications as an officer or stockholder in the corporation.

Three Join LBS

THREE stations have joined the Liberty Broadcasting System: KDAC Fort Bragg, Calif., WFMU (Palo Alto), Calif., and WXGI Richmond, Va. KDAC is licensed to Edward Mertle, president, and operates with 250 w on 1250 kc. WFMU is licensed to Journal Review Inc., with 13 kw on 1069.9 mc (Channel 276). WXGI, a 1 kw daytime, operating on 850 kc., is licensed to Radio Virginia Inc. WXGI will join the network April 1.

AFCA MEET
Set April 19-21, Chicago


Discussion will be held on electronics, signal communications and photography, to explore the convention theme of strengthening AFCA's contribution in the national emergency.

ROBY NAMED
Heads NARND Committee

MAX ROBY, news chief of KSL Salt Lake City, has been named 1951 standards committee chairman for the National Assn. of Radio News Directors. F. O. Carver Jr., WSJS Winston-Salem, NARND board of directors member, will serve as liaison officer for the board.

Others named to serve on the standards' committee are Rex Davis, KMOX St. Louis; George Gow, KANS Wichita; Ben Holmes, KOMA Oklahoma City; Charlie Day, WVAR Cleveland; John Thompson, KNBC San Francisco; George Paske, WBU Richmond, Va.; Art Smith, WNAX Sioux City, Iowa, and Ev Dutton, CKRC Winnipeg, Manitoba, Canada.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS
promotional ideas sold to produce cash revenue of from $200 to $500 per week, Write, call, or wire
Edgar L. Bill —— Merle V. Watson
Julian Mantell, Sales Manager
National Features
Peoria, Illinois Phone 6-4607
* We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

BROADCASTING • Telecasting
March 12, 1951 • Page 79
PHILADELPHIA’S INDEPENDENT

FOR THE 7TH STRAIGHT YEAR

ALL HOME AND AWAY GAMES...

PHILADELPHIA'S INDEPENDENT

OF THE

Athletics

with

BYRUM SAAM

outstanding play-by-play sportscaster

10,000 WATTS

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

DIAL 990

Page 80 • March 12, 1951

WALTER BLAKE, vice president William Kester & Co., Hollywood, named executive sales director Parsonnet Studios Inc., that city, with headquarters at 3 W. 57th St., N. Y.


CHARLES MICHELSON Inc., N. Y., announces newly produced five-minute radio transcription series for promotion of diamond sales by retail jewelers, Tom Terriss Stories of Fabulous Gems. Show has been in seven new markets: San Fernando, Calif.; Hartford, Conn.; Atlanta, Ga.; Boise, Idaho; Lockport, N. Y.; Lorain, Ohio, and Marion, Ohio.

FACTS CONSOLIDATED, S. F., market research firm, moves to 116 New Montgomery. Telephone number remains Douglas 5-2445.

BERNARD I. MILLER to sales staff Academy Film Productions, Chicago. He was president and general manager of IMP (PM) Chicago and head of his own television production company, B. I. Miller & Assoc.

FRED A. BOSIN appointed eastern sales manager for TV commercials and motion pictures Klix Studios, Chicago.

ROBERT N. FEGEN to sales and contract staff Jam Handy Organization, Detroit.

JAMES SMITH, Paramount Pictures, and ROBERT SEITER, 20th Century-Fox, to film editing staff Jerry Fairbanks Productions, Hollywood.

JACK O’MARA, Pacific Coast manager, C. G. Hooper Inc., resigns effective March 7.

John S. MEEK re-elected president John Meek Industries, Plymouth, Ind. G. F. MEEK re-elected treasurer of firm. Officers elected were: RUSSELL G. EGGO, executive vice president and secretary; B. L. BETHEL, vice president in charge of purchasing; CHARLES E. PALMER, vice president in charge of production; LEWIS G. WOYKE, vice president in charge of engineering, and CHARLES L. HUBBARD, vice president in charge of plant.

C. M. LEWIS, manager RCA’s broadcast field sales activities for Engineering Products Dept., named manager of broadcast and communications sales section of Engineering Products Division. Lewis has appointed following men to head specific broadcast and communications sales groups: DAN PRATT, manager of communications, microwave sales Chicago; J. A. RENHARD, Washington representative, and P. T. SCHWARZWALDER, manager of sales analysis. Mr. Lewis joined RCA as transmitter engineer in 1934.

EDWIN B. HINCK appointed sales manager electronic parts division, Allen B. DuMont Labs Inc., East Paterson, N. J. He succeeds HARRY VANRENSELBERG, called to active duty with Air Force. Mr. Hinck was northeast district sales manager for company’s transmitter division.

MORAWSK BUSINESS MACHINES Corp., N. Y. (electric equipment) has moved to new offices at 47 West St.


DON G. MITCHELL, president Sylvan Electric Products, N. Y., appointed special consultant to Air Force staff for assisting in procurement of electric equipment and component parts.

LEONARD F. CRAMER, vice president and director Allen B. DuMont Labs Inc., Clifton, N. J., to head government liaison department, recently formed by DuMont. New department is working with government on military contract negotiations.

F. J. COOKE, chief engineer Electronic Tube Lab, Remington Rand, N. Y., to Reeves Soundcraft Corp., N. Y., as general manager Colorcraft and Magnetic Tape Divisions, Springdale, Conn.

Technical . . .

CBS-TV technical crew 16, assigned to Perry Como Show and Stock Club Show, presented award of merit from alumni division of School of Radio Technique.

JEROME TANNENBAUM named chief engineer of audio division Concord Radio Corp., Chicago.

HOMER KORNMAN, engineer WSLS Roanoke, Va., father of daughter.

NINTH annual “Books for Cook” campaign over WCBS New York yielded 157,807 books for New York hospital patients and set new record by 20,000 publications, station reports.

REVOCATIONS

Commissioner Would Uphold

FCC ORDERS to revoke the license of WXLT Ely, Minn., and the permit of KFMA Davenport, Iowa, would be affirmed according to an initial decision by Comr. George E. Sterling, announced by FCC.

The initial ruling pointed out that FCC’s order of May 3, 1960, revoking WXLT “was based on facts disclosed on investigation, showing that Charles W. Ingersoll, then the individual licensee, had transferred control, and in fact, abandoned the station without the Commission consent required by Section 310(b) of the Communications Act.”

The initial decision explained the WXLT revocation order further stated Mr. Ingersoll “and his radio consultant, L. W. Andrews, had, in the application for construction permit and subsequent applications, by concealments and misrepresentations, deceived the Commission as to the financing and ownership of the station.” The permit of Mr. Andrews for KFMA was revoked because of his complicity in the matters set out in the WXLT revocation order,” it continued.

Comr. Sterling concluded the “matters set out in the revocation order have been completely sustained by the facts developed in the hearing on these orders.” Or these grounds, he recommended the revocation orders “must” be affirmed.

WXLT is assigned 250 w full-time on 1450 kc. KFMA is assigned 250 w daytime on 1580 kc.

Mr. Andrews Feb. 28 submitted the KFMA permit for cancellation FCC records show. His letter to the Commission indicated he had no objection to FCC’s granting the application of KFMA Broadcasting Co., a new applicant, for KFMA’s assignment. Mr. Andrews a fortnight ago announced he was retiring from the consulting field to instruct in and supervise the Eastern Iowa Radio School (BROADCASTING • TELECASTING, Feb. 26).
RESULTS?
THAT'S US

CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

BROADCASTING • Telecasting

GUESTS at the Spot Radio Clinic luncheon sponsored by the National Assn. of Radio Station Representatives Feb. 20 at New York's Biltmore Hotel were Robert Crandall, director of media, and Betty Bruns, in charge of radio, Sherman & Marquette Inc., New York. Attending the luncheon (I to r): Standing, Frank Fitzpatrick, George P. Hollingbery Co.; Frank Brezlin, Headley-Reed Co.; Jones Severson, Free & Peters; Thomas Campbell, The Branham Co.; David Simmons, John Blair & Co.; Arthur McCoy, Avery-Knodel; seated, John Allison, Paul H. Raymer Co.; Mr. Crandall, Miss Bruns, Michael Flynn, Katz Agency.

The City.

(Continued from page 48)

City. His most pressing problem, he reminisces, revolved around his effort to obtain a larger budget to run a program he was handling—an effort which led to his verbal encounter with Mr. Fox.

Though only 16 at the time, young Ben took the counsel to heart and eventually moved up to program director himself. In 1929, seeking other pastures, he looked to New York and network radio as a possible wedge.

With the aid of boundless geniality and dogged persistence, the 19-year-old Utah youth convinced NBC that he should be a producer-director. For five years he planted himself in NBC control rooms in New York and other key network cities, working on remote pickups. His air credits included a celebrated list of some of early radio's most memorable programs, among them: Teazoo Fire Chief, with Ed Wynn; Chase and Sanborn Hour; Phillele Cantor and Dave Rubinoff: A & P Gypsies, Milton Cross; Fleishman's Yeast Hour, with Rudy Vallee, and the Paul Whiteman Program for General Motors Corp.

As one thing led to another, young Larson turned from radio to advertising agencies. He joined the Joseph Katz Co. New York office in 1934, and in the next eight years moved through a succession of agency radio positions which also encompassed Ruthrauff & Ryan and Young & Rubicam. He compiled other air credits: The Big Show (Block & Sully), Gillette Community Sing (Milton Berle), At Jolson Program and Flying Red Horses (also with Beatrice Lillie).

Y & R soon put Mr. Larson's now acknowledged talents to use on what was then a debatable proposition—daytime radio—much as daytime video is now in the formative stage. He supervised the direction of such offerings as Kate Smith Speaks, Joyce Jordan, M.D., The Second Mrs. Burton and Bright Horizon from 1941 to 1942.

Mr. Larson's first intimate contact with television came in 1940 while still at Y & R, which was evaluating the new visual medium on behalf of its own clients. For two years he headed up its TV activity which, though it dealt with experimental shows, was already a full-time job. Mr. Larson handled scripts and direction for General Foods Corp.'s Aldrich Family, Agfa Ansco's Photo Quiz and test runs for Y & R radio commercials adapted for television. During this period, he mused, he was busier than Arthur Godfrey today, sandwiching in demonstrations and meetings with office duties.

Later Mr. Larson, collaborating with Joe Cross, sold Lever Bros. a video show on DuMont's WABD (TV) New York titled J Challenge You. That effort marked his initial contribution—and a temporary goodbye—to television.

In 1942 he became general manager and part owner of WWDN Washington, and was instrumental in boosting the station to a level where, with the aid of “block programming,” it could lay the groundwork for successful independent operation.

Joins WPEN

Mr. Larson transferred his sphere of operation to Philadelphia in June 1944, assuming the management of WPEN, then the Evening Bulletin's radio independent in the Quaker City. The following year he filed an application for WPEN to construct and operate a TV station there. The newspaper took over control of WCAU Philadelphia in December 1947 and also got its TV station through an application transfer.

Under the new alignment Ben Larson was appointed a vice president and director of television with responsibility for the task of building and organizing the WCAU-TV structure. By May 1948 the station was programming a seven-day week schedule and making the Larson name well known in mushrooming TV circles.

In early January 1950, when WPIX was seeking a man to replace the resigning Robert L. Cee as station manager, the New York Daily News Syndicate negotiated with the up-and-coming TV executive who had fashioned a career as a crack network producer and management personality. Later in January he was named a vice president of WPIX Inc.

Combined Talents

In Mr. Larson, now a 25-year veteran, they probably obtained a measure of Ziegfeld and the Wizard of Oz in one fell swoop. Today he is seldom stumped when WPIX is called upon to substitute ingenuity for sheer weight of programming dollars. By using block-programming (a little thing Mr. Larson presumably picked up at WWDC) and a heavy slate of film programs, plus a 120-event schedule of sports attractions from Madison Square Garden, WPIX doubtless is making a buck here and there.

That was his “baptismal vow” as he took over the reins of the New York independent: “Programs with a strong local appeal will be developed... It became increasingly apparent in television that the good local show should not be overlooked because it offers both viewer and advertiser an opportunity to get together on the most intimate basis...”

Mr. Larson is married to the former Doris Dunn. They live in Lawrence Farms, East Chappaqua, N. Y., with their two sons, G. Bennett Jr., 10, and Eric Chase, 9. His hobbies include “television, theatre, gardening, travel”—the indulgence of which, needless to say, not just anybody can do “without money.” He is a member of the University Club of Washington, D. C.

For 6000... Add WLOW thru A FORJOE MAN!

NORFOLK VIRGINIA

BROADCASTING • Telecasting
### FCC Actions

**March 2 to March 8**

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Antenna</th>
<th>Cond.-Conditional D-Day</th>
<th>LS-Local Sunset</th>
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<tr>
<td>Synch. Amp.</td>
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<td>Stata Special Temporary Authorization</td>
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<tr>
<td>CG-Conditional Grant</td>
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- **Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.**

**Supplementary FCC Data**

- Application for acquisition of control of a station and delete remote pickup: KQZJ, through purchase of 1/4 of Cetci Patte.

**APPLICATION DISMISSED**

- Texarkana, Tex., March 1. - Granted: application for new license.

**March 6 Decisions**

**BY THE SECRETARY**


**APPLICATION RETURNED**

- KXRN Renton, Wash. - Return due on March 1.

**March 2 Decisions**

### ACTION ON MOTIONS

**FCC General Council**

- Granted extension to Feb. 28 to file exceptions to initial decision issued on application of Lakeland Best Corp., Wausau, and John R. Tomak, Wausau, Wis.

- By Examiner Finney N. Littvin Nashville Best Corp., Nashville, Tenn. - Granted extension to March 9 to file proposed findings on its application and that of Southern Best Co., Nashville. - Granted request that transcript of testimony on its application and that of Cadiz Best Co., Adakota, Okla., be corrected.

- By Examiner Leo Rosnick Gila Best Corp., Winnewallis, Ariz. - Granted continuation of hearing on its application from March 3 to June 3 in Washington.

- Christian County Best Co., Taylorville, Ill. - Granted continuation of the hearing on its application from March 12 to May 14 in Washington.

- By Examiner J. D. Bond Circle Best Corp., Hollywood, Fla. - Granted continuation of the hearing on its application from March 1 to April 3 at Washington.

### Accepted for Filing

**KYVM Yuma, Ariz.** - Mod. CP change frequency for extension of completion date.

**Tendered for Filing**

**KXGX Corpus Christi, Tex.** - Extension of SSA 1020 to file 50 kw, using non-DA from localFiling date to local station Corpus Christi, for 12 mo, beginning March 15.

### Application Returned

**KXRN Renton, Wash.** - Return of application due on March 1.

### Successful Marketing

**Printers' Ink stands alone as the one publication that reports every phase of marketing completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading buyers of advertising.**

### FCC Actions

- **CP**-construction permit
- **DA**-directional antenna
- **ERP**-effective radiated power
- **STL**-studio-transmitter link
- **synch.**-synchronous amplifier
- **STA**-special temporary authorization
- **CG**-conditional grant

- **Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.**

### WNEW New York

- Granted license to install new transmitters.
- **WJDL**-Detroit - Granted license instead of KOGP.
- **Coppell, Tex.** - Granted license to install new transmitters.
- **WORK**-Pittsburgh - Granted license to install new transmitters.

### Mexican Broadcasting Applications

- Granted renewal of license of KZAZ, Mexicali, Baja California; Granted license to install new transmitters.
- Following were granted mod. CPs for extension of completion dates as shown: WBNB Belleville, Ill., 1930; BOOK Supplementing to 5-1-51; CON staff getting completed.

### Motions for Rehearing

- Granted motions for rehearing.

### Tenders for Filing

**SAA-1020 to 50 kw, using non-DA from local Filing date to local station Corpus Christi, for 12 mo, beginning March 15.**

**MARCH 2 TO MARCH 8**

**Service Directory**

**CUSTOM BUILT EQUIPMENT**

- **U.S. RECORDING CO.**
  - 1121 Vermont Ave., Wash., D. C.
  - Stokes 3626

**GENERAL RADIO MONITORING COMPANY**

**MONITORING COMPANY THROUGH MEASUREMENTS**

- "A reliable service for over 18 years" for immediate service please call
- JACOBSON
- P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1337 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
Aptos, California
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BUILDING
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 4, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GUY C. HUTCHESON
1100 W. ABBRAM ST.
AR 4-8721
Arlington, Texas

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

KSMN Mason City, Iowa; WBKI Hutchinson, Kan.; KBII Wichita, Kan.; WFBQ Grand Rapids, Mich.; WNEW New York; KWWJ Portland, Ore.; KZSO Sioux Falls, S. D.

Preparation of CP
WARM Scranton, Pa.—Mod. CP change frequency etc. for completion of date.

Following FM stations filed applications for extension of completion dates:

KSAN-FM Moline; KWWJ-FM Hutchinson, Kan.; WNBC-FM New York; WFMY Greensboro, N. C.

CP for Changes
WOKK-FM Silver Spring, Md.—CP change frequency from Channel 290 (Class A, 102.3 mc) to Channel 292 (Class B, 102.3 mc), ERP from 8,600 kw to 18,4 kw, studio from Silver Spring to Washington, D. C.

March 7 Decisions...

BY COMMISSION EN BANC
Special Authority
WERL (FM) Winchester, Va.—Granted special experimental authority to operate WERL by remote control from studio without licensed operator in attendance at trans.; for period ending Sept. 7.

Consolidation of CP
WBRA Warsaw, Ind.—Granted mod. CP to change DA-DR engineering cond.

March 7 Applications... ACCEPTED FOR FILING

License Renewal
Applications for license renewal filed by following AM stations: KIBS San Francisco; KGKY Valdese, Calif.; WEAS Deatur, Ga.; WDZ Deatur, Ill.

March 8 Applications... ACCEPTED FOR FILING

License Renewal
Applications for license renewal filed by following AM stations: KGIX Arcata, Calif.; KGII Valdese, Calif.; WEDG Nashville, Tenn.; KGHR-AM Moultrie, Ga.

March 8 Applications... ACCEPTED FOR FILING

License Renewal
Applications for license renewal filed by following AM stations: KIBS San Francisco; KGKY Valdese, Calif.; WEAS Deatur, Ga.; WDZ Deatur, Ill.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 4, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
EX 8073
Washington 5, D. C.

of Spa Bostra, Inc. to reconsider and set aside Commission's memorandum opinion and order of Aug. 17, 1950, in which Commission ordered record be reopened to permit Saratoga Bostg. Co. to present evidence in support of its application, which order further hearing is scheduled in Washington April 4.

March 6 Applications... ACCEPTED FOR FILING

License for CP
KPAT Pampa, Tex.—License to cover CP new AM station.
KFDX Wichita Falls, Tex.—License to cover CP increase power.

License Renewals
Applications for license renewal filed by following AM stations: KIBS San Francisco; KGKY Valdese, Calif.; WEAS Deatur, Ga.; WDZ Deatur, Ill.;

BROADCASTING • Telecasting
Help Wanted

Managerial

If you think sales, breath, sales, sales, then this is your job. The firm is expanding and we need more help. Write Texas ABC station. Box 44H, BROADCASTING.

WANTED—Manager auxiliary studio. Good announcer-salesman with previous studio experience, qualifications. Also auxiliary studio to assume full charge town station engineer. Box 48J, BROADCASTING.

Salaries


Sales for 5 kw independent station in one of the most heavily populated areas in the east. Major market—unlimited opportunities. Excellent working conditions, congenial staff. Salary and commission. Family man preferred. Write Box 7T, BROADCASTING.

Sales—Experienced in constructive, ethical, and honest selling technique. To represent leading station, NAC affiliate, in competitive market. Send full information, references, photo, income requirements. KBUD, Pocatello, Idaho.

Announcer

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening. Good voice, experienced in audience size. Salary, plus commission. Write Box 86J, BROADCASTING.

Experienced announcer—copy writer. Particulars to include all information, details with reply including disc, photograph, references. Salary open, dependent upon qualifications. Box 86H, BROADCASTING.

Wanted: Combination announcer-engineer. Immediate opening South west. Exceptional climate. Box 83N, BROADCASTING.

Minneapolis station needs announcer with first class voice. Car necessary. Good salary for good man. Send resume, full details, with recent disc. Box 311H, BROADCASTING.

Announcer needed April 1st for AM TV station in midwest city of 125,000. Must have at least two years commercial experience. Send letter with references, a recent disc and call to Box 311E, BROADCASTING.

Announcer with first class license emphasis on announcements. Good salary, and opportunity for right man. Immediate opening for station engineer. Write Box 23J, BROADCASTING.

Help Wanted (Cont'd)

Announcer with first class license for small market network station deep southern location. Good opportunities. Fulltime. Salary open, dependent upon qualifications. Box 252J, BROADCASTING.

Announcer with ticket. One year experience preferred. Good voice, imagination ability important. Experience desirable. Box 252J, BROADCASTING.

Rush disc, photo and particulars to KVOO, Casper, Wyoming. If you desire position as combination announcer and engineer, Job now open. Will consider handicapped. Must have first class ticket. Box 1, BROADCASTING.

Wanted: Announcer-engineer, emphasis on sales. Excellent working conditions, non-union. Minimum salary $1250. Must have experience. Box 252J, BROADCASTING.

Staff announcer with play-by-play experience. 1000 watt daytime Liberty, newspaper audience of 30,000 population. None considered for audition unless photo, proper employer reference. Barry Burleson, WYBE, Johnson City, Tennessee.

Tattoo keyecy. Must be good and different. Contact Don Liddy, Program Director, WHKP, Hendersonville, North Carolina.

Staff opening in the immediate future. We will be glad to talk to any announcer, with first class ticket, who wants excellent working conditions in a building with heavy starting wage, and excellent opportunities for advancement. Contact Jack Harriman, WHKP, Kingsport, Ky, Johnson City, Tennessee.

Wanted: First class announcer, or combination announcer-engineer, 1000 watt, NBC affiliate. Send recent disc and photos. Write Box 252J, BROADCASTING.


Good commercial, preferably with experience. Send disc, photo and particulars to WYBE, Johnson City, Tennessee.

We're looking for an announcer who knows control room operation and can do a good MC job on disc shows. You have made a name for yourself as a DJ at a good local station. We offer an opportunity to move on up. Send complete information, disc, photo, references to Box 252J, BROADCASTING.

Announcer with first class license. Send details with reply including disc, photograph, references, salary required and military status. Salary open, dependent upon qualifications. Box 86H, BROADCASTING.

Network station in one of nation's most attractive northern resort sections desiring an experienced announcer-engineer. Emphasis on good straight announcing. Good salary for good man. Send recent disc, photo and references. Box 252J, BROADCASTING.

Progressive southwestern kilowatt has immediate opening for combination man, emphasis on announcements. Good salary and opportunity for right man. Photo and snapshot to Box 23J, BROADCASTING.

Help Wanted (Cont'd)

Engineer—Experienced in equipment maintenance and directional arrays for small market network station. Must be able to develop disc and photo. Salary, insurance, vacations and hours open. Send resume, details and disc to Box 252J, BROADCASTING.

Engineer-announcer needed at once. New 1kw daytime, southeast, metropolitan market. Experience preferred but not essential. Box 55I, BROADCASTING.

Chief engineer for new radio station in metropolitan area. Must have had previous experience in a city of fifty thousand. Fulltime operation. A fine opportunity for advancement. Box 55J, BROADCASTING.

Operator for Texas station. Give full details. Box 54J, BROADCASTING.


Wanted: Chief engineer with technical training in Western Electric equipment. Must have experience in a small metropolitan area. Salary, vacation. Contact Paul Singer, KDWT, Stamford, Texas.

Immediate opening: Engineer for Mutual located beautiful Virginia market. Excellent working conditions. Write, wire or phone KGFV, Kearney, Nebraska.

Wanted: Engineer. Experience not necessary. Quarterly furnished to single man. SBWD, KBRO, Boone, Iowa.

Combination engineer-announcer for 1000 watt ABC affiliate in city of fifty thousand. Good salary for experienced individual. Send photo, references to Box 45J, BROADCASTING.


Immediate opening. Ex- cellent salary, good future in prosperous small market. Will train. Contact Hal King, Box 69J, BROADCASTING.

Help Wanted (Cont'd)

Continuity writer, 1000 watt network station in Michigan offers excellent op- portunity for experienced continuity writer. Rush sample copy, qualifications and references. Salary expected to Box 755H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. BROADCASTING needs writer, full details first reply including disc, photograph, experience and salaries. Salary open, dependent upon qualifications. Box 85G, BROADCASTING.

Continuity writer wanted for AM-TV station in midwest city of 125,000. Must have experience. Send letter with copy samples and references to Box 355I, BROADCASTING.

Continuity director. Preferably female. Disc, photo, samples of copy. Box 55L, BROADCASTING.

Wanted: Experienced woman in traffic and continuity for 250 watt Mutual affili- ate in city of fifty thousand. $50.00 for 48 hour week, raise in three months. Qualifications and photo first letter. Box 240, BROAD- CASTING.

Wanted: Experienced bookkeeper, college graduate, with best and business management experience, to develop new independent station. Excellent opportunity. Immediate opening. Must be highly qualified person. Send full information directly to Box 24J, BROADCASTING.

Wanted: Copywriter or copywriter-an- nouncer. Immediate opening in Midwest. Working, living conditions tops. Rush details Box 34J, BROADCASTING.

Continuity writer, must be experi- enced, imaginative, sales and program minded. Immediate opening for aggressive organization. Send resume. $50.00, $50.00 for 48 hour week. IMMEDIATELY WORC, Orlando, Florida.

Wanted at once: Continuity writer, call or write(Address on request). Graham at 821-WWGS, Titus, Ga.

Situation Wanted

Managerial

Can you top this? Took fourth station in 100,000 market within 18 months made it first in listenership locally. National sales. Increased from seven new accounts first year. Young, aggres- sive, college graduate, preferred, draft exempt. Presently employed. De- sires immediate opening. BROADCASTING.

Manager-chief engineer—experience 20 years with exceptional background South only. Box 922H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. BROADCASTING.


Commercial manager desires change. $75.00 weekly minimum start, South east only. Box 96L, BROADCASTING.
Situations Wanted (Cont'd)

Manager-sales manager, now employed, desires position in sports broadcasting, preferably in Eastern U.S. and South or Southwest. Box 903, BROADCASTING.

Network executive offers highest caliber station management ability. Experienced also at national network promotion manager; sales development head, leading national rep capacity, 7 years experience in management of 50,000 watt stations. Also impressive television experience. Box 38J, BROADCASTING.

Major market experience, staff, sports, networking, radio, TV, TV networks available. Box 132J, BROADCASTING.

University degree in radio; extensive practical experience all phases radio, TV, sales-management, own management of all phases network station, midwest or southwest. Box 117J, BROADCASTING.

Manager, present employer references, successful small market background with excellent sales record. Experienced all phases. Available April Ist. Non-reservist, draft exempt veteran. Complete history upon request. Box 25J, BROADCASTING.

Manager, 12 years experience, mature, sober, successful sales background. National and local experience, East or Southwest or eastern location. Salary plus percentage. Box 47J, BROADCASTING.

Salesman, sales manager-newscaster. Now in Midsouth with Persimmon Broadcasting Company. Minimum: Box 401B, BROADCASTING.

Salesman, 25, married, draft exempt, three years radio experience. Prefer West Coast. Box 23, BROADCASTING.

Salesman-announcer, experienced salesmanship, the business of radio. Recent Radio City Training graduate. Sales manager wishes to relocate. Desires strong, progressive, willing. Seeks opportunity with a progressive future. Veteran, 25. Box 53J, BROADCASTING.

Need services of capable, reliable, newswoman salesman. 30. College grad. Salesmanship background with DJ experience. Desires sale position. Box 69J, BROADCASTING.

Salesman-announcer, heavy on sports casting. Draft exempt, desires other experience. Available anywhere. Box 88J, BROADCASTING.

Announcers

Baseball man. Available row or spring. Experienced all sports-staff. Box 252J, BROADCASTING.

Baseball broadcaster, major league, can work anywhere. Available now. Experienced. Box 458J, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play, disc-jockey, basketball, baseball, top-rated sports review, newspaper column, TV. DJ, board operation, all-round sports. Want position in Eastern U.S. or South. Must have some experience in sportcasting. Moderate experience, plus bush league, plus TV experience. Available two weeks notice. Consider all offers. Box 321J, BROADCASTING.

Baseball play-by-play man experienced in live and recreared broadcasts available for the right opportunity. Excellent references. Box 564J, BROADCASTING.


Sportscaster, 5 years experience. Draft exempt. Employed 5 kw in 250,000 watt city, station dropping baseball. All sports. Air weeks. Earnings $60 50 week plus profit. Box 291J, BROADCASTING.

Announcer-newsman. Friendly, maturing voice, good copy quality and mannerism that is refreshingly persuasive wants long haul job with southeastern station. Disc upon request. Box 85J, BROADCASTING.

Sports director of progressive station desires no-reservist. Strong sales abilities can be better exploited. Looking for position where I can play all major and minor sports. Major league references. Box 701, BROADCASTING.

Florida stations: Key DJ, announcer, news director, to operate board. Interested in change of climate. Box 37J, BROADCASTING.

Announcer. Limited experience but thoroughly trained. Excellent references. Experienced this year, worry about long hours. Disc on request. Box 86J, BROADCASTING.

Experienced announcer with first phone call for AA baseball. Desires two weeks notice. Excellent references. Photo on request. Box 89J, BROADCASTING.

California or southwest. Young talented DJ returning to radio after short single years in the service. Draft deferred. Box 911, BROADCASTING.

Announcer. Strong on commercials. Good on disc shows, news, will travel. Age 43, single. Box 37J, BROADCASTING.


Sportscaster, all sports, plus disc jockey. Board experience. Will travel anywhere. Desires Broadcast Draft, status 5A, Graduate leading college in broadcast school. Box 67J, BROADCASTING.

Announcer-engineer wishes to relocate. Has extensive experience in broadcasting, disc-jockey, engineer, married. Box 77J, BROADCASTING.

Morning man, 8 years success large market TV. Ticker board experience, married, exempt, employed. Disc-jockey type. Box 117J, BROADCASTING.

Topflight play-by-play announcer. All major sports. Available for coming baseball seasons. Excellent references. Disc-jockey type, married, exempt, employed. Box 133J, BROADCASTING.

Experience announcer-engineer or director will relocate to community where knowledge classical music. 100-mile radius. Experience preferred. Box 41J, BROADCASTING.

Experience announcer, good news-caster, disc jockey, board operation, veteran, draft exempt. East only. Box 135J, BROADCASTING.


Announcer, experienced, news, DJ, disc-jockey, draft exempt, married, employed. Excellent references. Box 253J, BROADCASTING.

All night disc jockey available. Eight years experience. Disc-jockey type. Excellent references. Box 254J, BROADCASTING.

Announcer, 3 years experience, employed, desires position in large city with congenial atmosphere. Draft exempt. Disc-jockey type. Excellent references. Box 257J, BROADCASTING.

Here’s the pitch. Sports coverage that will make you an expert on any play-by-play and studio analysis of all sports your fans want. You tell us what you want. We’ll produce the package with accent on local coverage. Your affiliation with E.T. or AM-TV or both. Vet, married, 3 cut-out years experience. Association with pictorial brochure and E.T. offers. Latest tax return. Box 52J, BROADCASTING.

Inexpensive! My complete knowledge and slight experience in radio. Announcing, console operator. Salesman. 35 years experience, no-reservist. Box 701, BROADCASTING.

High cost of hiring? Young veteran, some experience announcing control board. Desires two weeks notice to acquire all phases radio. Available reasonable experience. Box 247J, BROADCASTING.

Announcer, good voice, personal, professional. Strong on commercials, news, DJ, write copy, operate board. Limited experience. N.Y. Indie. Married, 28, vet, draft exempt. Box 49J, BROADCASTING.

Situations Wanted (Cont'd)
**Situation Wanted (Cont'd)**

**Girl Friday, young alert, proficient, experience in proofreading, continuity and transcription, willing to learn. Apply to graduates. Box 365, BROADCASTING.**

6 years experience for sale: Network announcer, time filler, program director, production team and free lance packaging. If offer good, will travel anywhere. Draft status: Exempt. War II veteran. Age 28. Single. Box 43J, BROADCASTING.

**Need a dynamic in your news room? Working news editor thoroughly experienced getting and building news show desires change of scene. Background 13 years in radio. Require $8,000 on yearly contract for two or three hour show. Available April. For the saleable facts, write Box 51J, BROADCASTING.**

**Got the sales-channel blues? Try the most saleable, entertaining record show you've ever heard. Most saleable, most anywhere. Draft status: Exempt. 6 Year veteran. Girl Friday, young three hour show. Can be directed something about revenue. If dollars of increasing, national effect. In original programming, complete power supply; in whole or in part.**

**If you're bearing the brunt of increased competition and future sales,,img corner and getting out of the way, call 305, Y.**

**FOR SALE**

**Equipment, etc.**

**General Electric FM 2 kw transmitter, General Electric monitor. Box 74J, BROADCASTING.**

**Western Electric 3A playback head. Brand new. In original case. Price $40.00. Box 35J, BROADCASTING.**

**For sale, in whole or in part, 50 kw transmitter 46-50 mc., complete with supporting tower insulated and complete battery.**

**For sale: Approximately five hundred feet brand new 70 ohm coax seven-eighths inch copper conduit, 160 feet lengths. Best offer cash, F.O.B. Radio Station WHDP, Hendersonville, N. C.**

**For sale: Westinghouse 50 kw FM amplifier. Excellent condition, full specs. Including lay down feature. First come or best offer. WMTR-TV, Jacksonville, Fla.**

**TELEVISION**

**Salesman**

University grad. Now in radio, successful, but think TV, watch TV, dream TV. Inquire "change to change" with sales. Can you fulfill prescription? F.S. Can sell like L! East. Box 383, BROADCASTING 4/F.

**FOR SALE**

**Equipment, etc.**

**General Electric FM 2 kw transmitter, General Electric monitor. Box 74J, BROADCASTING.**


**For sale, in whole or in part, 50 kw transmitter 46-50 mc., complete with supporting tower insulated,**

**For sale: Approximately five hundred feet brand new 70 ohm coax seven-eighths inch copper conduit, 160 feet lengths. Best offer cash, F.O.B. Radio Station WHDP, Hendersonville, N. C.**

**For sale: Westinghouse 50 kw FM amplifier. Excellent condition, full specs. Including lay down feature. First come or best offer. WMTR-TV, Jacksonville, Fla.**

**HELP WANTED**

**Manager**

**STATION MANAGER WANTED**

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 4838, BROADCASTING.

**Equipment, etc.**

**Wanted: Complete used studio and transmitter equipment for 250 watt installation. Cy Bashake, WABG, Greenwood, Miss.**

**Help Wanted**

**Network station in city over a million needs topflight newscaster, commentator.**

**Must be experienced in gathering and preparing own material and have had good commercial history. Splendid opportunity for right man. Substantial base salary, plus high talent. Only qualified applicants will be considered. Send all information plus transcription to Box 16J, BROADCASTING.**

**Help Wanted (Cont'd)**

**Production-Programming, others**

**Net affiliate in major market needs competent director of network's programs.**

**Minimum four years experience required, plus excellent education. Must be able to assume full directorship. Good opportunity. For the saleable facts, write Box 51J, BROADCASTING.**

**FOR SALE**

**1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.**

**Principals only.**

**$100,000**

Box 32J, BROADCASTING.

**Equipment, etc.**

**Immediate delivery. Ampex tape recorders, model 404, five available. Used less than ten hours each, price $800. F.O.B. New York.**

Box 46J, BROADCASTING.

**ELECTRICAL GENERATING—Not Surplus**

International diesel 100 b.p., 50 kw. Electric Motor-generator—4 phase 60 cycle, 300 volt—500 self-contained and mounted on truck or trailer with generator. Includes truck and operating site. Needs only external fuel tank to operate. In A-1 condition. Price $3,000 FOB for our transmitter.**

KIOLO. Mason City, Iowa.

**NOW AVAILABLE** for RADIO and/or TV

I'm looking for the right radio or television station in a good market area, preferably marketplace. Accurately and methodically, acceptably and pertinently as announce-dealer-dealer. Meet here now or no future. I do quality work and want a quality station. Please don't get the idea that I'm a typical "know-it-all" or "getum-bone"—because really I'm not that honest and my pretensions are often embarrassed. Different tastes—pop music and show type dealer (I don't collect and I'm rare, old jazz albums). Music collector, authorities new, talented younger, fresh, enough education. Must be man of integrity, honesty, sincere lies-will be a success. Considerable taste in music. Appreciation really for talent. Married 22 years old. No drink, drugs, or smoking. Have no radio job now, so can afford to wait for the right position. Please don't reply unless you honestly believe yours is a worthwhile offer. Will consider either full-time or part-time. For the record, I'm a "renewed" audience don't give a true criticism of a performer's ability. That when I'll trend anywhere by ear to audi- tion for interested stations—on obligation. Pictures full details available. No special now, have my own ad and address for future vacancies. Phone, write, etc.

**TOMMY EDWARDS**

1735 West Washington Blvd.
Milwaukee, Wisconsin
Call Division 4-58 very day till 5 P.M.

Free to all radio people! Send name and address for membership card in WON-THE-AMERICAN.

(Continued on next page)

**SOUTHERN CALIFORNIA RADIO STATION**

**$75,000.00**

This kilowatt independent station went on the air about three years ago. During that time it has done an excellent volume of business . . ., in excess of $180,000.00. The management problem has always been prevalent with no ownership presently directing the property. Plant and equipment was new throughout—RCA all the way. Fixed assets come to $11,000. Now for sale at $13,000. A top clear and clear. Station doing slightly less than break-even, but with owner-on-the-job, a sales staff—property is a real value.

**CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES**

**BLACKBURN-HAMILTON COMPANY**

**RADIO STATION AND NEWSPAPER BROKERS**

**WASHINGTON, D. C.**

James W. Blackburn
Washington Bldg.
Sterling 3431-2

**CHICAGO**

Harold B. Murphy
3726 Mont Clare St.
Sterling 4-4550

**SAN FRANCISCO**

Kay V. Hamilton
635 Grant Avenue
Exbrook 2-5672

**FOR SALE**

**Stations**

**SITUATIONS WANTED**

**Does your radio station need a doctor?**

Are your gross sales anywhere near those of outstanding stations of your category in comparable markets?

Is your overall expense percentage flattering with Radio’s too-high, yet ever-increasing, national average?

Do unimpressive listener-readings enable the competition to hijack thousands of dollars of revenue you might have had?

If you plausibly can expect more from your operation, why don’t you do something about remedying the situation?

Candidly, this advertisement bears upon the availability of a currently-unknown, directing executive with 16 years of widely-varied, successful experience in management, sales, programming and promotion at networks, 100-500,000 watt chain-affiliated and independent stations in metropolitan marketplaces.

Rather than proclaim here the extent of accomplishments, soberness and income, it is suggested that a meeting be arranged in New York, Chicago or Washington . . . to prove to you how greater net profit and a more efficient station-property can be managed with the right prescription.

Prudence advises the anonymity of Box 1J, BROADCASTING.
WANTED TO BUY

Equipment etc.

WILL BUY FM TRANSMITTER

NEED 10kw RF IN FM BAND

WANT

10kw TRANSMITTER COMPLETE
3kw TRANSMITTER/DRIVER
10kw AMPLIFIER

ANY MAKE, NEW OR USED. WILL DISMANTLE EXISTING INSTALLATION EAST OF MISSISSIPPI RIVER.

PHONE, WIRE OR WRITE

WALTER WIDLAR
BIRD ELECTRONIC CORP.
1800 E. 38TH STREET
CLEVELAND 14, OHIO

EXPRESS 1-3535

SRT-RADIO
AMERICA'S LARGEST RADIO BROADCASTING SCHOOL

COURSES

ANNOUNCING -- ACTING
SCRIPT WRITING -- ADVERTISING
Outstanding Faculty of Network Professionals

Co-Educational Day or Evening Small Classes
Approved for Veterans

Write for Prospectus

School of Radio Technique
BED, Bigd, Radio City, New York 30, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

WANTED TO BUY

(Cont'd)

NAB Dilemma

(Continued from page 84)

BMM board chairman. The meeting was described as entirely amicable.

Convention plans began to take shape last week as the timing of three meetings—management, engineering and television—was charted at NAB headquarters.

After usual pre-convention events at the Stevens Hotel, Chicago, Sunday, April 15, opening ceremonies will start Monday at 10 a.m. instead of in the afternoon as originally proposed. Mr. Thomas will preside, introducing Judge Miller who will give his annual message. A speaker from the advertising field may be scheduled.

If a new president has been elected, he will be introduced at the opening session.

No luncheon meeting has been arranged. In the afternoon a defense mobilization panel will be held, with FCC and NAB staff directors taking part. Topics will include manpower, materials and programming. This panel replaces the annual FCC roundtable held by the engineering section of the convention.

A reception will be held at 5-6 p.m. in Exposition Hall, where heavy equipment will be on display.

The Tuesday agenda includes a two-hour BMB program, starting at 10 a.m. The luncheon program has not been arranged, but it is believed the Tuesday and Wednesday luncheons will include FCC Chairman Coy's annual address to the industry and an outstanding radio entertainer.

Labor-management and sports panels are planned Tuesday afternoon. Richard P. Doherty, employee-employer relations director, will conduct the labor-management panel. Mr. Richards and Oscar Elder, assistant director of public affairs, will be in charge of the sports panel.

At least one prominent figure in the sports field likely will take part. Tuesday evening will be featured by the annual Radio Pioneers Dinner.

An FM panel will open the Wednesday program, continuing until lunch. Research and tax panels are scheduled Wednesday afternoon. Dr. Kenneth H. Baker, NAB research director, will direct discussion along that line. Ralph W. Hardy, NAB government relations director, and Vincent Wastewski, attorney, will direct the tax-legislation panel.

First membership meeting of the new NARTB will be held Wednesday afternoon, to be followed by the annual banquet.

Thursday will be television day. It will be programmed by the TV section of the association. Details of the agenda have not been decided, but the day will close with a TV business session.

Engineering Conference is scheduled Tuesday and Wednesday but it is expected many of the technical delegates will want to take part in the Monday defense roundtable.

WOAI SALES

AM, TV Now Separated

A SPLITTING of the radio and TV sales operations at WOAI-AM-TV in San Antonio was announced last week by Arden X. Pangborn, general manager of Southland Industries, owner-operator of the stations. Effective last Friday, Jerry Lee, former WOAI program and production manager, took over the TV sales operation, succeeding Jack Keasler, AM-TV sales head, who resigned to join Thomas F. Conroy Adv. Inc., San Antonio. A radio sales manager will be announced later.

Also effective March 9 was the combining of radio and television programming under one single program manager, Perry Dickey, formerly TV production manager. Ed Hyman, talent and production staff, has been named program and production director for TV.

Mr. Dickey Mr. Lee

TV sales operation, succeeding
Jack Keasler, AM-TV sales head,
who resigned to join Thomas F. Conroy Adv. Inc., San Antonio. A radio sales manager will be announced later.

Also effective March 9 was the combining of radio and television programming under one single program manager, Perry Dickey, formerly TV production manager. Ed Hyman, talent and production staff, has been named program and production director for TV.

RADIO'S COST

Denny Cites Advantages

POINTING out advantages of radio over other media, Charles R. Denny, NBC executive vice president, president over two-day district meeting of NBC western affiliates at the Beverly Hills (Calif.) Hotel, last week told affiliates that "no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as network radio."

"Radio's advantages," he continued, "are even larger in the present period of war mobilization. The medium gives advertisers the only assurance of keeping their channels of communications wide open to the public." The meeting was the first of a series of four being held during the next two weeks in key U. S. cities to demonstrate the network's new radio sales presentation [BROADCASTING • TELECASTING, Feb. 19]. Approximately 60 representatives from the network's western affiliates attended. Accompanying Mr. Denny from New York were Carleton D. Smith, vice president in charge of station relations; Norman E. Cash, director of radio station relations.

Next district meeting is scheduled for Houston, March 13.

New Agency Formed

FORMATION of William Spitz & Co., advertising agency, at 114 S. Warren St., Syracuse, N. Y., has been announced by William Spitz, active in agency work since 1934. The new agency will initially provide complete national and regional advertising service for 14 firms in the upstate area, for radio, television, newspapers, and other media. Eleanor Bellinger is production manager.

Miles Labs Renews

MILES LABS, Elkhart, Ind., for Alka-Seltzer and vitamins, renews One Man's Family on the full NBC radio network for 52 weeks through Wade Adv., Chicago. The program is aired five times weekly, 6:45-7 p.m. CST, with a West Coast repeat.

Shell Oil placed "Shell's Dinner Edition of the News" on KJR—their only radio in Western Washington.
**BILL ANSON**

**"Hollywood BANDSTAND"**

A Daily

3 HOUR FEATURE ON

K F W B

Bill Anson's success stories for such sponsors as Surf, Kaiser-Frazer, Carville Cigarettes and others are outstanding. His smooth style and good nature make him a good radio buy.

Closed many participations available.

Nationally Represented by William G. Rambeau Co.

**TERMINAL OPTION**

**Duckett Actions**

**Firstアイテム**

Dial Best, C., Aviano Angeles Best, C., Danville, Ill., and Newport Harbor Best, C., Newport Beach, Calif., appeared Jan. 19 before a lis- ing Examining Judge Jack P. Blume to grant applications for Altogether Best, C., for new AM station on 760 kc. with 10 kw day and to deny bids of Angeles Best, C., for 250 kw day on 760 kc and Newport Harbor Best, C., for 1 kw day on 740 kc. See story this issue. Decision March 6.

**Non-Duckett Actions**

AM GRANTS


Cheyenne, Wyo.—Great West Co. Granted 1 kw daytime on 1370 kc. Principal: William E. Magnus, 3600 own- ership interest; W. J. Haggard, 50% owner; W. J. Haggard, assignee of W. J. Haggard, 50% owner. Granted March 7.


Sturgis, S.D.—Wyoming Best, C. Granted 200 kw daytime on 550 kc; conditions. Granted March 7. (Temporary Authority)

WIOD Miami—Extended temporary authority for 6 mo. from March 5 to Aug. 5, 1951, for proposed AM station on 550 kc. Proposed WIOD, 995 Ivanhoe Ave., Miami Beach, Fla. Granted March 1.

FM GRANTS

Culver City, Calif.—Mount Mitchell Broadcasters Inc. Granted new FM station on channel 295 (108.9 mc, Class B) with ERP 300 kw and antenna ground area 3,500 ft. Allocation plan is modified to switch channel 295 from Hickory to Bristol, as previously filed, to remove this story issue. Granted March 7.

K C S A Phoenix, Ariz.—Extended temporary authority for 90 days from March 17 to June 16, 1951. Granted March 7.

KBBF Birmingham, Ala.—Extension of license for 3 years from April 1 to April 1, 1954. Granted March 7.

**Transfer GRANT**

**WKBW Gardner, Mass.—Granted**

transfer of ownership of Gardner Best, Co., licensee, through sale of 100% Int. of Co. to Arthur S. Goodwin, W. A. Hoban, M. A. Moore, and Rex Reynolds to William F. Rust Jr., W. J. Haggard, and Ralph Gottleib for $15,000 plus assumption of obligations totaling $1,000. Transferees Rust and Haggard, who own 50% ownership interest, and part owners WKBHK, Manchester, WTSV Hackensack, WTSB Teaneck, and WCTA remote, will continue to opearate station. Transferee Gottleib, who owns 25% ownership interest, is not a part owner of WKBH. Granted March 7.

**New Applications**

W W D F Urbana, Ill.—Granted temporary extension of license for 10 days pending receipt of renewal application.

**Summary of Applications, Stations On the Air,** San Francisco, Calif., March 3

**Box Score**

**New Grants, Transfers, Changes, Applications**

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**Applications Cont.**

**RETURNED application for CP new AM station 860 kc 1 kw D.**

**March 8 Decisions**

**By COMMISSION EN BANC**

**W K D FM Urbana, Ill.—Granted**

temp. extension of license for 10 days pending receipt of renewal application.

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**New Applications**

Kalamazoo, Mich.—W. A. Pomery, 1422 E. Burdick (resitational), granted license to own and operate WMWW, 1220 kc, with ERP 10 kw and antenna ground area 1,300 ft. Granted March 8.

KQV Des Moines, Ia.—NEW application for AM station on 1250 kc, 1 kw daytime; estimated cost $18,500, first year operating cost $402; revenue $6,700. Applicant, in behalf of WOBN, Des Moines, Ia. Granted March 8.

KMGH Denver, Colo.—LICENSED to own and operate KMGH, 980 kc, with ERP 3 kw and estimated revenue $56,000. Applicant is licensed WDUV Green Bay, Wis. Granted March 8.

**APPLICATIONS**

KATL Atlanta, Ga.—APPLICATION for station to operate from 1350 to 1450 kc, with ERP 5 kw and antenna ground area 3,500 ft. Applicant, in behalf of WAEW, Atlanta, Ga. Granted March 8.

**Terrestrial Discount to**

**WLBK DeKalb, Ill.—Submitted application for license to own and operate station to operate at 1050 kc, with ERP 5 kw and antenna ground area 1,500 ft. Applicant, in behalf of WLBK, DeKalb, Ill. Granted March 8.**
Super FCC?
(Continued from page 28)

communications expert.

The name of E. K. Jett, vice president of the Baltimore Sunpapers and director of its TV operations (WMAB), repeatedly has arisen in connection with government allocations. He is a retired naval communications officer and is now devoting part of his time to Pentagon work on international allocations on a loan basis. He is regarded as one of the world's foremost allocations experts, with a background of 30 years in communications. In the Navy, with the former Radio Commission, and successively as assistant chief engineer, chief engineer, and member of FCC. He resigned in 1947 to accept the Balt-

more position.

FCC Attitude Uncertain

How the FCC majority would stand on the creation of such an agency, which, with or without some of its authority, is con-

jectural. Individual Commissioners are known to guard zealously the sanctity of their authority and it's believed that several present members would take a dim view of any agency which would do more than absorb the President's communications - allocations functions now largely vested in IRAC.

But the FCC, almost to a man, probably would oppose a 'super FCC' which would take over all allocations functions now assigned to the existing agency only the regulatory and licensing and rule-making functions. In due course this would depopulate the FCC into a second-

ary administrative body— an empty shell.

There has been consistent com-

plaint—from the FCC and from private users—about IRAC opera-

tions over the years. The military, which has largely dominated IRAC, has been effective in "pre-empting" large blocks of the spectrum for future use, it has been argued, de-

priving private applicants of op-

portunities for -service. It was largely because of this condi-

tion that the President named the Temporary Policy Board in Feb-

uary 1950. It has held sessions

behind closed doors during the past

year, and completed its report last

month.

What if the President approves the project and proceeds to name Chairman Coy and Mr. Webster to the new board?

There would be two FCC vacan-

cies to be filled. Comm. Frieda B.

Hennock is an avid, though unan-
nounced, candidate for the chair-

manship. She probably would have the support of the women's division of the Democratic National Committee headed by India Ed-

wards. And she has rallied consid-
erable support among educators in her crusade for allocation of a percentage of facilities for educa-

tional-TV.

It is felt that Chairman Coy would not support Miss Hennock's candidacy. They have not seen eye-
to-eye on many policy issues. Vice Chairman Paul A. Walker, now 70, probably would not want the rigor of a full term. There are no other Democrats on the FCC.

It isn't beyond the realm of reason that Mr. Coy would be disposed to recommend Comr. Rosel H. Hyde —an Idaho Republican—for the chairmanship. He served as interim chairman two years ago and won acclaim for speeding up the inter-

nal processes. There is ample preced-

tent. The chairman of the Securi-

ties and Exchange Commission, Harry McDonald of Detroit, is a Republican.

Another name heard for any up-

coming Commission vacancy is Neville Miller, Washington attor-

ney, former NAB president and former mayor of Louisville. Vice President Alben W. Barkley, a fel-

low Kentuckian, most certainly would get behind him.

Robert B. Bartley, executive as-

sistant to House Speaker Sam Ray-

burn (his uncle), who served as director of the Telegraph Division of the FCC in 1934, also is believed to have potent support for a commission-er.

Benedict P. Cottone, FCC gen-

eral counsel, presumably would be in line for a promotion. He is highly regarded by Chairman Coy. He most assuredly would be a can-

didate if more than one vacancy oc-

curs. Both Comr. George Sterling and Mr. Coy, of the present member-

ship, came up through the ranks from chief engineer and general counsel, respectively.

The President's Communications

Policy Board, headed by Irvin Stewart, former FCC Commis-

sioner and now president of U. of Wisconsin, was created in Feb-

uary 1960. Other members of the board are: Dr. Lee A. DuBridge, president of California Institute of Technology; David H. O'Brien, re-
tired vice president of Graybar Electric Co. and wartime director of distribution for the Army Sig-

nal Corps; William L. Everitt, head of the electrical engineering department of the U. of Illinois, who also served on the Condon Committee on color television, and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

The board's assignment covered such matters as policies for the most effective use of radio frequen-

cies by governmental and non-

governmental users, and alternate administrative arrangements for sound and execution of such policies, and policies relating to inter-

national radio and wire communica-

tions.

Gave Report in February

The committee submitted its re-

port last month—about a year after its creation—to President Truman. That the board would be empowered to recommend a permanent agency was indicated by the fact that it met with representatives of the Budget Bureau and also conferred with Comr. Coy. Mr. Jett likewise had been called in several weeks ago as an expert.

Creation of such a board also might expedite the necessity of a return to the World War II struc-

ture. Then, a Defense Communica-

tions Board, which became the Board of War Communications, was by presidential mandate. The five members of this board, however, were the communi-

nications heads of the various gov-

ernmental agencies identified with the defense of the nation's efforts, with the FCC chairman (James Law-

rence Fly) sitting as its directing head. FCC itself handled all of the administrative functions.

While the temporary board con-

cerned itself primarily with tele-

communications problems, shying away from broadcasting and tele-

casting questions, it was felt that any permanent agency inevitably would deal with broad policy mat-

ters, affecting allocations for all media. A case in point, for exam-

ple, would be the quest of educa-

tional institutions for a fixed per-

centage of TV allocations to be reserved for future use.

The Stewart board retained the New York management engineering firm of Ford, Bacon & Davis to make a study of the economics of the communications industry. To assist in the drafting of its report, it also retained two "writing spe-

cialists"—Charles Schwarz, former information director of the Na-

tional Security Resources Board, and Frederick Fassett, of Carnegie Institute.

Senate Majority Leader Ernest W. McFarland (D-Ariz.) and chair-

man of the Interstate and Foreign Commerce subcommittee on radio, had urged the temporary board to recommend appointment of an As-

sistant Secretary of State for Communications. It is believed, how-

ever, that the board rejected this recommendation in favor of the three-man permanent commission.

Herbert Erpelding

FUNERAL SERVICES were con-

ducted Thursday in Los Angeles for Herbert Erpelding, 45, former Chicago radio actor, who died Mon-

day at his home in Van Nuys, Calif.

Mr. Erpelding, whose radio name was Wilms Herbert, has been ap-

pearing in character parts on net-

work shows originating in Holly-

wood.

WHEN ITS BMI IS YOURS

Another BMI "Pin Up" Hit—Published by Lockrae

WHEN IT'S YOURS

WHEN IT'S YOURS

WHEN IT'S YOURS

WHEN IT'S YOURS

OH WHAT A FACE


977; Brownie & Stick Magee—Lon. 978; Guy Lombardo—Dec. 27487.

March 12, 1951 • Page 89
COM. WEBSTER CRITICIZES STATION DERELICTIONS

FCC policy of "condoning" mistakes of erring broadcasters who plead "innocence of the law" assailed by Comr. E. M. Webster in dissenting on order announced last Friday. Order removed from hearingocket and granted renewed applications of KXR-L North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, all Arkansas.

Stations were alleged to have engaged in transfers of negative control; said to have failed to advise Commission promptly of setting up service company which took over "for considerable period" responsibilities of all four licensees; and alleged to have filed "seriously inaccurate reports" with FCC.

Comr. Webster scored "rapidly growing tendency of many broadcasters to practically ignore the Communications Act and the Commission's Rules and Regulations, while at the same time going to great lengths to familiarize themselves with the laws, rules and policies which govern other business enterprises in which they have a monetary interest." Comr. Frieda B. Hennock also dissented and voted for disapproval. Chairman Wayne Coy did not participate.

JUDGE MILLER STARTS 'VOICE' INSPECTION TOUR

NAB President Justin Miller flew from New York Friday on route to Mexico and Latin America on inspection tour for State Dept. As member of U. S. Advisory Commission on Information, Judge Miller will inspect facilities and service of Voice of America.

En route to Mexico City Judge Miller stopped at Havana as guest of Goar Mestre, owner of CMQ Havana, taking part in dedication of new TV outlet (see story page 60). He was to leave Havana Sunday by plane for Mexico City to start inspection tour. His itinerary takes him to Sao Paulo, Brazil, where he will be principal speaker at opening session of Inter-American Assn. of Broadcasters March 19.

Gilmore N. Nunn, W LAP Lexington, Ky., NAB District 7 director, will represent United States at IAAB meeting. He is member of IAAB board of directors.

Judge Miller will go to Rio de Janeiro, returning to Washington March 24.

MULTI-MARKET RATINGS STARTED BY PULSE

PULSE on Friday unveiled ratings of top newsmans on first multi-market Radio Pulse, based on combined network ratings in 14 major markets. New report, furnished gratis to Pulse subscribers, measures radio listening of 10,788,788 families.

Ratings will be made bi-monthly, available within month of completion of interviewing. First report, covering January-February 1961, shows Jack Benny as top rated program, with 15.1. Arthur Godfrey as top daytime show with 6.5. The Top of the Market was second and daytime show, with 6.6. As all 14 cities have TV service, ratings are lower than national ratings including non-TV areas, Pulse pointed out.

TVA, CHICAGO STATIONS REACH AGREEMENT

TELEVISION Authority and Chicago TV stations came to terms after four months disagreeing as union pickets were ready to carry out membership orders to strike. Contracts are effective as of last Thursday and expire Nov. 30, 1962, although they have not been signed and won't be until 30-day period for settlement of jurisdiction over singers and musicians on TV shows. Both TVA and American Federation of Musicians claim authority. AFM claims that its members appearing on TV need not hold TVA card.

Management of the four Chicago TV stations cooperate fully with leaders of both unions in settling matter during month. Performers' pay agreed upon at 52 1/2% of network commercial rate.

NAB EXHIBITOR LIST MAY SURPASS 1950 SHOW

FIRST response of NAB associate members to notice of light equipment and service exposition to be held on fifth floor of Stevens Hotel, Chicago, during April 15-19 convention indicates show will equal and perhaps surpass 1950, according to Arthur C. Stringer, retained by NAB to manage annual displays. Heavy equipment to be shown in basement Exposition Hall [BROADCASTING • TELECasting, March 5]. Already signed for fifth floor section are: Capitol Records Inc. (Broadcast Div.), Collins Radio Co.; Federal Telephone & Radio Corp.; General Precision Lab.; Harry G. Goodman Productions; Keystone Broadcasting System; Lang-Worth Feature Programs; Magnacord Inc.; McIntosh Engineering Lab.; McIntosh Engineering Products Dept.; RCA Recorded Program Service; Standard Radio & Transmission Service; Standard Rate & Data Service; Wincherg Corp.; World Broadcasting System; Frederic W. Ziv Co.

RTMA SELENIUM STUDY

SPECIAL committee to study shortage of selenium, used in TV receiver rectifiers, named Friday by Robert C. Sprague, president of Radio-Television Mfrs. Assn. Group will meet Thursday in Washington. Chairman is Darwin C. Brown, RCA Victor Division.

FCC Answers Editorial

(Continued from page 4)

TELECasting, Feb. 26]

In his letter, Comr. Walker is said to have expressed desire "to set the record straight." He reportedly stated flatly that FCC had "no objection" to testimony (which included submission of "model bill") being made public. Comr. Walker was said to have emphasized that he "personally telephoned" House committee to that effect but he was told by committee staff executive sessions are traditionally closed and therefore committee could not change Congres sional rules.

Comr. Walker was understood to have declared everything which transpired at session had been said before by FCC, and Commission would always continue to make its views "freely available to the House whenever requested. A point raised by Comr. Walker was that meeting was not held at FCC's request but at express wish of House committee.

Closed Circuit

(Continued from page 4)

investigation into other U. S. agencies.

NAB directors to take bigger role at April convention, with board committees assigned to appear at planning session. FEAR that set manufacturers might be drawn into FCC jurisdiction under NAB proposal to amend Communications Act (radio-TV control bill) will bring opposition from Radio-Television Mfrs. Assn. to Senate Commerce Committee amendment (see story page 29).

SHORT-TERM TV PACT EXPLAINED BY ASCAP

END-OF-YEAR expiration date of new ASCAP per program income licenses, which perplexed some recipients, explained by Herman Finkelstein, ASCAP general attorney, as designed to permit early changes, if needed (see story page 55).

"We don't know what the formula will produce," he said. "It may be too high or too low. We should know better by the end of the year." At that time, he said, terms can be changed dimensional to TV network. Whether ASCAP nor telecasters will be tied to long-term contract. Asked about TV network per program licenses, he said none had been asked for but if any TV network wanted one, ASCAP would provide it.

NABET SIT-DOWN STRIKE

SURPRISE sit-down strike of NABET engineers, resulting from dispute with IATSE, started yesterday, as jurisdiction over electrical switchboard operation in TV studios, forced NBC's WNBT (TV) New York off air from 11:32 to 12:38 p.m. last Thursday and caused 10-second silence on WNBC NLRB considered dispute last May and resolved it by plan involving alternating control by two unions. But friction developed from plan in operation. NBC's operations in Chicago, WMAQ (AM) and WNBT (TV) were off air 20 minutes because of trouble in New York.

FTC DIVISIONAL SHIFT

RADIO and Periodical Advertising section will be integrated with Federal Trade Commission's Division of Trade, according to FTC. NABET and Federal Trade Commission, Chairman James M. Mead has announced. Donald B. Gatling, radio-periodical chief, will be acting director of Division and later a new Division of Defense Survey Division within FTC to study raw material order enforcement.

May Lift TV Freeze

(Continued from page 4)

number of applicants did not exceed number of channels.

Twenty-day period for exceptions likely would be allowed after new allocation is made public.

It also appeared likely that hundreds of UHF station permits could be granted, though acquisition of equipment might be barrier. Manufacturers might be able to build convertors among present short supply of UHF, later building VHF-UHF models. Much development work has been done on transmitters.

UHF allocations would receive higher power than AM, however. When Commission takes final vote there might be delay in announcing reallocations in case separate or dissenting opinions are to be prepared.

Editalional and program policies may cause delay in final action. Belief expressed necessary materials for transmitter construction will receive favorable government action.

BROADCASTING • TELECasting
During the day, sets in use in the three cities served by WLW-Television — Cincinnati, Dayton and Columbus — are among the highest in the nation —

<table>
<thead>
<tr>
<th>City</th>
<th>Average Sets in Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINCINNATI</td>
<td>13.9%</td>
</tr>
<tr>
<td>DAYTON</td>
<td>12.2%</td>
</tr>
<tr>
<td>COLUMBUS</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

<table>
<thead>
<tr>
<th>Station</th>
<th>Average Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW-T, Cincinnati</td>
<td>47.5% 37.4%</td>
</tr>
<tr>
<td>WLW-D, Dayton</td>
<td>63.1% 26.2%</td>
</tr>
<tr>
<td>WLW-C, Columbus</td>
<td>57.7% 24.3%</td>
</tr>
</tbody>
</table>

Here’s proof positive that WLW-Television delivers the greatest daytime audience in the midwest’s second largest TV market.

*Videodex, December, 1950, 6:00 a.m. - 6:00 p.m.*
more than

400,000

sets now in the multi-billion dollar

WWJ-TV MARKET

They're multiplying rapidly . . . and so are the sales of advertisers who use the visual selling power of WWJ-TV to push their products in Detroit.

When you're on WWJ-TV, you're on Detroit's NBC station . . . the station that TV's Detroit Tigers' ballgames, Red Wings' hockey games, big-time boxing . . . the station that's 2 years ahead of the others in age, in programming know-how, in production experience . . . the station that commands the prestige that naturally goes with leadership in public service.

It's as clear to advertisers as WWJ-TV's picture is to Detroiters, that WWJ-TV is the Number One buy in a market that is headed for its twelfth consecutive year of capacity production.

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ TV
NBC Television Network