This year, as a part of the DuPont Award winning "WLS SCHOOL TIME" broadcasts—a five time a week sustaining series for in-school listening, now in its 15th year—WLS inaugurates a new series based on the drama of the Atom.

Each program translates into understandable and dramatic terms the meaning and significance of the new world of Atomic Energy. Indications of the success of this new radio venture can be found in the article appearing in a recent issue of Variety.

The programs are being written in cooperation with the Argonne National Laboratories and, at the request of the Atomic Energy Commission, will be available to the National Association of Educational Broadcasters for broadcast on its fifty-one affiliated stations throughout the nation.

This confidence and trust displayed by the Atomic Energy Commission is most gratifying. The responsibility of radio in this new era cannot be overemphasized. For, as radio's ever magic touch can sell, so can it serve...and thru consistent service accrues listener loyalty and belief—the basic ingredients of advertising results.
Look

THIS IS TELEVISION IN THE WHAS TRADITION

IN LOUISVILLE

7 out of top 10 LOCAL LIVE NIGHTTIME SHOWS ARE ON WHAS-TV

Look at the HIGH SETS-IN-USE 57.8% nighttime average

Seven out of the first ten... as shown by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

Basic CBS interconnected Affiliate

Serving a market of more than 80,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
WHIM vs. the Four Network Stations in Providence and Beats Three!
ACTUAL lifting of TV station licensing freeze will not take effect in carved-out areas until July 1. National Production Authority's Electronics Products Div. hopes to have Controlled Materials Plan in operation July 1 to provide for additional equipment materials. Group will recommend program on industry rather than individual basis now. Defense Production Administrator will review and make final decision.

SAME procedure holds true for emergency equipment needed by stations. Electronics Div. will recommend on basis of requirements filed by Civil Defense Administration. Authorities say there will be no "blanket authority," but needs will be treated individually on merits as interpreted through CDA.

FINAL FCC approval of revised TV allocation proposal possible this afternoon (Monday) if tentative meeting on report is held as scheduled. Unless major revisions ensue, report should be out this week according to best estimates (see story page 25). Action need not be withheld pending return of Comra. Roesel H. Hyde and Paul A. Walker from trips.

FEAR voiced at NAB headquarters that April convention attendance may suffer if many small station executives attend FCC's March 26 defense conference in person instead of via engineering and/or legal counsel. Thorough briefing on defense techniques to be given at NAB convention.

TWENTY-FIVE advertising agencies are in running for National Guard recruiting contracts for new fiscal year beginning July 1. After closed briefing, representatives were asked to fill out questionnaires and return by April 5. Board will narrow field to less than a dozen and then invite formal presentations and hold hearing.

LENKEN & MITCHELL, New York, looking for local news program availabilities in radio for Old Gold cigarettes.

NEXT state group to support new NARBA treaty: Missouri Assn. of Broadcasters. No formal announcement yet, but it's understood communications, detailing MAB's stand on allocation of frequencies among North American nations, are enroute to those members of Congress and government officials concerned with NARBA.

LONG-DISTANCE lines kept hot as two NAB committees—presidential and TV manager—move toward selections. TV group willing to hold off another fortnight pending presidential action, desiring to select man acceptable to new president, but already it's showing signs of impatience.

AMERICAN TOBACCO Co., Lucky Strike cigarettes, through BBDO, New York, said to be considering daytime television show across board built around Singer Snooky Lanson.

THOUGH no date set, Senate Foreign Relations Committee last week definitely put full-

(Continued on page 84)

Page 4 • March 19, 1951
MORE AND MORE PEOPLE ARE LISTENING TO WORK YORK, PENNSYLVANIA

NOW 5,000 WATTS—This recent power increase gives advertisers—at no extra cost—wider coverage, more listeners. Morning, afternoon and night—Conlan ratings and BMB show WORK as the Number One Station in this ever-increasing, progressive buying market. Ten year population increase York Metropolitan trading area 13.7% (1950 Census of Population). Let WORK sell for you in this important mid-Pennsylvania section. Complete market growth information available on request.

Represented by ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

WORK York, Penna.
5000 Watts—Day
1000 Watts—Night
A STEINMAN STATION
"The Prestige Station of the Carolinas"

The Greensboro Chamber of Commerce will soon complete its first year of sponsoring a program, "Americans, Speak Up!" on WBIG.

What group is better qualified to select an effective local advertising medium than the business and professional men who constitute the chamber of commerce?

WBIG
Gilbert M. Hutchison, President
CBS Affiliate 5000 watts
EST. 1926
represented by Hollingbery
HOW JUNGLE AND PRAIRIE HELP REARM AMERICA

America has so many steel mills that the job of making sure they will never go “hungry” has started a worldwide search for iron ore.

This page tells about three vital steps in steel production:
1. More ore...
2. Better transportation...
3. New steel mills.

WOOD FOR IRON: An American steel company is pushing a new railroad to open ore deposits in Africa. This native of Liberia is sharpening a saw to cut railroad ties.

MAKING HISTORY WITH STEAM: New steel mills (and production from present mills) are going up so fast that the summer season of ore boat transportation needs to be stretched. This picture shows first winter-time trainload of frozen ore being given a steam bath for fast dumping.

If enough steel for armament and steel for homes and business are possible at the same time, competition among America’s more than 200 steel companies will accomplish it. Production records are zooming . . . If you want to read more facts about your country’s greatest industrial hedge against war and inflation, write for preprint from the magazine Steelways, “African Iron and American Steel,” American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N.Y.

ANOTHER MELTING POT: This is a big section of a furnace used in making iron. America has more steel production than all the rest of the world, but millions of tons are being added.
One of the basic facts of radio is that all stations and markets are "new and different" as compared with one another — and that makes one of the basic, incontestable, never-changing advantages of National Spot Radio.

The differences between markets and stations can give you headaches or opportunities. Our biggest job here at F&P is to help you minimize the headaches, cultivate the opportunities, by supplying honest, accurate facts about the stations and markets at the right. Only with such facts can you truly capitalize on the advantages of our medium, or on the time, money and effort you spend in it.

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

ATLANTA   DETROIT   FT. WORTH   HOLLYWOOD   SAN FRANCISCO
## ROANOKE...DES MOINES?

### EAST, SOUTHEAST

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<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Rating</th>
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<td>Boston-Springfield</td>
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<td>WGR</td>
<td>Buffalo</td>
<td>CBS</td>
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<tr>
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<td>IND.</td>
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<td>KYW</td>
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<td>NBC</td>
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<td>WFBL</td>
<td>Syracuse</td>
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<td>CBS</td>
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### MOUNTAIN AND WEST

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<td>Denver</td>
<td>ABC</td>
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<td>Honolulu-Hilo</td>
<td>CBS</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
<td>50,000</td>
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The One Thing Curt Peterson dislikes," explained an executive at Marschalk & Pratt Co., New York, "is pretension."

What the fellow left unexplained was that Mr. Peterson, partner and director of radio and television at Marschalk & Pratt Co., is not even pretentious about that dislike. He doesn't trumpet it or dramatize it; it just happens to be a fact, a serene condition of his existence.

Consequently, Mr. Peterson would be the first to grimace at the description of himself as something as heroicsounding as "pioneer." Yet he is unquestionably that.

In September of this year, Mr. Peterson will celebrate his 25th year in the broadcasting industry. He began his career in radio at WJZ New York in 1926 as a singer-announcer-copywriter. It was a period during which hordes of eager young men received their inoculations of the radio bug. Mr. Peterson was one of the comparatively few on whom the inoculation "took."

In 1927 he moved to WEAF, now WNBC New York, as supervisor of announcers for both the Red and Blue networks. In 1928 he became assistant commercial program manager. He remained with the networks until 1935 when he joined Marschalk & Pratt, as radio director to handle the radio news programs of the Esso account.

In 1942 Mr. Peterson was drafted into the Army. He had served in the First World War as a second lieutenant. After a tour in Alaska and then at the Pentagon, Mr. Peterson finally was mustered out of the Army on April 1, 1945, with the rank of captain. He returned to M&P as radio director and in 1949 became a partner in the firm. Mr. Peterson still handles radio, and now television for the Esso Standard Oil account. He has watched the advertiser grow from its sponsorship of a news program on seven stations in 1932 to the 52 station operation which it is currently. In addition, Esso sponsors CBS TV's Alan Young Show.

The Peterson's—she is the former Ruth Matteson, an actress—have been married since September.

As for hobbies, Mr. Peterson admits that Mrs. Peterson bought him some oil paints and a book on how to paint. So far, however, all he has done is read the book. He spends his spare time studying French and watching TV. He belongs to University Club and Beta Theta Pi.
JAMES G. COMINOS, vice president and general manager and radio-TV director LeVally Inc., Chicago agency which closes its doors in May, to Needham, Louis & Brorby, same city, as vice president and account executive on Household Finance Corp. Account, which resigned LeVally early this year, is expected to use radio and TV.

DAVE NYREN, TV program producer Ruthrauff & Ryan, N. Y., named director of new program and talent development for radio-TV department.


HERMAN S. THOERNEBE, vice president and copy director John Falkner Arndt & Co., Phila., appointed creative director.

BOB KNAPP, radio-TV copy chief Schwimmer & Scott, Chicago, named executive director of radio-TV.

BARRETT WELCH, account executive Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles Inc., in same capacity.

HUGH HORLER appointed radio director MacLaren Adv. Co., Toronto, succeeding the late M. ROSENFELD.

PATRICIA GREW, commercial writer Young & Rubicam Inc., N.Y., transferred temporarily to agency's Hollywood office.

DON DICKENS, copy staff Leo Burnett, Chicago, to Needham, Louis & Brorby, same city, in similar position.

J. E. JACOBS to public relations staff J. Walter Thompson Co., Chicago.

ED LEPTWICH, technical TV director Young & Rubicam, N. Y., to Masterson, Reddy & Nelson, N. Y., as director in charge of all TV properties.

MIKE KRICH, story editor Nash Airflyte Theatre, to Biow Co., N. Y., as story editor on Philip Morris Playhouse.

J. HUGH E. DAVIS, executive vice president Foote, Cone & Belding, Chicago, and JENNIFER HOLT, Chicago radio and TV actress, married in Colorado Springs Mar. 3. BOB HOPE was best man.

PETER HARROCKS named radio director Vickers & Benson Ltd., Toronto.

ROBERT G. WILDER, public relations staff Lewis & Gilman Inc., Phila., named chairman National Production Authority advisory committee for public relations in that region. He is one of 14 executives chosen to counsel NPA.

BILL DOWDING appointed assistant radio director J. Walter Thompson Co., Toronto.


MAHLON G. REMINGTON named director of merchandising and sales promotion Ward Wheelock Agency, Phila.


WALTER BUNKER, vice president in charge radio and TV Young & Rubicam Inc., Hollywood, in New York for month's conferences.

JAMES W. CHRISTOPHER, The James W. Christopher Co., L. A., appointed manager of L. A. office Lannan & Sanders Ltd., Dallas. Lannan & Sanders will take over all of Mr. Christopher's accounts. West Coast branch will operate under name of Lannan, Sanders & Christopher.


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**WMBD Dominate the Rich Peoriarea Market**

Everybody knows the magic name, "Caterpillar". The "big yellow machines" are a familiar sight on the byways and highways of America . . . yes, and all around the globe from there! Obviously, this Peoria product is outstanding.

So attached to their "Cats" do owners and operators become that they oftentimes endow them with personal nicknames ... and that's a tribute to the more than 26,000 PEOPLE who build Caterpillar Tractors. It's Caterpillar PEOPLE who are responsible for the amazing Caterpillar record of performance.

This holds in radio, too— and particularly at WMBD. The PEOPLE at WMBD have unmatched experience in the knowledge of radio preferences of Peoriarea listeners ... they work as a team to produce the best in Peoriarea radio.

No wonder, then, that WMBD so thoroughly dominates this rich, prosperous market! Rating after rating shows that WMBD reaches more listeners IN ANY TIME PERIOD than the next two stations COMBINED! Tribute indeed to the people at WMBD...
Watch Out For The "Blind Spots"

Stopped by Squint Miller's farm the other day and saw a vinegar bottle in his kitchen with an oversized cucumber inside it. The cucumber filled the whole bottle.

"What's a cucumber doing in there?" I asked him. "That's my 'blind-spot' reminder," says Squint. "My grandmother kept one in her kitchen to remind her to take stock of herself now and then.

"I slipped that bottle over the cucumber when it was growing on the vine," he went on. "And like certain viewpoints, not noticed, it just grew and grew—now it's there to stay."

From where I sit, we could take a cue from Squint and watch for our own "blind spots" and prejudices before they grow too big to get rid of. We've got to respect our neighbor's right to his preferences... preferences for a certain make of car, a favorite movie star, or a temperate glass of beer after work. We won't be tripped by any blind spots if we keep our eyes—and minds—open!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

Showsheet Cited

EDITOR:
I am sure that you are aware of the fact that your monthly TV showsheet is of great value and constantly referred to by all agencies in network television.

You would be doing agency buyers a great favor if you would also publish a showsheet giving network television daytime schedules. While I realize that the programming picture changes quite rapidly, nevertheless, half a loaf is better than none to starving timebuyers...

Robert M. Reuschel Manager Timebuying Dept. McCann-Erickson Inc.

[EDITOR'S NOTE: Beginning with the April 2 issue the showsheet will include data as well as nighttime TV programming.]

SCBA 'Censorship'

EDITOR:
Few working broadcasters would disagree with the anti-censorship philosophy of your March 12 lead editorial, "Blunder in California." Unfortunately, when you take off from that general principle to censure the Southern California Broadcasters' Assn. for allegedly "inviting direct censorship of programs in advance," you are criticizing actions which just didn't happen. Somewhere in the 3,000 miles between Los Angeles and Washington the facts about FCC Regional Attorney Joseph Brenner's talk at an SCBA meeting became terribly garbled. Here are the facts:

1. SCBA monthly luncheons discuss varied matters of interest to the 56 members, with programs guided by a seven-man board. Guest speakers, allied fields are invited to specific meetings. Among them recently have been spokesmen of organized advertising agencies, civil defense heads, station representatives, etc.

2. Brenner, as local representative of an organization certainly as important to our industry as the above, was invited—to discuss not advance censorship of programs, but technical interpretation of FCC regulations with which broadcasters are in constant contact, such as sponsor identification and logging regulations. He restricted himself to such interpretative aspects and emphasized that his remarks were "unrehearsed, unofficial and unauthorized." His presence was no more out of line at a regional broadcasters meeting than the customary invitation of the chairman of the FCC to NARTB conventions, nor several occasions when visiting FCC Washington personnel have attended SCBA luncheons—without criticism.

3. SCBA invited managers by mail to note on a return postcard if they wanted to attend a meeting; if so, what day and hour would be most convenient. As a result of their response, program people gathered with Mr. Brenner last Wednesday afternoon to cover the same ground as the discussions at the managers' meetings. Comments from those who attended indicate that the session was educational and helpful, with not the slightest hint of dictation or censorship. There is not now, and never was, any intention to prolong this single informal conference into a course series...

Robert J. McAndrew Managing Director Southern California Broadcasters Assn. Hollywood

[EDITOR'S NOTE: We are relieved to hear that Mr. Brenner's talk to the SCBA and his subsequent talk to program personnel were confined to real-time matters such as logging techniques and sponsor identification. Such, however, was not indicated in the SCBA bulletin upon which our editorial was based. The implication in the bulletin and in postcards sent to members was that Mr. Brenner had been pleased to conduct a workshop discussion to impress that "air copies must be submitted to Commission regulations." (The kind of phrase that has been used over many attempts at censorship.)

The WCFM Story

EDITOR:
Spring is almost here, and the silly season is once again upon us. At least it appears to be upon your editorial staff, judging from the paragraph about WCFM in your March 5 issue.

You have, of course, missed the point entirely. Our stockholders, as investors in FM radio, are justly angry at the radio manufacturing industry for its failure first, to promote FM, and then to keep up with the public demand for FM sets which has developed despite this lack of promotion. If you disagree with this statement ask some of the Washington distributors and radio stores managers. As a journalistic alert to everything going...

(Continued on page 18)
Prominent mid-western college chooses Presto after preliminary survey of commercial and educational studios

INDIANA UNIVERSITY AT BLOOMINGTON now has a professional-quality recording laboratory in continuous operation.

Made possible by pooling the resources and knowledge of the Department of Radio, School of Music and Audio-Visual Center, this new lab is the result of painstaking care in every detail of planning, purchasing and construction.

PRESTO was selected as the equipment best suited to the quality and budget requirements. The basic machines are Model 8-DG disc recorders, installed with a specially designed relay control system and operational status lights on each unit. These are supplemented by an 8-D disc recorder, a PT-900 portable tape recorder for studio and on-location use, and a rack containing two 41-A limiting amplifiers and two 92-A recording amplifiers.

The selection of PRESTO equipment was preceded by a study of the facilities of established commercial recording studios, contacting other Universities with similar programs and visiting the Library of Congress recording laboratory. The continuous use of the equipment these past months verifies this selection.

Visit PRESTO at IRE Show
Third Floor—Grand Central Palace
March 19-22

PRESTO RECORDING CORPORATION
Paramus, New Jersey. Mailing Address: Box 500, Hackensack, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada
RELAXED......?

Yes, and easy listening, too—heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied...it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
5,000 Watts • 960 K

Mr. CUTCHINS

ALTHOUGH one of Kentucky's better known products, bourbon whiskey, is not advertised through the broadcast medium, that does not mean that radio-television is without a strong supporter in the bluegrass state. William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Corp., not only believes in the effectiveness of the broadcast media but his company, under Mr. Cutchins' direction, invests a major part of its large budget in radio and television advertising.

The prominence enjoyed by the tobacco company in the radio and television field must be a source of constant gratification to Mr. Cutchins, who worked his way up the ladder from salesman with B&W to his present executive position. Since 1928, when he joined the firm, he has not ventured to any other enterprise.

For a company that siphons off the cream—roughly $3 million to $4 million annually—of its ad budget to rural advertising, this...

(Continued on page 78)
Regardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous “markets” in America.

And WDAY covers them like a tent.

(1) For the period Dec. '49 — Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings — actually got the highest Hoopers among all NBC stations in the nation for the second year running!

(2) BMB Report No. 2 credits WDAY with a Daytime Audience of 201,550 families. 77.7% are average daily listeners!

(3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind — gets a 78.6% family preference against a mere 4.4% for the next best station!

Complete, fabulous facts, from us or Free & Peters!
Disc Jockeys know that Lang-Worth's amazing 8-inch transcriptions are easier to handle and guarantee perfect cuing and faultless reproduction. They have discovered that the combination of a Lang-Worth artist and the 8-inch disc greatly facilitates their job of capturing and holding listeners. Their disc jockeys have greatly increased their use of the Lang-Worth Library since you changed their 16-inch discs with the 8-inch discs. They say that a Lang-Worth show sounds like a live broadcast.

KWKH, SHREVEPORT, LA.

"The disc jockeys' Bible"... the 1951 edition of TALENDEX...'

...includes technical reproductions of pages from the new Lang-Worth service and features in the new Lang-Worth service and contains the little disc and deserves every artist and their program ratings testify that Lang-Worth artists have great audience impact. They profit from the abundant disc-jockey information that appears on every disc. Their program ratings testify that Lang-Worth artists have great audience impact. They profit from the abundant disc-jockey information that appears on every disc.

All this is bonus over and above our regularly scheduled Lang-Worth Production Shows. All this is bonus over and above our regularly scheduled Lang-Worth Production Shows.

"The Disc Jockey's Bible"... the little disc is easy to handle. The Disc Jockey's Bible... the little disc is easy to handle.

"Our disc jockeys have greatly increased their use of the Lang-Worth Library since you changed your discs. Our disc jockeys have greatly increased their use of the Lang-Worth Library since you changed your discs.

Dash vote "Y" for FREE 48-page book that lists and describes every artist and feature in the new Lang-Worth Service and includes factual reproductions of pages from the 1951 edition of TALENDEX, "The Disc Jockey's Bible."
new business

Network . . .

MANHATTAN SOAP Co., N. Y. (Sweetheart Soap), March 26 starts five weekly The Woman In My House on NBC, Mon.-Fri., 3:45-4 p.m. (PST); 1:45-2 p.m. (EST). Contract 52 weeks. Agency: Duane Jones, N. Y. Program packaged by Carlton E. Morse.

CANADA DRY GINGER ALE Inc., N. Y., renews Super Circus for 52 weeks starting April 8 on ABC-TV. Product sponsors first half of 4-5 p.m. (CT) Sun. show. Agency: J. M. Mathes Inc., N. Y.

LEVER BROTHERS Co. (No-Rinse Surf) effective April 2 starts Hawkins Folly, Pop. 6200, Mon. through Fri., 5-5:15 p.m. on NBC-TV. Show will originate in Chicago. It was originally launched as summer replacement in 1950 on network. Douglas Johnson will write and Ben Park will produce it. Agency: N. W. Ayer & Son, N. Y.

SEALY MATTRESS Park replacement, April 10 to feature Chet Huntley news commentary Tues.-Thurs., on ABC California stations, 5:30-5:45 p.m. (PST). Contract for 52 weeks. Agency: Alvin Wilder, L.A.

SIXTH ARMY For Recruiting, S. F., March 18, started five week sponsorship of Dink Templeton's Sport Page on full Don Lee network (45 stations) Sunday, 10:15-10:30 a.m. (PST). Agency: West-Marquis Inc., S. F.

Spot . . .

PIZZA-PRO Corp., Chicago (frozen pizza pies), begins introductory radio and TV campaign in Chicago in about six weeks, using participations handled by name personalities. Spots expected to be expanded into other markets later. Agency: Presba, Fellers & Presba, Chicago. Account executive is Francis Kerr.

PETER HAND BREWERY Co., Chicago (Meister Brau Beer), extends its TV schedule for Pantomime Quiz from Chicago to Lansing, Grand Rapids and Rock Island this month. Agency: BBDO, Chicago.

Agency Appointments . . .

MARYLAND STATE FAIR Inc. (Laurel Race Track, Laurel, Md.) appoints Henry J. Kaufman & Assoc., Washington, as advertising counsel, with extensive plans for promoting spring meet throughout Middle Atlantic area. Radio and TV will be used.

FLEMING-HALL TOBACCO Co. (Sano, Encore and Sheffield cigarettes) appoints Weiss & Geller, N. Y., to handle advertising. William H. Saul is a account executive. Media plans are not completed.

HOUSEHOLD FINANCE CORP., Chicago, appoints Needham, Louis & Brooby Inc., same city, to handle advertising for company and subsidiaries.

DEMPSTER FURNITURE Co., Sikeston, Mo., appoints The Harold Kirsch Co., St. Louis, to handle advertising and merchandising. Radio will be used.


PENNSYLVANIA WINE Co. (distributor of Sylvania "Peerless" California wines) names Gray & Rogers, Phila., to handle advertising.

DEPT. OF FINANCE OF PUERTO RICO appoints Publicidad Badillo, San Juan, to handle advertising of its Income Tax Bureau. MYURGIA, S. A. (Barcelona, Spain) appoints same agency to handle advertising of its cosmetics and perfumes in Puerto Rico.

Adpeople . . .

JOHN I. EDWARDS, radio-television program director ABC Western Division, to Maier Brewing Co., L. A., as advertising manager.

NAT KALECH, western regional sales manager, Tintair (Bymart Corp.) named general manager.

BROADCASTING • Telecasting

March 19, 1951 • Page 17
Open Mike
(Continued from page 18)

on in the radio industry, you should know that FM's battle for equal
and fair treatment has been going on a long time, and that the strug-
gle of FM stations has nothing at all to do with the manner in which
these stations are financed.

We are not, as you neatly imply, asking Congress to investigate the
reasons for our own failure. We do not think we are failing. And since
you place a virtue on "the prin-
ciples upon which the U. S.
broadcasting system was built," by which I presume you mean commer-
cial radio, WCFM is entirely com-
mercial. We sell stock to the public. If this is what you mean by financ-
ing ourselves through public subscrip-
tion, you ought to include a great
section of American industry which
procures capital by issuing stock.
We support ourselves, you'll be
pleased to know, by the usual meth-
ods of selling time and services.

But even if your statements were
true, which they are not, the ques-
tion is not how WCFM is financed
but what to do to insure fair play
for the FM industry. The resolu-
tion passed by our stockholders,
which you correctly reported on
page 42 of the same issue, states
the case plainly. It calls for a Con-
gressional investigation of the ap-
parent attempt on the part of many
radio set manufacturers to scuttle
FM. Your editorial muddles the
issue. Worse, it resorts to sophistry
—a popular pastime these days in
discrediting those with whom you
disagree. Broadcasters who have
invested in FM will not be taken in
by such arguments.

George A. Bernstein
General Manager
WCFM (FM) Washington

[EDITOR'S NOTE: This journal stands
on its record of unqualified coverage of
the continuing story of FM develop-
ment. If, as Mr. Bernstein says, WCFM
supports itself by the usual methods of
selling time and services, it would seem
unnecessary for a "Listener Committee
for Better Radio" to be engaged in a
public fund-raising drive to pay for a
proposed series of Sunday afternoon
BBC programs to be broadcast on
WCFM [BROADCASTING • TELE-
casting, Feb. 19].]

... ARBI Report Value
EDITOR:

... Your report of the ARBI
tests in Washington should be of
tremendous value to all radio sta-
tions.

We should greatly appreciate
reprints of the "Radio Power
Top Papers in D.C." tests from
the issue of Feb. 26. ... 

Marson I. Bevan
Manager
KDEA Pueblo, Col.

... Real Testimonial
EDITOR:

I'm Kuhnel Vic Solish, who
farms a little AM-TV acre called
WHAS here in the bayous of Ken-
tuckiana. For some time I've been
suffering from nausea and vapor
over the copy that advertising me-
dia have been accepting from Had-
acol. Instead of curing a sonic stoma-
tch, it gave me one. Then I
took two pages of Ed James' piece
in an economy size issue of BROAD-
casting • Telecasting. Some of my
spaces disappeared, and I sure want to recommend that
product to others who feel irritated
and nervous about our industry. I
feel better now, and my youngest
boy is only six months old.

This is an unsolicited testimonial.

Vicotor A. Solish
V. P. and Director
WHAS Inc., Louisville

Mit Schnapps?
EDITOR:

Apparently Broadcasting
Telecasting is read by a few peo-
ple because we are getting letters
about the right spelling of "hassen-
pfeffer." It was correctly spelled in
your first proof and misspelled in
your second which ran without
correction.

Jerome Sill
General Manager
WMIL Milwaukee

[EDITOR'S NOTE: A non-Texan
proofreader who let the error slip by in
a WMIL advertisement, March 2 has
been advised that the "p" is as impor-
tant to "hassenpfeffer" as the rabbit
to the delectable dish the word de-
scribes.]

'Voice' Staff
EDITOR:

A word of appreciation for your
timely editorial, "Voice Or Babel?"
[BROADCASTING • TELECASTING,
Feb. 26].

A staff of 10,000 on the [Voice
of America] payroll by 1969 is no
assurance of attaining the objec-
tives of service, nor is it likely to
counter toward the maintenance
of an ultimate service in keeping
with the America concept of radio
broadcasting. Bureaucracy thrives
upon its fat, rather than muscle,
and in all probability such growth
would only strengthen the resolu-
tion of those who would perpetuate
a system of government operated
radio, both here and abroad.

Rex Howell
President
KFXJ Grand Junction, Col.

'Meaty Article'
EDITOR:

... Your meaty article, "Radio's
Power," in the Jan. 26 issue of
BROADCASTING • TELECASTING ...

a splendid example of a solid story to
the retailer that radio can tell,
and should be telling constantly.
Both retailers and radio are miss-
ing a bet where advertising appro-
priations are set up so lop-sidedly in
favor of the one medium—when
it has repeatedly been proved that
a more equitable combination of
media will do the better job...

Kermit L. Richardson
Commercial Mgr.
KGHI Little Rock, Ark.

Page 18 • March 19, 1951

BROADCASTING • Telecasting
HELP WANTED
Busy industrial Cleveland is on the job! A new high in employment was recently reached with 606,500 on Greater Cleveland's industrial pay roll. With industry at work, more help is needed and WGAR serves by recruiting employees. More people at work means more dollars put to work buying your products and services. When it's help wanted ... personnel or sales-wise ... let WGAR do a job for you!

CIVIC ADVISORY COUNCIL
WGAR has formed a Civic Advisory Council consisting of citizens from the fields of business, labor, government, religion and education. This group meets regularly with WGAR department heads to exchange views on how WGAR can best serve the broadcasting needs of its area. This enables WGAR to better support worthy projects with its time and talents.

in Northern Ohio...

WGAR
the SPOT for SPOT RADIO

A WGAN ADVERTISER
Northern Ohio's largest appliance dealer, Strong, Carlisle & Hammond Co., advertises on Northern Ohio's Most Listened To Station! General Manager of the Philco Division, Mr. Homer G. Frank (center), has been with the firm for 20 years. Mr. Paul W. Buchholz (right) is advertising manager. Mr. Samuel Abrams (left) is president of Ohio Advertising Agency, Inc.

WGAR Cleveland
50,000 WATTS ... CBS

AWARD WINNER
Americans who make outstanding contributions to a better understanding of freedom by what they write, do or say, receive the Annual Freedom Foundation's awards. Ralph Worden (right), an award winner for his "Hometown, Ohio" series, interviews Mr. E. T. Broderick (left), editor of the Lake County News Herald of Willoughby, Ohio. "Hometown, Ohio" highlights unusual features and interesting personalities of communities in Northern Ohio. It is available for sponsorship.

Represented Nationally by Edward Petry & Company
GOT A SPONSOR BROADCASTING TO POST (Ky.)?

Look at Standard Rate and you'll see stations broadcasting to Post (Ky.). But not WAVE—'tis True that we don't go there at all. Even on Saturday Evenings, Post is too far across Field & Stream for us...

Our Flair for programming is best known in the Town & Country comprising the great Louisville Trading Area. Here we have the Time of our Life producing spots and Sponsor-ing shows for 315,000 American Homes.

Take the Cue! Ask Free & Peters! We'll be glad to send the facts to put a Fortune in your Future!

LOUISVILLE'S
5000 WATTS . 970 KC

Page 20 • March 19, 1951

Milestones

- KWK St. Louis, Globe-Democrat station, held dual celebration March 17—its 24th anniversary and St. Patrick’s Day. Founded by Thomas Patrick Convey, with studios in the Hotel Chase, station has been in Globe-Democrat Tower Bldg. since 1924. Growth of station since 1927 under presidency of Robert T. Convey, son of KWK founder, was stressed on 24th anniversary, which found studios decked in green for general holiday atmosphere.

- William F. Malo, commercial manager at WDRC Hartford, is observing his 21st anniversary with that station this month.

- Charles Parker, WDRC control room operator, is marking his seventh anniversary there.

- Kraft Foods Co. celebrated sponsorship of Kraft Television Theatre March 7 with telecast of 200th dramatic performance, "Deli-cate Tory" starring Felicia Monte-alegre, Nelson Olmsted and John Erickson. Program is aired Wednesday, 9-10 p.m.

- Lester H. Bowman, director of technical operations for CBS Hollywood, is completing 22 years service with the network this month.

- Tomorrow (Tuesday) The Johns Hopkins Science Review, weekly telecast of current developments in science, will begin its fourth year. Program originates at WAAM (TV) Baltimore each Tuesday and is carried as far west as Chicago by the DuMont network.

- KRNT Des Moines on March 11 marked the anniversary of what it believes may be the oldest local radio program on the air with the same sponsor. The program, Uncle Dan Reads the Funnies, is sponsored by the Colonial Baking Co. It was originated in 1923 by Art Smith, the original "Uncle Dan," who now is news director of WNAK Yankton-Sioux City. Current "Uncle Dan" is Carter Reynolds.

- France Lauz, sportscaster for KXOK St. Louis, celebrated his 21st anniversary in St. Louis radio March 6. He started at KMOX as sportscaster and chief announcer, and has aired all types of sports, including nine World Series and nine All-Star baseball contests.

- One of the oldest regular programs on any Canadian station is Club Broadcast, Sunday, 10-10:30 a.m., which is celebrating its 28th anniversary on CFIO Chatham.

- CKDM are call letters of new 250 w station on 1230 kc at Dauphin, Man.

- WARM wishes are extended to Frank C. Schroeder Jr. (Ill.), vice president and general manager of WDZ Decatur, III., by Mayor James Hedrick, on the occasion of the station's 30th anniversary. In recognition of the event March 17, WDZ carried news, farm, sports and musical programs contrasting 1951 with 1921. Station was founded at Tuscola as a "grain information medium" for Central Illinois and still serves that community with an auxiliary studio. It switched facilities to Decatur in October 1949 and later moved to new studios in the heart of the city.

HOUSE BUILT

DJ Leads City Project

FLAMES which destroyed the house of Mr. and Mrs. John Fau Jones, of Jacksonville, Fla., snuffed out the lives of their two babies, also kindled fires of compassion in fellow Jacksonville residents.

These fires of compassion were fanned by Ted Chapeau, WMBF Jacksonville, who, on his morning disc jockey show quietly suggested: "the city make it a community project to provide a new home for Mr. and Mrs. Chapeau.

Fifteen minutes after Mr. Chapeau made the suggestion, all necessary labor had been volunteered and an architect made available a set of plans. Even landscaping companies came through!

Construction began early March 10 and by nightfall March 11, Mrs. Jones had completed her first household chore of sweeping out carpenters' shavings.

Jacksonville residents, who appreciated the opportunity to do something for the Joneses, doffed their chapeaus to Ted Chapeau.

WMBF likes to refer to the "House that Jax Built," and say that if a visitor should ever want to visit the home, just turn to the right—on Chapeau Drive.
NOW FOR THE FIRST TIME IN TV—

1kw AT 900 mc

PLUS CERAMIC CONSTRUCTION

GENERAL ELECTRIC

Electronic Tube

NEW GL-6019

See this great new G-E power tetrode at the I.R.E. Show in New York, March 19 to 22. Or wire or write for descriptive folder ETD-152. Electronics Department, General Electric Company, Schenectady 5, New York.

GENERAL ELECTRIC
THE chart shows the amazing results 5 five-minute programs on KWKH recently scored for a St. Louis jewelry store. 25 minutes of early-morning Class C time produced over $22,000 of orders, at a sales cost of less than 7/10 of 1%!

Hoopers and BMB figures tell you why KWKH can come up with sales stories like this. Year after year KWKH consistently gets top Shreveport Hoopers—far out-running the nearest competition, Morning, Afternoon and Night! And for every one radio family in Shreveport, KWKH gets nine BMB families in 87 Louisiana, Arkansas and Texas counties. 75% of these 303,230 families are "average daily listeners" to KWKH!

What other facts and figures would you like? Write direct or ask The Branham Company.

KWKH

50,000 Watts • CBS •
ANA: ROUND TWO

By RUFUS CRATER

THE ASSN. of National Advertisers hauled up its artillery last week for a second blast at radio rates, unveiling a new study which purports to show television has cut evening radio time values up to 60% in some cities.

Big gun of the campaign is an analysis prepared by the ANA Radio and Television Committee entitled "Radio Time Values, 1950." THE ASSN. of National Advertisers, as chairman of the ANA Radio and Television Committee.

Using data from both A. C. Nielsen Co. and C. E. Hooper Inc., but making clear that the ANA committee's conclusions do not necessarily represent the views of these or other cooperating organizations, the study comes to these basic conclusions:

- Average ratings for CBS and NBC sponsored evening radio programs occupying the same time slots during the interval October-November 1949 to the same period of 1950 showed "significant and continued declines."
- At the same time the "cost per thousand homes reached by these programs increased 24.5% for CBS and 27.7% for NBC," as against 21% for CBS and 18.4% for NBC in the original report covering March-April 1949 to March-April 1950.
- Radio listening in TV homes "has stood up well as compared with listening in radio-only homes" in morning hours, but "has suffered progressively in the face of television competition during the course of the afternoon, and still shows elimination during the evening hours."
- In TV cities surveyed by C. E. Hooper Inc., television's share of the total radio-TV evening audience "continued to increase sharply between April-May and November-December 1950, to a point in excess of 70% in one city" (Philadelphia, 70.5%).

The new study, coming on the heels of a CBS research project showing radio still reaches more people per dollar than any other medium (BROADCASTING • TELECASTING, March 12), does not mention the relative effectiveness or the costs of other media. It is slated to reach the ANA spotlight in a closed session—perhaps other sessions—at the ANA spring meeting March 28-30 at Hot Springs, Va.

The report specifies, perhaps in deference to anti-trust laws, that "no trade group should attempt to dictate to the radio stations and networks a formula for pricing radio time."

"However," it continues, "it is only appropriate that advertisers, in making plans for the effective marshalling of their advertising (Continued on page 78)

RADIO SET PRODUCTION UP

Top '50

By J. FRANK BEATTY

PRODUCTION of radio sets, on the upgrade for two years, continues to show a heavy increase, according to Radio-Television Mfrs. Assn.

The rate of increase promises to go higher as manufacturers find a steadily rising demand for radio sets. At the same time a number of individual TV makers find demand slowing up—with television dealers starting to resist to cut-price devices—at least until TV sets at a record pace.

Both AM and AM-FM radio receivers, particularly in the table models, are in short supply in some areas. This has caused some factories to concede they missed the boat in 1950, and this year as well, by failing to make more AM and AM-FM receivers. Accordingly some of them are showing renewed interest in the radio market, though the unit price and the profit aren't as attractive as in the TV field.

Here is the radio set (AM and AM-FM) situation thus far this year:

1,203,591 radio sets turned out in January 1951, compared to 934,- (Continued on page 78)

ABC RAID

By BRUCE ROBERTSON

NO HEROINE of a daytime radio serial ever was more beset with troubles than those NBC found itself confronted with last week.

Pulled together with a surprising cold front on nighttime radio rate structure, NBC was suddenly confronted with a surprise raid on its major afternoon accounts, accounts it learned last week. And—unkindest cut of all—this new attack came from another network and a supposed ally, ABC.

Five leading advertisers, currently sponsoring 12 quarter-hour and one half-hour five-a-week afternoon programs on NBC, and their agencies reportedly received ABC's written offer of a 45% discount on one-fourth of the full-hour one-time rate if they would transfer these shows to ABC for broadcast in the hours between 1 p.m. and 6 p.m. Furthermore, ABC offered to contribute $1,000 per program per week toward the program cost of these daytime serials.

If the offers are all accepted—and it was learned that they are receiving respectful attention—NBC would lose 13 afternoon serials which now solidly fill the NBC schedule from 2:30 to 6 p.m.

Advertisers approached by ABC

LIBERTY PLANS

Chicago Group Hears

LIBERTY BROADCASTING'S System solicited Chicago-area membership Monday night as managers of four stations met informally to hear an outline of its programming. Stations represented were WJOL, Joliet, WNMP Evanston, WOPA Oak Park and WWCA Gary.

Among topics discussed were Liberty's plans, beginning next month, to add Commentators William L. Shirer and Joseph C. Harsh, each handling a quarter-hour show daily.

Proposed affiliation would cost each of the stations $400 monthly on a firm one-year contract, it was reported. The network is understood to be planning a sales organization which will sell network shows to national advertisers, time for which will be paid for by Liberty and pre-empted locally.

Mr. Shirer is author of Berlin Diary, and entered radio in 1945 after working as Paris editor and foreign correspondent for the Chicago Tribune. Mr. Harsh has been a CBS commentator seven years, and is a former writer for the Christian Science Monitor. Both reportedly will broadcast exclusively for Liberty.

Vice President H. B. Bumpas, who has been acting as manager of the Chicago office, has returned to Dallas headquarters. His replacement will be announced shortly.

with its new afternoon proposal were said to include:

Procter & Gamble Co., now sponsoring five afternoon quarter-hour, across-the-board serials on NBC—Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness and Lorenzo Jones. Agencies placing these P&G programs include: Benton & Bowles, Compton Adv., Dancer-Fitzgerald-Sample and Pedlar & Ryan.

General Foods Corp., now sponsoring When A Girl Marries and Portia Faces Life on NBC. Benton & Bowles and Young & Rubicam are the General Foods agencies for these programs.

General Mills, now sponsoring Life Like A Millionaire for a daily half-hour on NBC, placed through Knox-Reeves Adv.

STERLING SHOWS

Sterling Drug Inc., now sponsoring Backstage Wife, Stella Dallas, and Young Widder Brown, all quarter-hour strips on NBC, also placed through Dancer-Fitzgerald-Sample.


ABC's offer mentioned all five advertisers and is believed to be available only on a block basis and if accepted by most, if not all, of these accounts.

Ernest M. Jahnecke Jr., ABC vice president in charge of radio, confirmed that the offer had been made. Mr. Jahnecke emphasized that the rate offered by ABC was a standard one and was on the network's rate card. He would not discuss the proposal for ABC to absorb part of the program cost. Mr. Jahnecke denied that the offer would alter ABC's basic rate structure.

Although official comments were lacking, off-the-record comments of NBC executives were couched in vigorous if unquotable language. Desulphurized, they showed a general feeling that ABC's success in this raid would inevitably lead to a general breakdown in daytime radio rates.

Any break in daytime rates also would certainly bring about a comparable if not greater decline in evening rates for radio, these executives believed. They pointed out that the savings could be used to increase rate reductions in the evening hours when competition from television was strongest but had resisted last summer when ABC threatened to forego all earnings.

It was learned that the renewed ANA recommendations for even stronger rate cuts than originally proposed would almost certainly succeed if daytime rates were to be cut first.

BERK APPOINTED

Joins Warwick & Legler

HARRY A. BERK, former president of Foote, Cone & Belding International Corp., joins Warwick & Legler, New York, as a partner, director and vice president. He will also serve as chairman of the agency's plans board.

During the war Mr. Berk was a colonel and was appointed to the White House staff as assistant to the national representative of the President. Before his discharge he was a member of an economic mission of four which President Truman sent to China. In 1946 he joined Foote, Cone & Belding to organize the agency's overseas operation. He resigned in Europe in 1949.

'51 AIRLINE ADS

$2 Million For Radio-TV

NEARLY $2 million is earmarked for radio and television advertising in 1951 by scheduled U. S. airlines, according to the Air Transport Association's annual report. Total ad budget was reportedly $16 million mark.

In the past, airline radio time has been devoted mostly to spot announcements with an occasional TV show. This year, however, TWA has a regular radio program on NBC, Mr. and Mrs. Blandings.

Habitant Campaign

HABITANT SOUP Co., through Chambers & Wiswell, Boston [Boston section in Telecasting, March 12], is placing spot announcement and participation programs on the following stations: WSPD Toledo, WOTL Toledo, VYKW Chicago, WMAQ Chicago, KSMP Minneapolis-St. Paul, WCPG Cincinnati, WNBC New York, WGY Schenectady, WAGE Syracuse, WFBF Syracuse, and has renewed with KMPC Los Angeles.

BASEBALLCASTS

Reynolds Signs on MBS

BASEBALL broadcasting plans continued active last week on both the network and local levels.

R. J. Reynolds Tobacco Co., for Camel cigarettes, reportedly is engaged in a cooperative sponsorship throughout the season, beginning April 16 [Broadcasting * Telecasting, March 12]. This year, for the first time, the network is offering a Sunday double-header on the basis of both live and tape broadcasts for daytime and/or evening programming.

In Oklahoma City, P. A. Sugg, manager of WKY-TV, announced the station had contracted to telecast 22 of the Oklahoma Indians' home games this season. Telecasts will be sponsored by Southwest Radio & Equipment Co., Oklahoma City, and Oklahoma Philco Dealers.

F. J. Humphries, Indians' president, commented: "In my opinion, telecasting of the games will help boost attendance and will prove a great service to the public, baseball and TV fans alike."

Up New England way, Curt Clements, sports director, WHAY New Britain, said broadcasts of the Red Sox Grapefruit League games began March 10. In keeping with its policy of expanding its sports coverage, WHAY this year will air both home and away games. Curt Gowdy, sportscaster, will handle the home games and travel with the team when it plays out-of-town contests.

Drawn for Broadcasting * Telecasting by Sid Hin

Page 24 • March 19, 1951
By JOHN OSBON
U.S. radio and television station licensees were summoned last week by the FCC to a secret emergency meeting in Washington March 28.

Although the entire project was classified (the FCC would not even admit that such a meeting had been called), it was learned authoritatively that the Commission would present a new plan for a proposed plan for radio-TV operations during a war emergency.

It was believed the plan would attempt to resolve conflicting beliefs about radio-TV broadcasting during enemy attacks.

The view of the Air Defense Command is that there should be little silence in certain instances to prevent hoarding of enemy guided missiles on radio beams.

Civil defense officials, however, claim radio will be their chief means of giving vital information to the public at times of attack.

Although details of the plan which the FCC will present March 29 were within the realm of military secrecy, it can be reported that they involve substantial modification of equipment, permitting stations to transmit on the air by the use of deception techniques such as frequency changes.

The March 26 meeting is without precedent. In all of World War II no government agency ever attempted to convene the entire broadcasting industry for a defense planning session, nor was there ever nationwide operational plan requiring broadcasters either to quit the air or resort to quick changes in frequency for deceptive purposes.

The plan has been submitted to the Air Defense Command, it was learned. The Commission called the meetings after conferences had been held between high officers of that Command and an official in the Office of the Secretary of Defense.

Authorities saw in the FCC decision a positive recognition of broadcasting's principal role as a principal avenue of information during attack, indeed the only means of communication with the public in case more vulnerable carriers such as wire were destroyed.

In its notification to broadcast licensees, FCC invited them to attend a March 26 free-lunch session to discuss proposed plans and problems dealing with the operation of stations during the period of imminent air attack. The Commission indicated that technical operations and methods of alerting the public would be discussed in detail.

The invitation was limited to two representatives from each station, presumably a top executive and chief engineer from each licensee operator of AM-FM-TV facilities, which number about 2,500. Admission will be by ticket, with licensees each tendered a card marked "restricted" and asked to return a form notifying the Commission of their intention to attend. It was understood that stations would be allowed representation by legal counsel if desired. According to plans, the session would be held in the Interdepartmental Auditorium adjacent to FCC headquarters.

Topics slated for discussion by FCC and industry representatives include:

- "Methods of deception" by which stations could operate without

...continued from page 68

ALLOCATION PLAN

By LARRY CHRISTOPHER

FCC's revised TV allocation proposal may be issued this Thursday or Friday—or perhaps sooner.

To a number of cities—in view of reports the Commission may at least partially unfreeze the UHF band—revisions are imminent. These are the FCC's revised allocation proposals are [BROADCASTING • TELECASTING, March 12]—it could mean that television service might be just around the corner.

How quickly the corner might be turned would depend upon the enthusiasm of applicants, the promptness of FCC processing (including comparative hearings if required) and the aid of reportedly sales-savvy engineers and equipment manufacturers (see story, page 57). Add to this the defense situation.

The proposed allocation revision may well preview the beginning of the long-foreseen, unprecedented expansion and revolution of the communication media within the U.S.—the challenge of that ever nearer "tomorrow" for all broadcasters, audio and visual.

The report is expected to issue later this week if the Commission has been able to meet earlier to give the proposal a last review and approval.

But should additional modifications be ordered—and they can, just as they repeatedly have during the past fortnight—the report may be delayed until next week or so.

Because of the major revisions which have been made, FCC is expected to request formal comments and replies thereto. These would have to be filed within about 30 days. If requests are denied, more weeks would ensue before the Commission could commence its hearing on the city-by-city allocation proposals which are a part of the revised report. This hearing in turn may take as much as two months to complete and is expected to be one of the liveliest sessions yet held in view of the extensive witness roster [BROADCASTING • TELECASTING, March 5].

FCC Can Review

After this final-phase hearing, FCC can then review its proposals along with the comments of industry and others and work out the final allocation plan. No additional hearings over all lifting of the freeze and resumption of normal processing procedures can occur until then.

At this writing, the significant aspects of FCC's revised proposal appear to include:

- Complete revision of the city-by-city allocation table, including both VHF and UHF.
- Full allocation of the UHF

...continued from page 68

Expected This Week

(some 65 channels from about 500 to 800 mc) instead of the previously proposed partial allocation (42 channels). These augment the 12 VHF channels which are in use.

- Relatively prompt unfreezing of the UHF band perhaps even before completion of the city-by-city allocation-proposal hearing and final decision, depending on the number and nature of comments opposing specific allocation proposals.
- Unfreezing might be possible in specific areas where no opposition to the allocation has been filed and the overall allocation effect would not be negative. But chances for this are slim.
- Some VHF unfreezing may follow in certain areas like Hawaii, Alaska and Puerto Rico, although it's doubted any similar spot thaw within the U.S. would be consistent with the overall allocation policy and planning.
- Commission may view any general UHF or spot UHF-VHF unfreezing, applications would be subject to normal processing procedures—including comparative hearing—before actual grants could be made.
- Education probably will get allocation reservations in the UHF, and possibly the VHF, but it won't
Did He Invent Radio?

By L. J. HORTIN

WHEEY DOWN in the tip of Kentucky you'll hear on your radio every hour or so: "This is Station WNBS Murray, Ky., Birthplace of Radio."

If you're a stranger in those parts, you'll smile indulgently and reflect that it's probably a tall tale told by an over-bourbonized Kentuckian.

If you're a scientist, you'll ask: "What about Marconi, DeForest, Plessen, Fessenden, Poulsen, Fleming, and all the others?"

Old-timers down in Western Kentucky will answer you about like this: "Oh, we've heard about some of them. Of course, they deserve a lot of credit. But, stranger, we heard Nathan B. Stubblefield talk to us in Murray by wireless as early as 1892—a long time before we heard about these other fellows."

The "NBS" in Murray's call letters WNBS are the initials of Nathan B. Stubblefield, whom they credit with the invention of radio-telephony.

Mr. Stubblefield was born in Murray, Ky., in 1860, the son of Atty. and Mrs. William Jefferson Stubblefield.

In his teens, he read and studied everything available on the new science of electricity. When Alexander Graham Bell phoned Tom Watson on March 10, 1876, "Come here, Watson; I want you," Mr. Stubblefield was experimenting with "vibrating" communication devices and other " queer contraptions."

The Murray Weekly News carried this news item on March 10, 1887: "Charley Hamlin has his telephone in fine working order from his store to his home. It is the Nathan Stubblefield patent and it was the best I have ever talked through."

Mr. Stubblefield's vibrating telephone was patented Feb. 21, 1888—Patent No. 578,183. His "acoustic-telephone" was a local success. About 1890 he developed a "Bell telegraph."

Scientists had known for a long time, of course, that electricity could jump across gaps of intervening space. But just when or how this young Kentucky inventor made the first private discovery of the ability to transmit sounds by wireless will perhaps never be known. Evidence points to the period of 1890-1892.

He did tell a St. Louis Post-Dispatch reporter in January 1902: "I have been working for this 10 or 12 years, long before I heard of Marconi's efforts or the efforts of others to solve the problem of transmitting speech, music and every possible sound through space without wires. . . . This solution is not the result of an inspiration or the work of a minute. It is the climax of years."

First Tests Without Ground Wires

Mr. Stubblefield's first crude experiments "were made without ground wires." He said the messages were first sent "by means of a cumbersome and incombute machine through a brick wall and several other walls of lath and plaster without wires of any description." He called his first machine the "wireless telephone" as the word "radio" or "radio-telephony" was not then in use.

But what about Marconi? Mr. Stubblefield's proponents have a rather simple answer. In the first place, in 1890 Marconi was only 15 years of age, since he was born April 17, 1875. Mr. Stubblefield was 30 and had read and studied practically all books and magazines available on the subject.

In the second place, telegraphy

The Stubblefield home in Murray, Ky., where the inventor made his early experiments in radio-telephony, burned in 1915, but is commemorated by a marker on the campus of Murray College. In the left photo, the family pose outside the home with some of his equipment. Right photo gives a view of the interior of the house, with Mr. Stubblefield and his son Bernard standing beside the invention.

TWENTY-THREE years ago this month a 66-year-old hermit was found dead in a dilapidated shack in Calloway County, Ky. Was he the inventor of radio?

L. J. HORTIN, associate professor, School of Journalism, Ohio U., thinks he may have been. Mr. HORTIN, one-time reporter for the St. Louis Post-Dispatch, has assembled painstaking research that indicates Nathan B. Stubblefield, who died in poverty and obscurity, may have been the first actually to transmit a voice and music without wires.

In a book copyrighted by Trumbull White in 1902, entitled Our Wonderful Progress, there are separate articles on Messers. Marconi and Stubblefield. This book gives the date of Marconi's success in wireless telegraphy (not telephony) as 1899, but adds: "He (Marconi) had not reached his majority when the idea of telegraphy without wires began to interest him and he decided upon it as his special field of labor. . . ." He would have reached his "majority" in 1896; hence he probably, according to this book, started working on it about 1895.

In this same book (a copy is on file in the Library of Congress) is an article on "Telephoning Without Wires." The article says flatly (p. 297): "The inventor is Nathan Stubblefield."

Several close friends of Mr. Stubblefield (Continued on page 92)
By PETE DICKENSON
JAMES C. PETRILLO, AFM presi-
dent, last week reached an agree-
ment with radio and television net-
works on terms less drastic than
those demanded by two powerful
and strike-minded locals but still
severe enough to represent sub-
stantial union gains.
In addition to obtaining general
salary scale increases Mr. Petrillo
was able for the first time to estab-
lish in the broadcasting industry the
principle of employer contribu-
tions to the AFM music perfor-
mance fund.
Phonograph record manufac-
turers have paid millions of dollars
to the fund in recent years since
they agreed to Mr. Petrillo's de-
mands, following 20 months of AFM boycott against them. Re-
cently Mr. Petrillo was able to
reach similar agreements with sev-
elry independent producers of tele-
vision programs.
Last week's agreement, however,
was the first penetration of the
broadcasting industry by the roy-
alty principle.
The new agreement obli ges net-
works to pay the fund 5% of the
gross revenue from sales of tele-
vision films.
Musicians Get Increase
The union won a 15% wage in-
crease for staff musicians, with
two weeks' renewal.
The increases will bring salaries of
staff musicians in New York to
$220-$2.17 for a 24-hour week and to
$280-$1.50 in Los Angeles, according
to unofficial estimates.
It also won wage scale parity in
radio and television. Formerly,
television musicians received 95% of
the radio scale.
A new pact for arrangers, orches-
tors, composers and copyists is to be
brought on by a sub-
committee of network and Los An-
geles AFM local representatives so
that over-all cost will not ex-
ced 15%.
The contract will cover three
years and is retroactive to last
Feb. 1. Only 10% of the wage in-
crease will go into effect im-
mediately, the remaining 5% being
subject to approval by the Wage
Stabilization Board.
The union was battered on one day
by New York Local 802 for a
prohibition of the use of traran-
scribed or recorded music on net-
work stations between 8 a.m. and
midnight.
"If I could have called a strike
and won it, I'd have called it," Mr.
Petrillo candidly admitted last week
after reiterating his long-standing aim
of "anti-piracy work."
"Record,'" he added, "are prob-
ably here to stay."
In reaching his agreement with
the networks, Mr. Petrillo over-
rode strike votes by both New York
and Los Angeles locals. They had
voted to walk out Wednesday night.
The Petrillo settlement was reached
the same day.
Petrillo Makes Announcement
It was announced by Mr. Petrillo
Wednesday at a news conference at
which the AFM chief was
flanked by Frank Stanton, CBS
president; Robert E. Kintner, ABC
president; Joseph McConnell, NBC
president; Mark Woods, board vice
chairman of ABC, and Theodore
C. Streibert, president of WOR
New York, MBS outlet there.
The new pact stops the action in
New York and Los Angeles
which could not have been localized.
As a consequence it had been vetoed
of fear it would jeopardize musi-
cians' interests throughout the
country. Efforts to "pipe" music
into the struck areas would have
necessitated extension of the
strikes into ever-larger areas of
the country, not only among ra-
dio-TV musicians but among those
in theatres and night clubs.
Queried as to his relations with
New York Local 802, which was
rumored to be dissatisfied with Mr.
Petrillo's predominance in AFM
affairs, the latter said, "From my
standpoint, they're good." Pre-
pared further, he said that he and his
local were "far from any break in
relations."
DuMont network, which was not
a party to the settlement, sent repre-
sentatives to the first few meet-
ings, but then dropped out, he said.
Negotiations with DuMont would
be handled by Local 802.
Both a union and a network
version of the terms of the settle-
ment was reached.

AMONG those attending the annual
directors meeting of the Advertising
Council in New York fortnight ago
[Broadcasting, May 18] were: Mrs.
Frank White, MBS president; Mark
Woods, ABC vice chairman; Paul W.
Morency, vice president and gen-
eral manager, WTIC Hartford, Conn.,
and Ralph W. Hardy, NAB director of
government relations.
McFARLAND BILL  

House Group Hearings  
Set for April 3

STATUS of this year's congressional effort to write into law a new Communications Act, realizing FCC procedural functions, narrowed down to the House Interstate & Foreign Commerce Committee last week.

Legislation in question is the so-called McFarland Bill (S 658), sponsored by Senate Majority Leader Ernest W. McFarland, chairman, Senate Commerce radio-communications subcommittee [Broadcasting * Telecasting, Jan. 29 et seq.]

Under Senate pressure, the House Commerce Committee has formally opened hearings on S 658 for April 3, following the House - planned Easter recess, March 22-24. It was learned that NAB may ask to testify. Last session there was heard in the House, NAB filed only a statement.

Presumably other witnesses will include FCC Chairman Wayne Coy, who has returned from his six-week vacationing.

Parliamentary steps taken by the Senate in its obvious move to spur House action on the measure were completed last week. On Monday, the Senate unanimously passed a House-approved bill (HR 1730) to which again the McFarland Bill was attached as a "rider." The bill, before changed in the Senate, would have authorized funds for the FCC to acquire land and buildings for monitoring purposes, a provision which, incidentally, is included in the text of the McFarland measure.

As a backdrop to this rumbling of legislative machinery, Senate

MBS OUTLETS  
Regional Meets Set

FRANK WHITE, president of Mutual, and a group of network executives have scheduled a series of regional affiliates meetings starting last Saturday and continuing through the month.

The sessions will cover all phases of programming and station relations.

Last Saturday’s session was to be at Salt Lake City and was to be followed by one at Colorado Springs yesterday (Sunday).

Among executives attending the sessions are, in addition to President White: William H. Finehribber, vice president in charge of programming; Adolf N. Hult, vice president in charge of sales; E. M. Johnson, vice president in charge of engineering and station relations; Charles Godwin, director of station relations; Roy Danish, Western Div. manager of station relations; Robert O’Conner, manager of garment information, station relations.

Remaining meetings scheduled are: Today (March 19), Albuquerque; March 20, Charlotte, N. C.; March 21, San Antonio; March 22, Nashville; March 23, New Orleans; March 24, Tulsa; March 26-27, Minneapolis; March 27-28, Jacksonvile, Fla., and March 30, Detroit.

TELEVISION’S unique talent as a news reporter was never more apparent than it was last week when Frank Costello, who feels cruelly used when people call him the underworld boss of America, was interrogated in New York by the Kefauver committee.

Mr. Costello is a shy man who seldom ventures in public without the protective coloration of a platoon of functionaries who dress almost as impeccably as he does and are nearly as freshly barbered. His theory apparently is that in the midst of a covey of painfully groomed look-alikes he will pass unnoticed.

The news that the Kefauver hearings were to be televised presented a dilemma to a man so great an admiration for anonymity that Costello finally agreed to appear on the television screen, providing his face was not shown.

This solution was no more successful as concealment than his habit of surrounding himself with bodyguards. Somehow the camera view of the headless Mr. Costello’s exquisitely tailored chest, his spotless pocket handkerchief, his manically dressed hands nervously picking at his faceted-turned lapels or adjusting his eyeglasses only accentuated the impression that he is indeed a sinister figure.

The perfection of Mr. Costello’s tailorings was odd with his speech. Financial success has bought him skillful barbering and tasteful haberdashery but not a cure for his addiction to the double negative and the pronunciation of “th” as “d.”

“I didn’t have muddin to do with it,” he said at one point.

Camera work during the hearings was generally confined to views of the witness or of the interrogator. In a session of such absorbing interest there was no need for continued switching, and restless camera direction would probably have been distracting.

If there were any doubt until now that television deserves acceptance as a first-class news medium—one that does what no other can do—the telecasts of the Kefauver sessions dispel it.

In all the cities where the Kefauver committee has been televised stations have reported uncommon public appreciation. The reason is plain: Television’s mercilessly truthful eyes and ears show a man for what he is—crook, crackpot or respectable citizen.

No wonder some of the witnesses subpoenaed by the Kefauver committee have been reluctant to expose themselves.

PROGRAM FACTS

Telecasts of Senate Crime Investigating Committee sessions in New York, March 12-18.
Sponsor: Time Inc. on WJZ-TV New York, WJZ-TV Phila-delphia, WXYZ-TV Detroit and WENR-TV Chicago, Mon.-Fri., 9:30 a.m.-5:30 noon and 5:30 p.m.
Sustaining on WAND (TV), WCRR-TV, WNBT-TV, WPIX-TV (TV) New York and on WTOP-TV and WBBM (TV) in Washington at various times. Pool operation with WPIX originating.
CONVENTION PLANS

OPERATION of broadcast and TV stations in a mobilization economy, with emphasis on steps to meet the danger of enemy air attacks, will feature the opening day of NAB's annual meeting, held March 15-19 at the Stevens Hotel, Chicago.

Actually NAB will be under a new banner — National Assn. of Radio and Television Broadcasters — starting April 1.

The opening afternoon (Monday, April 16) of the formal convention agenda will be devoted to a defense mobilization panel [BROADCASTING • TELECASTING, March 12]. New interest developed in this panel last week when stations were asked by FCC to attend a Washington defense panel and material operations. It may develop into the largest assembly of broadcast licensees in industry history.

Coming just three weeks later, the convention panel is expected to include military and FCC spokesmen who will report on steps taken after the March 26 meeting. It is likely they will go into actions carrying out recommendations made at the FCC meeting.

Defense Session Planned

Broadcast, television and engineering delegates of NAB will be invited to the convention defense session. This panel is an outgrowth of the annual FCC-Industry Roundtable which has become an annual feature of the NAB engineering conferences.

Besides emergency steps in case of air attack, the convention panel will go into manpower problems, engineering and material operations and other defense issues. The list of panel participants is not complete. Curtis B. Plummer, FCC chief engineer, has accepted an invitation to participate.

FCC Chairman Wayne Coy would be welcomed as a participant, it was indicated. Tentative indications are that he will attend the whole convention Tuesday noon, his annual address to the industry.

Engineering conference meetings will be held Tuesday and Wednesday, April 17-18. They will be of a technical nature. The annual NAB (NARTB) banquet will be held Wednesday night, with broadcast, TV and engineering delegates eligible to attend.

An entire day of TV discussion will be held Thursday, including the first business meeting of the NARTB television segment. This meeting will be held under auspices of the NARTB television board.

Important policy matters will be settled. Board chairman is Eugene S. Thomas, WOR-TV New York.

This first meeting of the autonomous TV establishment within the association will go into such topics as sports, low-cost operations, morning programming, sales, set circulation, the FCC's TV freeze, mobilization and related topics.

Leading figures from organized baseball and football groups will take part in the sports discussion, though other sports also will be considered. The commercial feasibility of morning TV programming will be reviewed, with discussion of types of programming suitable in this new video frontier.

Actual experiences of TV station operators will be exchanged in the panel covering low-cost operations. Set circulation and receiver maintenance will be discussed.

A Wednesday feature of the management conference will be a research battle royal, with top officials of leading audience measurement firms taking part. This session will take up where the March 19 research debate in New York leaves off [BROADCASTING • TELECASTING, March 12]. This debate takes place at the Hotel Shelton at noon under auspices of American Marketing Assn., New York chapter; New York Radio & Television Research Council, and Radio Executives Club.

Among central topics at the Cicago-convention panel will be the report of the Special Test Survey Committee issued March 2 [BROADCASTING • TELECASTING, March 6]. The committee recommended that NAB take the lead in suggesting ways of clearing up the confused radio-TV research situation.

On Tuesday's convention agenda will be a morning FM discussion with Ben Strouse, WWDC-FM Washington, expected to preside as an NAB FM director-at-large and chairman, NAB FM Committee.

A panel on how to sell FM time will include Merrill Lindsay, WSGF-WM Decatur, Ill., discussing how to sell FM time and related topics; Raymond Green, WFLN Philadelphia, value of research; Robert Conkling, Rapid City, S. D., building and selling the FM audience; Joe Horne, WMFA (FM) Rocky Mount, N. C., selling FM stations; Michael R. Hanwa, WHCU Ithaca, N. Y., and Rural Radio Network, FM networking.

Pellegrin Heads Panel

Frank E. Pellegrin, of R.R. Representatives panel on specialized services. Taking part will be Stanley Joseff, president, Storercast Corp. of America; Howard Lane, Field Enterprises, functional music; Hubert Taft Jr., WKRC-FM Cincinnati, transit radio.

Everett L. Dillard, WASH (FM) Washington, will conduct a panel on the progress of FM broadcasting. On the platform with him will be Morris Novik, consultant; Leonard Marks, attorney, and possibly a representative of Radio-Television Mfrs. Assn.

As previously announced, formal convention ceremonies will be held open Monday morning, with Mr. Thomas appearing as chairman of the board's convention committee. Judge Justin Miller, who becomes chairman of the NARTB board, will give his annual report. He will present his successor as president, in case the presidential committee has made its selection.

The presidential group has been called to a meeting in Washington March 26. No official developments have taken place in the presidential situation since Harry Haverlin, (Continued on page 46).

HERBERT V. AKERBERG (second, l), CBS vice president, and his bride are greeted at airport in Dallas by John W. Runyon (l), president of KRLD Dallas, and Clyde Rembert, KRLD managing director. Mr. Rembert had an orchid for Mrs. Akerberg. The newlyweds stopped in Dallas March 7 between planes on route from New York to Tucson, Ariz.

TELL RADIO'S STORY

By DAVE BERLYN

RADIO'S STORY (and TV, too) as a dynamic medium of communication was told in all its force and flavor before a Congressional committee last Thursday.

Setting of this dramatic re-telling was the House Ways & Means Committee which heard testimony for one day on the subject of proposed increased excise taxes on radio and television sets; a boost on the manufacturing level from the current 10% to 25%.

Testimony was voluminous, but interspersed into radio-TV speakers' statements was the theme that, in the words of Ralph W. Hardy, NAB government relations director, radio and television are "media of public enlightenment and information."


Hardy Terms Discriminatory

Mr. Hardy said a tax applied "solely to radio and television, and not to other media of public enlightenment and information," is discriminatory and basically regressive to our traditional determination to keep the channels of information to the American public unfettered and available to all of the people, regardless of their economic station.

NAB's spokesman said the proposed excise could be regarded as a "tax on the circulation of vital information to the public at large." He said surveys showed that the nearly 3,000 radio outlets' broadcast audience were "regularly by 25%" of all American families, with a majority of listeners habitually tuned to newcasts.

At Excise Hearing

"We tend to lose sight of the fact that radio broadcasting is now the most important medium of mass communication in the U. S.," Mr. Hardy continued. Records, he explained, show, 1,000 daily newspapers as against approximately 3,000,000 radio sets. Such comparison, he said, gives a "starting point to comprehend radio's position."

Mr. Hardy pointed out that President Truman was cited by Treasury Secretary John W. Snyder as recommending $3 billion additional revenue raised from excise taxes on consumer goods "which are least essential" or which use materials that will be in short supply.

In answer, Mr. Hardy noted the statement by Mr. Truman that "radio must be made as free as the press" and that he has at his disposal broadcasting facilities and receiving sets "to bring his voice to every American and to every young person and on short notice" [BROADCASTING • TELECASTING, Oct. 18, 1950].

He also pointed out that Defense (Continued on page 58)

March 19, 1951 • Page 29
FORMAL objection to the FCC's recent action in granting license renewals to ABC owned stations [BROADCASTING • TELECASTING, Feb. 26] was voiced last week by Rep. Harry R. Sheppard (D-Calif.), long time proponent of network licensing by the Commission.

The ABC stations had been on temporary renewal since the fall of 1949, while the FCC studied certain questions about the network's relations with its affiliates. Rep. Sheppard, in a letter to the FCC March 13, called attention to the Commission's public notice of Oct. 31, 1949, and the specific complaint of WING Dayton in which it was stated that an official of ABC "stated in meeting with its affiliates that the FCC's laws, the affiliates will have to violate these laws if they, the affiliates, wanted to continue their affiliations with the network."

In his FCC Action

The California congressman cited this as "definite" evidence that ABC is violating FCC rules, and that the Commission was rewarding the network by "exposing" the complaining stations to it and renewing ABC stations without "even" writing a proposed decision on findings.

Rep. Sheppard declared that "it would appear" that someone in the FCC "has failed to carry out the provisions of Sec. 404 of the Communications Act."

"It's getting to be fairly common talk in the broadcasting industry that it is not healthy for stations to comply with the FCC's network violations or restraint of trade practices," he asserted, "since the FCC does nothing about these station violations, but the FCC does not put the complaining stations in a position whereupon the network coerces the stations to a point where they conde to the network that they, the complaining stations, have been bad boys and grants them will offer no further objections to the network's steamroller tactics."

Declaring he had in his possession an "extremely large" number of signatures of officials of stations, both independent and network affiliates, requesting concrete action against such practices, Rep. Sheppard averred "You may be sure that I will not let these radio stations down."

A veteran advocate of restrictions on networks' activities, Rep. Sheppard has two bills pending in Congress (HR 75 and HR 10) which would require licensing of networks by the FCC, while arming the Commission with sanctions against the networks, and would take control of rebroadcasting rights away from the networks and place it in the hands of the originating station or sponsor, have been tagged as part of the particular program [BROADCASTING • TELECASTING, Jan. 8]. These bills are similar in content to his measure introduced in the 81st Congress [BROADCASTING TELECASTING, Feb. 20, 1950].

Had Asked Investigation

Last summer, Rep. Sheppard demanded an immediate investigation by the Justice Dept. and the Federal Trade Commission of alleged violation of the Communications Act and anti-monopoly laws by the four major networks [BROADCASTING • TELECASTING, July 24, 1950].

Rep. Sheppard then asked the agencies to report their findings to Congress and take "corrective" action.

He had attacked ABC, NBC, CBS and MBS with flourishing under the Act as "one of the greatest monopolies this country has ever seen (and) has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public's own airwaves."

Bill May Be Heard

There is a possibility that the Californian's proposals may come up before the House Interstate & Foreign Commerce Committee where his bills have been marking time. The committee begins public hearings on the McFarland Bill to realign FCC procedures (S 658) April 3 (see story page 28).

Last year, when the House group heard testimony on the procedural bill, Gordon P. Brown, owner of WSAY Rochester and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the then pending, Rep. [BROADCASTING • TELECASTING, Aug. 21, 1950].

NO SENATE "task force" has been delegated the assignment of investigating the FCC in search of alleged subversive elements, Sen. Homer Ferguson (R-Mich.) told BROADCASTING • TELECASTING last week.

Sen. Ferguson and Sen. James O. Eastland (D-Miss.) are the members of Chairman Pat McCarran's (D-Nev.) Special Subcommittee on Internal Security who head up a "task force" that is looking into "Communist infiltration" in the executive agencies.

This preliminary investigation is being conducted with top-level secrecy, it was understood.

Sen. Ferguson said that while the committee has full "jurisdiction over alleged Communist infiltration or influence in government agencies, "no task force has been assigned to that project," meaning the FCC.

The Michigan Republican pointed out that while no efforts have been launched along that line at the present time, he could not give any assurance that the probe would by-pass such agencies as the FCC.

Two other "task forces," shrouded in a hush-hush cloak, are probing "Communist infiltration." One of these units, each unit consists of about two Senators with staff investigators, is charged with combing for Communist infiltration or influence in broadcasting. Majority Senator heading this unit is Sen. Herbert R. O'Conor (D-Md.). Still another unit is watching such infiltration in the armed services.

Sen. Eastland, who was in Mississippi last week, was unavailable for comment on an unverified report that possibly the subcommittee is considering an investigation of the FCC.

The new and powerful Senate investigating unit was created last January to look into Communist and subversive activities [BROADCASTING • TELECASTING, Jan. 22].

The subcommittee of the Senate Judiciary Committee has been granted powers rivaling those of the House Un-American Activities Committee. Seven Senators are on this Senate panel. They include Sens. McCarran, Eastland, Ferguson, O'Conor, Willis Smith (D-N.C.), William E. Jenner (Ind.) and Arthur V. Watkins. It was provided with a $160,000 budget by the upper chamber.

Among its functions originally contemplated is an inquiry into the McCarran Communist Control Law which prohibits Communist and subversives from sponsoring radio-TV time if sponsorship is not labeled.

No More Confusion?

IP A CONGRESSMAN can do it twice, so can the bill clock. It happened with the so-called Sheppard Bill sponsored by Rep. Harry R. Sheppard (D-Calif.) to license networks and to take control of rebroadcasting rights away from the networks. In the 81st Congress, the bill was given the House number, 7515. The two bills introduced in the 82d Congress, covering the same ground, are HR 73 and HR 10. This should clear up some of the confusion for the broadcaster.

FCC RED PROBE?

None Scheduled, Ferguson Says

WERE CONGRESSMAN Sheppard's bills up for consideration in the Senate, it is likely that the FCC would be in for a rough time. The legislation would establish a "task force" to look into the "Communist infiltration" in the FCC.

Sheppard averred in a letter to the FCC that the network would "be rewarding a network by "exposing" the complaining stations to its influence and renewing ABC stations without even writing a proposed decision on findings.

Radio Cross

Radio-TV Support Campaign

AMERICAN RED CROSS has announced that this year, as before, the advertising industry, radio, television and the press is lending full support to its March 15 fund campaign for $58 million.

Brig. Gen. David Sarnoff, RCA board chairman and ARC national fund chairman, spoke on financial aims and needs of the Red Cross during a special NBC program, "Together We Win," Monday, March 12. The program was a dramatization of the organization's work.

Louis C. Bocheher, ARC public relations director, said, "In generously sponsoring advertising space and radio and television time for the Red Cross, American business, too, is demonstrating its awareness of our part in the national emergency."

Radio and television networks as well as more than 2,000 local stations throughout the country have pledged complete support.

AMERICAN RED CROSS blood bank drive was given a boost on the Bob Turner sports show over WHAM-TV Rochester, N. Y. During one of the sports telecasts, Sam Accrue, national amateur golf champion, is shown donating a pint of blood while Ed Sullivan, Toast of the Town emcee, holds his hand reassuringly. Mr. Sullivan was in Rochester to launch the Red Cross campaign there.
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
NO EVIDENCE has been presented respecting the reputation of Arthur B. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a stockholder in a radio station.

That is the substance of an initial decision reported by FCC last week to grant consent to WMIE Miami, Fla., for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself. Mr. McBride and his Cleveland business associate, Daniel Sherby, are substantial owners of Sun Coast. They also are part owners of WINK Fort Myers, Fla.

WMIE's handling of race broadcasts also was found to "not reflect unfavorably upon the character of its management or of the stockholders of Sun Coast."

The initial decision found no ground for disqualifying Mr. Sherby from stock ownership in WMIE. The taxi "monopoly" of Messrs. McBride and Sherby in Cleveland was declared to not reflect unfavorably upon their qualifications in view of testimony praising the taxifirms' operations.

Continental Press Details
Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. Hearing Examiner Leo Resnick, who presided in the case, pointed out that although the record does not contain "detailed information concerning the operations of Continental Press," no evidence was presented to show that the race news service is involved in any unlawful activity and has never been found to have been so involved.

The examiner pointed out the FCC case was not a "legislative or investigatory proceeding in which the initiative for questioning witnesses and issuance of subpoenas is sometimes taken by the presiding officer."

"It is rather," he explained, "an adjudicatory proceeding subject to the Administrative Procedure Act and more particularly, an adversary proceeding in which counsel for the applicant organizes and presents the evidence favorable to the applicant and in which Commission counsel is primarily responsible for such preliminary investigation as may be made and for the organization and presentation of evidence which might be regarded as unfavorable to the applicant."

The examiner emphasized that full opportunity was made available at the hearings for any "public" witness to present any relevant evidence or testimony.

The decision declared Mr. Mc-
PEOPLE FROM ALL OVER—THEY LISTEN TO KYW

At 6:25 AM on a recent weekday morning, a KYW program aired a single offer of a cardboard-backed thermometer. Three days later, the mail count stood close to 5,000 pieces! 1,757 came from Philadelphia—the rest from some 600 communities elsewhere in Pennsylvania and in 20 other states. People really listen to KYW...early and late, near and far! For availabilities, check KYW or Free & Peters.
and Hooper discovers that:

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

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

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

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

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Coll NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., today!
Stations acclaim it "wonderful idea"—
FIRST APS SUBSCRIBER CONFERENCE
AT GREENSBORO, N. C.

Big turnout hears APS staff outline value of
creative selling and programming
in building greater radio sales

ANOTHER WONDERFUL NEW
SELLING IDEA BECOMES A FACT!

One more phase of Associated's unique campaign to help its subscriber stations SELL by giving them real sales service has been launched with resounding results. First in a series of regional program and sales clinics, this meeting at Greensboro, N. C., on February 19 scored a clear hit with the APS subscribers who attended. How they felt, and their expressed reactions to this "why didn't it happen before?" event, are enthusiastically reflected in the column at right.

This was the kind of meeting that station sales and program personnel have long hungered for. Best of all, it didn't cost them a cent because their stations are subscribers of APS.

MORE IS COMING!

There will be plenty more subscriber conferences in city after city, across the whole United States...wherever Associated members want to build greater sales for their stations, using the unmatched APS Library that "pays for itself".

In the near future, APS Subscriber Conferences will be held in cities like Atlanta, Memphis, Chicago, New York, on the West Coast. Watch for announcement of the session nearest your market. If you're an APS subscriber, you'll get a personal letter.

NOTICE TO NON-SUBSCRIBERS:

The profitable value of these clinics with their exchange of vital selling ideas is obvious. But they're only part of the extensive sales service every APS subscriber enjoys without additional charge. They also receive (among other advantages) transcribed sales meetings for use in their own stations; regular copies of "The Needle", a monthly newsletter of selling tips; the APS Merchandising Calendar; sales promotion material that wins sponsors for APS pre-produced shows, personal visits by sales-skilled APS representatives—and the finest transcribed library in the world.

There are many other benefits to be gained as an Associated subscriber. And a few more stations still can be. Write us today for full details on how you may become a subscriber. Incidentally, even though you may already have another library, there is a new precedent-breaking plan that makes it possible for you to benefit from the APS extra services right away! Ask us about it! The coupon is for your convenience.

ACTUAL COMMENTS BY
BROADCASTERS
WHO ATTENDED—

"I think the entire meeting and its acceptance was tremendous."

"This was the beginning of a new phase in library 'merchandising' which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meetings."

"The best radio sales meeting I have ever attended—by far."

"I think that your idea of this meeting was excellent and if everybody got out of the meeting what I did, they really have gained some good ideas and advice."

"I think this is a wonderful idea, one of the best meetings I have attended."

"Thought meeting was best I ever attended!!!"

"Your meeting was the best I have ever attended."

"Your meeting was most helpful, both from a program and sales standpoint. We hope that they will continue."

"This has been a most worthwhile meeting and you are to be congratulated on another first in the industry."

"The information APS has brought—the confidence Mitch exudes—all are like a shot in the arm!!!"
New Concept for Effective Daytime Radio Buying:

WASHINGTON, D. C. METROPOLITAN NETWORK

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

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

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

For further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 60 E. 42nd St., New York City—Murray Hill 2-4813. J. Douglas Freeman, Commercial Manager, Munsey Building, 1329 E. Street, N. W., Wash. 4, D. C., Sterling 1772.

WASHINGTON, D. C. METROPOLITAN NETWORK

WARL AM & FM, Arlington, Va. 780 KC, 1000 W. 1120 KC, 250 W.
WBCC AM & FM, Bethesda, Md. 1120 KC, 250 W.
WFAX WGAN Alexandria, Va. 1220 KC, 250 W.
WAGY Silver Spring, Md. 1020 KC, 1000 W.
WPKI 730 KC, 1000 W.

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Convention Plans
(Continued from page 29)

BMI president, declined a committee bid to become NARTS president [Broadcasting • Telecasting, March 12].

At least a score of names have been mentioned in connection with the NAB presidency. Two names mentioned last week, in addition to those previously cited, were FCC Commissioner Robert F. Jones and Gordon Grosvenor, president of WIP Philadelphia.

Election of Hugh B. Terry, KLZ Denver, as director-at-large for medium stations [Closed Circuit, March 12] leaves only one vacancy on the board, the District 8 directorship. Ballots for election of a successor to George J. Higgins, who resigned when he moved from WISH Indianapolis to KMBC Kansas City, were mailed to District 8 members last Tuesday.

Dist. 8 Balloting

In the District 8 balloting only two candidates are nominees. They are R. M. Fairbanks, president of WBIC Indianapolis, and Milton L. Greenbaum, owner-president of WSM Saginaw, Mich. Several other proposed nominees received four votes but five were necessary for nomination. Ballots must be returned to NAB not later than March 29. The new director will serve until the 1952 convention.

The runoff race for the medium-station directorship was even until the last days of the balloting, when Mr. Terry pulled ahead of John Esau, KTUL Tulsa, a candidate to succeed himself. Mr. Terry formerly served on the board from 1946-50 as District 14 director. His new term starts after the April convention. Messrs. Terry and Esau had been tied in the original voting, necessitating the runoff.

KMBY IS SOLD

Bought by Kenyon Brown

KMBY Monterey, Calif., has been sold to Kenyon Brown, president of KWPT Wichita Falls, Tex., by L. John Miner and Taft R. Wrathall, subject to NAB approval. Consideration of $45,000. KMBY is assigned 250 w unlimited on 1240 kc.

This is Mr. Brown's second purchase of a radio station in the West, following not long after his announced purchase of KWNK Regional from E. D. Scopel pending before the Commission [Broadcasting • Telecasting, Jan. 15]. Mr. Brown also owns interests in KEPO El Paso, Tex.; KGLC Miami, Ohio, and KFYK Oklahoma City. The sale of KMBY was handled by Blackburn-Hamilton Co., radio station and newspaper broker.

ENDORSES BAB

NARS Changes to NARTS

NATIONAL Assn. of Radio Station Representatives went on record last week as endorsing the objectives and proposed operating plans of BAB.

Holding its first quarterly membership meeting Wednesday at the Biltmore Hotel in New York, the station representative organization also voted to change its name to National Assn. of Radio & Television Station Representatives—NARTS.

NARTS Vice President Max Everett, president of Everett-McKinney, who presided in the absence of President Robert Meeker, noted that almost all members of the group now have television connections, so that the new name expresses the composition of the group more accurately. The membership endorsement of BAB objectives and operating plans was coupled with a hope that BAB will devote a substantial amount of its budget and time to development of Broadcast research.

Members said the volume of national spot business in 1950 came close to that of the total of all four AM networks and that the stations received a substantially larger proportion of the net revenue. Station subscribers of BAB have so much to gain from continued growth of national spot business, NARTS members said, that BAB can easily justify giving serious attention to problems of national spot advertising.

Lewis H. Avery, president of Avery-Knodel Inc. and NARTS board member and past president, said that not too long ago, recommendations from BAB members on the BAB board of directors, reported on the recent organization meeting of the new time sales promotion agency.


CANADIAN radio factories produced 703,800 receivers valued at $52 million in first 10 months of 1950, according to report of Dominion Bureau of Statistics, Ottawa.
A Remarkable Case History, extending over 19 years!

**REMEMBER 1932?**

**REMEMBER 1937?**

**REMEMBER 1941?**

**REMEMBER 1950?**

On the 2nd day of April, Sibley, Lindsay & Carr Co. of Rochester, N. Y.—the largest department store between New York City and Cleveland—will air the 5000th consecutive broadcast of its 15-minute program, "Tower Clock Time," over WHAM.

Through 19 years of war and peace, deep depression and boom prosperity, Sibley's has used WHAM continuously five days a week, 52 weeks a year, to move merchandise with the same radio program.

Here at WHAM we're mighty proud of that, naturally. And we're proud, too, that "Tower Clock Time" has three times won a First Prize in the annual NRDGA competition, and, in 1950, capped its achievement by winning the NRDGA Grand Award. Congratulations are in order to the management of Sibley's for consistency and program excellence of prize-winning caliber.

... Any time buyer can see that there's a moral in this story:

A major retail institution such as Sibley's knows its area market and people intimately, from A to Z. When such an advertiser invests heavily year after year on one station, you can be quite sure that that station is producing SALES in real measurable volume! Sibley's knows by experience—and so do many other advertisers—that there is no better, more powerful sales-by-air medium in Western New York than WHAM.

**WHAM**

The Stromberg-Carlson Station
ROCHESTER 3, N. Y.

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE
Tell Radio’s Story
(Continued from page 28)

Mobilizer Charles E. Wilson took to the airwaves when making a personal appeal to workers involved in the recent crippling railroad strike and “how would you measure the essentiality of the televising of vital UN proceedings?”

Mr. Hardy also referred to WOW Omaha’s on-the-air campaign urging listeners to repair or replace faulty radio sets because in case of peace failure “your radio will be the most important device in your home” [BROADCASTING • TELECASTING, March 6].

Other points raised by Mr. Hardy looked in these fields:

- Broadcasters’ “established pattern” of cooperating with the Advertising Council in promoting major government and welfare campaigns in the public interest.
- Postmaster General Jesse M. Donaldson’s statement to the House Post Office and Civil Service Committee a fortnight ago, while testifying on proposed increases in second-class postal rates to the effect that even though boosts were enacted into law, deficit in this category — including newspapers and magazines — would still stand at $16 million a year. “This is no insignificant subsidy for our associates in the public information field,” Mr. Hardy emphasized.

Resorting to rhetoric, Mr. Hardy orated: “The sweating horse, topped by a dusty rider with a leather mail pouch slung over his shoulder, plodding down the deep-trampled post roads of colonial times to deliver the news has been replaced by the electronic miracles of radio and television.”

- These media “if kept free from discriminatory tax encumbrances” can break down economic barriers “to full enlightenment and understanding . . . .”
- Broadcasters cannot understand the logic of the government which on one hand would subsidize distribution of newspapers and periodicals while on the other, demanding a 26% tax “as a penalty for the use of receiving sets for instantaneous live access to news, general information, and entertainment.”
- Problems of the potential TV station operator in areas to be eventually “unfrozen” in that sets will cost more than they did in non-freeze sections, thus restricting circulation for broadcasters’ program services.

Mr. Hardy concluded: “. . . we would urge you to reject the excise tax principle as related to the avenues of the sounds and pictures that have such a vital influence on our thoughts and actions.”

Mr. Sprague’s pointers were seven in number:

1. Contemplated tax on sets would curtail sales about 40%, causing loss of corporate income (Mr. Hardy pointed out pioneering broadcasters’ colossal investments in TV), excess profits taxes and personal income taxes.
2. Despite industry use of some materials in short supply, taxing should not be used as a means of controlling their use. Such authority is invested in NPA which is thoroughly familiar with the industry’s problems.
3. Excise increases would be passed on to consumer and would particularly discriminate against lower income buyers.
4. Radio-TV sets are essential media of communication. In times of national emergency they are valuable in civil defense training, for maintaining high morale and “as a means of vital communications.”
5. Attempts to raise additional revenues from existing excises on a “selective” basis greatly increase present inequities and discriminations.
6. Congress never before has imposed excise taxes until an industry has passed through its initial developmental period — television is still in this period.
7. A 15% extra excise on the 10% tax on TV sets at the manufacturing level already levied since the start of the Korean War is discriminatory.

Dealers Give Case
Mr. Farr’s brief was equally vigorous. In telling the dealer’s side of the radio-TV story, Mr. Farr reminded that dealers protested the proposed 10% tax on “the infant television industry . . . struggling to get started.”

He said: “Television is not a luxury in the mink coat or diamond class . . . sales are very poor now . . . decline in sales in many markets 40% to 60% below last year at this time.”

The proposed 25% tax “will tend to pyramid retail prices” with an immediate serious decline in retail business, and mire-down in mass buying crippling turnover may edge retailers out of the TV set market, Mr. Farr opined.

Said Mr. Farr: “Newspapers and radio and television are the greatest disseminators of news. They are great molders of public opinion. They are a positive force to combat subversions. Were such a 25% tax proposed for newspapers, headlines would shout the muzzling of the press.”

Mr. Conkling pointed out increases in excises for phonograph records (also 25%) would bear heavily on the products as a source of moralizing and education. Educational media, he said, always have been exempt from taxes.

Mr. Siegel asserted that Secretary Snyder is trying to “sell Congress and the American people a fallacious theory in an attempt to effect passage of a proposed new excise tax program.”

The union executive warned that the low-income family would be hardest hit by higher excise taxes: “Certainly . . . a radio, and to a lesser degree, a television set constitutes a necessity rather than a luxury.” Rather than trying to discourage sales of sets, Mr. Siegel went on, “an enlightened government should do the reverse — to make sure at least every home has a radio.”

Mr. Thomas, speaking for industrial television, asked that “entertainment TV,” as he put it, be taxed but that its industrial counterpart not be penalized.

Live Audiences
For legitimate theatres in New York, Mr. Reilly, who claimed 8 million persons were box office at network show origination (both radio and TV) in Gotham alone, entered a plea that a nominal fee be levied to protect his interests from “unfair competition,” help offset their decline in receipts and provide the government with a loss of potential revenue.

Retail sales tax program as a substitute for manufacturers’ excise taxes was recommended March 7 by a business executives’ organization called the National Committee for Fair Emergency Excise Taxation.

The meeting was presented by Louis Rubenstein, chairman of the committee and also chairman of the board, Servel Inc., Evanville, Ind., on the opening day of excise tax hearings.

Supporting Mr. Rubenstein’s views were Arde Bulova, chairman of the board of Bulova Watch Co. and vice chairman of the tax committee.

How to eat your cake and have it, too!

Combine KXO
and
The Imperial Valley

Our 25th Birthday

Serving America’s fastest growing farm community, population 74,500 . . . . a controllable, profitable test market!

Yes, the nation’s richest farmers . . . . $25,250 yearly income per family . . . . are covered like a blanket with KXO, with its 71.2% Crosley share of audience, (El Centro), leading other network stations by wide margins. Influence of given newspapers are sectional only.

YES, YOU EAT YOUR CAKE AND HAVE IT, TOO . . . . BY COVERING THE RICH IMPERIAL VALLEY WITH JUST ONE STATION . . . .

KXO

El Centro, California
YOU MIGHT FLY NON-STOP AROUND THE WORLD* —

BUT... YOU NEED

WKZO-WJEF AND WKZO-TV TO FLY HIGH IN KALAMAZOO-GRAND RAPIDS

No matter what yardstick you use, the Fetzer stations are by all odds the best radio and television values in Western Michigan.

WKZO-TV is the official basic CBS Outlet for Kalamazoo-Grand Rapids . . . Channel 3. It is a multiple-market station serving five Western Michigan and Northern Indiana markets with a buying income of more than $1,500,000,000. As of February 1, there were more than 100,000 television receivers within the .1 MV line of WKZO-TV—more sets than in the Dallas-Fort Worth, Memphis or Syracuse television markets.

WKZO-WJEF are an equally impressive value for your radio dollar. Both consistently lead the Hooper parade in their home cities. They average about 50% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids . . . yet cost 20% less! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes. New figures credit WKZO-WJEF with a big increase in their unduplicated BMB Audiences since 1946 — up 46.7% in the daytime, 52.8% at night.

What other facts would you like? Avery-Knodel has them, or write us direct.

*The United States Air Force did, in February, 1949.
AFM Peace
(Continued from page 27)
ment, which remained to be worked out in detail, were made available to newsrooms and contributed to the following summary:

RADIO
Weekly engagements—network owned & operated stations elsewhere: 15% rate increase effective at the end of current contracts with locals in respective cities and extending to Feb. 1, 1954.
FM: No change.

ELECTRICAL TRANSCRIPTIONS: No change.

STAFF MUSICIAN EMPLOYMENT: Networks agree to employ same number of musicians as under previous agreement.

COOPERATIVE PROGRAMS (network programs simultaneously sponsored by different advertisers in various localities): Same rate as for one sponsor.

PARTICIPATING PROGRAMS (network programs constituting an integrated unit, with no specific portion allocated to one or several sponsors): Rate of single engagement plus $5 per man per each half hour or less.

ARRANGERS, ORCHESTRATORS, COMPOSERS, COPYISTS, etc.: Over-all 10% increase of rates with "sub-committee representing the local in Hollywood and the company to meet to allocate such 10% of the total expenditures to the various items on the price list."

PAID VACATIONS: Two weeks for staff musicians, with date and temporary replacement or not at discretion of employer.

INSTRUMENTS EXCLUDED FROM "DOUBLES" PAY: Staff musicians to get $5 per day for first additional instrument, and $5 per day for each additional instrument, excluding the following: Saxophones and members of saxophone family; bass saxophone; clarinet and bass clarinet; bassoon and contrabassoon; oboe and English horn; flute and piccolo; piano and celeste; piano glockenspiel; banjo, mandolin and guitar; electric guitar; drums, including tambourines, triangle, cymbal, etc.; of "predominant outfit"; mallet played instruments; timpany and bass drum where used as a single instrument; tuba and sousaphone; trumpet and flugelhorn.

TELEVISION
PARITY: All network television scales to have parity with network radio scale.

SINGLE ENGAGEMENTS: Up to local in whose jurisdiction telecast is made.

WEEKLY ENGAGEMENTS: Applicable network radio scale of local in whose jurisdiction telecast is made.

INSISTING OR MAKE-UP: Increased from $6 to $12 per service.

AUDITION FILMS FOR LIVE SHOWS: Fee reduced if used only for audition purposes, and if "each is identified with the AFM."

TV FILMS: Subject to a separate agreement...providing for payment to the music performance trust fund of 5% of gross program revenue of the film, with the understanding that the picture will not pass out of the control of the networks at any time.

REMOTES: All are under jurisdiction of AFM federation, rather than locals.

SIMULCASTS: Increased from $15

RCA Tube Distributors are equipped to provide you with the best possible local service on your broadcast tube requirements. Well established—and the leaders in their territories—RCA Tube Distributors are conveniently located in all principal cities of the U. S.

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**Convenient, near-by service ... on tubes for broadcasting**

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**RCA**

Radio Corporation of America
Electron Tubes
Harrison, N. J.

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**RCA**

Radio Corporation of America
Electron Tubes
Harrison, N. J.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
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<tr>
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<th>DAYTIME</th>
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<th>NIGHTTIME</th>
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<tr>
<td>KGW</td>
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<td></td>
<td>367,370</td>
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<td>Station B</td>
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<td>Station C</td>
<td>295,470</td>
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<td>307,970</td>
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<tr>
<td>Station D</td>
<td>192,630</td>
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<td>205,440</td>
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This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

Newberg, Oregon, second largest city in the northwest corner of the state's lush, prosperous Willamette Valley, lies under the primary domination of KGW. With its numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers, and machinery works, and because of its importance as a trading center for diversified agriculture, Newberg is important to the KGW advertiser. COMPREHENSIVE COVERAGE of this city was proven in a recent Tour-Test, conducted with the cooperation of the Oregon State Motor Association and witnessed by Mr. J. A. Moore, Newberg businessman, shown above with "Miss KGW". Remember, KGW delivers Newberg and the rest of the expanding Oregon Market...through COMPREHENSIVE COVERAGE.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING • Telecasting March 19, 1951 • Page 41
**RADIO'S ROLE**

RADIO'S vital role in the event of a military crisis was outlined in terms of urgency by Charter Heslep, chief of the Atomic Energy Commission's Radio-Television Branch. Mr. Heslep spoke before the 19th Annual Conference on Station Problems at the U. of Oklahoma.

"Communism is mobilized and the United States is not—yet," warned Mr. Heslep. He underscored radio's service as a means of coordinating defense facilities, locally and nationally [BROADCASTING * TELECASTING, March 12].

Turning to the possibility of an atomic attack, the AEC executive said that "radio could save thousands of lives by quelling the panic that would accompany an atomic attack.

"The people should be informed that the radioactivity from an A-bomb explosion would not affect their radio sets, and the public should be advised to keep their radios turned on during an attack so they can receive helpful instructions."

He strongly urged radio men to enlist their services for civil defense and gave the following 10 rules for broadcasters to use in preparing for mobilization and a possible crisis:

**Keep your station strong—**

- Strong profits into defense.
- Keep on the air—prepare for physical emergencies.
- Plan to fight panic—lives can be saved if bombs fall.
- Build a strong newsroom—your

**Oklahoma U. Conference Gets Emergency Plan**

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**Have You Seen the “Primer”?**

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

50,000 WATTS  •  800 KG

CKLW
Guardian Bldg., Detroit 26

Adam J. Young Jr., Inc.
National Representative

J. E. Compeau
President

**Leoneine March**

FOLLOWING closely a fire which burned KFMB San Diego, out of its studios [BROADCASTING * TELECASTING, March 5], a freak storm brought lightning which struck the KFMB transmitter tower at a point near Granville, putting the station off the air for more than an hour. On top of that, when employees arrived the next morning, they discovered 50-mile-an-hour winds had huffed and puffed and blown in the front entrance. Step-ladders over which they went on the air as usual.

**ANNUAL REPORT**

**GE Profits, Sales Soar**

GENERAL Electric Co., Schenectady, N. Y., and its consolidated affiliates set an all-time record for net profit in 1956, according to the company's 56th annual report submitted by President Ralph J. Cor-diner.

Net profits recorded for last year reached $173,424,000—58% more than the previous peak earnings of $126,686,000 for 1949—while net sales jumped 22% over 1949's figure, with a record $1,960,429,000 compared to $1,613,564,000 for the previous year, Mr. Cor-diner reported.

The report, transmitted to stockholders March 8, did not break down the figures for individual General Electric Co. properties which include WGKWGF (FM) and WRGB (TV) Schenectady.

Net earnings for 1956, Mr. Cor-diner reported, were equivalent to 8.7 cents per dollar of total revenue and to $6.01 per share of common stock. Of net profit 56%, or $97,606,000, was declared payable as cash dividends on GE common stock. Amount was equivalent to $3.40 a share for 1950 compared to $2.80 a share declared the previous year. Provision for taxes last year was $299,446,000, largest sum ever recorded for this purpose.

Additionally, expenditures for plant and equipment totaling $86,237,000 were reported by the company, with $61,214,000 provided for depreciation. Book value of GE's plant and equipment at the close of 1950 was $726,605,000, which was less than the amount spent for those items during the last four years.

**RTMA Favors Corps Plan**

SUPPORT of the plan to establish a Reserves Specialist Training Corps was urged by Harold A. Jones, president of the RTMA and Foreign Commerce Committee [BROADCASTING * TELECASTING, March 12].
Hooper was here.*

In the Cedar Rapids area, WMT has 2 listeners for every 1 shared by all other stations combined . . . the biggest share of audience in our history.

Among the nation’s 64 Hooperated cities, the Sets-in-Use comparison shows Cedar Rapids tied for first in the afternoon, second in the morning and evening. (Actual %s: a.m. 26.4; p.m. 24.5; eves, 34.5.)

Among the 60 Hooperated CBS stations, WMT’s share of audience is first, morning (80.4), afternoon (69.1), and evening (72.2). This clearly establishes WMT as the highest Hooperated CBS station in the nation.

There’s a catch in this. Hooperatings are for metropolitan areas. WMTland is 19,100 sq. miles big (2.5 mv line area). Cedar Rapids is just a small part of our audience.

For a small part of your budget ($27 per 1-minute Class A commercial, 52-time rate) you can reach rich WMTland. The Katz Agency will be glad to tell you more.

* Oct.-Nov., 1950 rating period
IRE CONVENTIONS

Over 18,000 Members Set to Attend

MORE THAN 18,000 members of the Institute of Radio Engineers are expected in New York this week to attend the technical meetings, at which 210 papers will be presented, and to view the latest models of electronic equipment on display at the IRE's 40th annual convention. Among the major activities is expected to be the demonstration and display of a new multi-channel television receiver, which will be shown in a special television conference room. The demonstration will be made by a team of engineers from the RCA Victor plant in Camden, N.J., who will operate the equipment from a control room located in the same building. The demonstration will be opened to the public, and will include several shows of the new receiver, which is designed for use in television broadcasting.

The IRE Medal of Honor for 1951 will be awarded at the banquet session to V. Z. Vorob'ev of RCA for outstanding contributions to national security and to television. The Morris Liebmann Memorial Prize will go to R. B. Jaffe of the General Electric Co., for his work in TV and FM broadcasting. A. H. Macnee of the U. of Michigan will receive the Browder J. Thompson Memorial Award; Marcel J. E. Golay of the Signal Corps; the Harvey D. Firestone Award; Dr. Walter H. Post of RCA; and W. W. Harman of the U. of Florida. The Editor's Award.


REGIMENTAL MEETING
IRE to Convene in Boston
FIFTH annual Radio Engineering Meeting of the North Atlantic Region, Institute of Radio Engineers, will be held April 27 and 28 at the Copley Plaza Hotel in Boston.


Chester W. Rice

CHESTER W. RICE, 65, former research engineer for the General Electric Co. and noted inventor, died in Boston March 9. A son of the late E. W. Rice, former president of that company, he was living in retirement. Rice was credited with developing a sonic locator for ships and planes along the radar principle, and worked on radio, submarine detectors and radar, in which he held numerous patents.

Women's Forum

INNOVATION of the 1951 IRE convention will be the women's forum, to be held at 10 a.m. Thursday at the Waldorf-Astoria, for wives and other feminine guests of the convening engineers. Nadine Miller, director of press and public relations for C. E. Hooper Inc.; Beatrice A. Hicks, president of the Society of Women Engineers, and Mildred McAfee Horton, head of the WAVES and ex-president of Wellesley who is currently N. B. W.'s first woman board member, will address the meeting. On Monday the IRE's women guests will be given an afternoon party at the Waldorf and on Wednesday a tour of the Waldorf, a luncheon and fashion show and choice of matineses.

The WWJ market is the fabulous DETROIT market, where one million families spend $1 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities... with factory workers averaging over $75 weekly! It's a busy market that is currently at capacity production of new cars and trucks... a long-range market with well over $1 billion dollars in defense orders placed for completion in this area.

This is the market-place that WWJ has been selling so effectively for the past thirty years... and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! Get a list of availabilities... today on WWJ!
Cussed Wires

CROSSED wires attracted the attention of national news services fortnight ago when it was reported that KMYR Denver gave its listeners an unexpected description of telephone wiring, explained in rather harsh language. According to the report, a KMYR program was interrupted by a strange voice: "Xxx! These xxxxxx wires always give me fits . . ." While studio executives listened in horror, a second mystery voice joined the uncensored conversation. Two telephone workmen repairing wiring had tapped into the station's transmission lines and their small phones acted as microphones, broadcasting their conversation.

WSAZ Huntington played host to the one-day meeting of the WVBA. An informal get-together included these hosts and visiting radiomen (l to r): Mr. Rosene, Mr. Beacon, Mr. Smith and Walker Long, secretary-treasurer of WSAZ-TV.

WVBA MEET

MANPOWER problems and adoption of a "code of ethics" governing radio-press medical relations, as well as election of new officers, highlighted a meeting of the West Virginia Broadcasters Assn. at the Frederic Hotel in Huntington, W. Va., March 10.

Officers elected for the new term were Joe L. Smith Jr., WJLS-AM, Beckley; and WKNA-AM-FM Charleston (The Personality Stations); president; J. Patrick Beacon, WVWV and WJPB (FM) Fairmont, vice president; and Miss Alice Stein, WBTU Williamson, secretary-treasurer. Nine directors also were named. Mr. Smith succeeded George Clinton, WPAB Parkersburg.

The association voted to set up a personnel pool for West Virginia broadcasters, with Miss Stein delegated to maintain a file of applicants. WVBA also is pressing for a code favoring the relaxation of engineering standards to permit third-class operators to be used as during the last emergency. Group also agreed to transmit a letter congratulating Leonard Kapner, WCAE Pittsburgh, on his election as District 3 director of NAB.

New Directors

Directors named during the one-day session were: Jack Reynolds, WKWK Wheeling, Dist. 1; Glaceus Merrill, WHAR Clarksburg, Dist. 2; Bert Sonis, WTIP Charleston, Dist. 3; Mel Barnett, WLOI Princeton, Dist. 4; Emile Hodel, WCFC Beckley, FM stations; Marshall Rosene, WSAZ-AM-TV Huntington, TV stations; Bill Rine, WWVA Wheeling, large stations; George Gray, WKNA Charleston, medium stations; Plem Evans, WPLH Huntington, small stations.

Text of the "Doctor-Press-Radio Code of Ethics," adopted earlier this year by the West Va. Medical Assn. and Medical and Press Radio Conference, is as follows:

(1) Designated spokesmen for state and county medical societies to be available to representatives of the press and radio to give information promptly on health and medical subjects.

(2) In matters of private practice, the wishes of the attending physician or surgeon will be respected regarding the use of his name or a quotation.

(3) Members of the staff of each hospital will, in the absence of—or at the request of—attending physician, designate an official spokesman who shall be competent to give authoritative information to the press and radio about emergency or unusual cases at any time, but will not jeopardize the hospital-doctor-patient relationship or violate the confidence, privacy or legal rights of the patient.

(4) Representatives of the press and radio recognize that the first obligation of the physician and hospital is to safeguard the life and health of the patient and they will refrain from any action or demands that might jeopardize the patient's life or health.
There is always a most efficient way to do a job...

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

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

ZIV's NEW "BO WITH BOGAR AMAZES ENTI

Radio's Smart
TRANSFORMED FOR
LOCAL AND REGIONAL SPONSORS
HUMPHREY BOGART • BÀ
Starring in "BOLD VENTURE"
Ziv's new thrill-filled half-hour adventure series

ALL STAR CAST
BRILLIANT SCRIPT
Orchestra direction
DAVID ROSE
Over 400 markets sold in just 90 days!

Bought by **RADIO STATIONS**!
such as WDSU New Orleans; WOW Omaha; WGST Atlanta; WAMS Memphis; WHDX Knoxville; WSGN Birmingham; KZI Denver; KEX Portland—who know that Bold Venture means higher ratings, more renewals and easier sales.

Bought by **AD AGENCIES**!
such as Moeck, Inc. for Pfeiffer's Brewing Co.; Campbell-Wilson for Henn's Beer; Harold Kirsch Agency for Borden Oil Co.; Black and Jacobs for Starz Brewing Co.—who know that this great show delivers you most merchandising opportunities.

Bought by **REGIONAL ADVERTISERS**!
such as Rhodes Furniture Co.; Log Cabin Bread; Southern Dairy; Donavan Coffee Co.; Oklahoma Gas and Electric Co.; Seaboard Beverage Co.; Fleetwood Coffee Co.—who assure themselves of quality, audience and increased sales.

Bought by **LOCAL ADVERTISERS**!
leaders in their field such as Mainman's Dept. Store, Jonesboro; Jordan and Bush's Men's Store, Shreveport; White Way Cleaners, Minneapolis; Standard Mattress Co., Hartford—who get a big name, network caliber show at a fraction of its original cost.

Your market may still be available! Wire your order today!
No Better Buy

AS THIS publication predicted a week ago, the ANA's new report on radio time values (reported elsewhere in this issue) avoided the one issue upon which there can be no debate—that despite the inroads of television, radio still gives an advertiser more for his money than any other national medium.

There cannot be any quarrel with the ANA's basic conclusion that radio is losing audience to television. There can, however, be a proper disagreement with that thesis that rates ought to diminish in direct proportion to the decrease in listeners.

Radio rates, like those of other media, must be related to the rates of all media. That being so, there is no reason whatever for a reduction in national network charges at this time.

In this publication last week was a CBS report showing that radio today reaches 691 people per dollar, magazines reach 355 for a dollar, and newspapers only 249. The margin of radio's advantage in such a comparison a year ago, two years ago, was even greater. The margin still justifies present rates.

The loss of audience the past two years has, in effect, meant an increase in the cost of radio advertising, since network rates have remained unchanged in that time (and for many years before). There would be no increase if the development were not for the fact that the same interval the costs of other media have soared—the result of rate increases which in many cases was not based on proportionate growth of circulation.

We wonder if any advertiser can point to any service or commodity he uses in his business that has not increased in cost?

The fact is that the coming of television has been remarkably stable, in relation to other avenues of advertising, in a period characterized by rampant inflation throughout the economy.

High officials of the ANA, costs more than it used to, but it demonstrably is still your best buy.

Fiddle-dee-$$-

THE FACT that James C. Petrillo last week vetoed strike votes against radio and television networks by two rebellious locals and settled with the networks for less than the locals had demanded should not be taken as an indication that the ear of music has suddenly softened, either in the head or the heart.

A close look at the terms of the settlement shows that Mr. Petrillo is no more realistic as ever. He is a man who wants the moon, but is patient enough to take it a piece at a time.

For one thing, the agreement introduces into the broadcasting business the principle of paying tribute to people who don't work. That's a thing to be avoided into the AFM music performance trust fund 5% of the gross program sales revenue of all motion picture films made for television.

In relation to the total volume of business done by the networks, the 5% royalty on films will not amount to much. The unsettling thing about it is that it establishes a precedent in the broadcasting industry. It would be woolly thinking indeed to hope that Mr. Petrillo will not treat it as such in future negotiations.

Doubtless the networks feared that the alternative to acceptance of the royalty principle—which was established throughout the phonograph record industry several years ago after a long and bitter battle—was a strike. No matter what the alternative, resistance to the proposal now would have been less costly than acquiescence.

The networks also agreed to a 15% wage scale increase that will elevate staff musicians' salaries into such an executive level that fid- diers will probably start coming to work in white-piped vests and cutaways. For a 25-hour week a staff musician will be paid $220.17. That's not a lot. But a 10% increase, year after year, unless, of course, he works overtime in which case he will make more money.

'Television scales, which used to be 96% of radio scales, were established at parity, meaning that TV musicians got a 96% pay raise. It is not easy to imagine the total dimens- ions of the moon that Mr. Petrillo yearns for, but whatever they are, the piece of it he got last week ought to hold him even for a while.

Ice Moving Out?

IN THE STIR created by the disclosure that FCC is poised for the momentous step toward taking its 29-month-old television licensing freeze, a word of caution is desirable.

First, the Commission at the moment appears to be more unpoised than poised. A new channel allocation plan which was described as virtually a fait accompli 10 days ago has now come to the house it was reported to be undergoing bureaucratic surgery, or face-lifting, and the prognosis was uncertain.

But that is a temporary condition.

Whether this week or later, a new allocation table will be forced upon the world. The important thing to remember is that, unless the Commission renounces all the procedural policies it has held dear since September 1948, then we are still months away from the grant for the new comers.

For allocations proposals take hearings, and before hearings the licensees, applicants, and would-be applicants will be given a chance to oppose the proposed plan, or parts of it, and they will also have an opportunity to answer the oppositions thus filed. After hearings, FCC must weigh all the conflicting proposals it has heard, and come up with a final plan. Then the Commission has said it will hold the door open for 60 days for new applications before cranking up its licensing machinery.

There's a good chance that when the new applications have been toted up, the Commission and the applicants will find that in most major markets, and many others, the number of applicants exceeds the number of channels available—or at least the number of VHF channels—with the result that competitive hearings will be necessary. And there go so many more months between now and the actual issuance of TV grants.

There are reports that FCC plans to thaw out the UHF at once, while keeping VHF on ice. Such a move of course would be at odds with the principle of the freeze itself—that to retain flexibility in order to work out the best possible overall allocation.

Concurrent reports say FCC plans to open up some 70 UHF channels—meaning all of the UHF TV band—instead of the 42 it originally proposed. Thus it might be able to argue that it has enough channels to guarantee, in the UHF, the flexibility which has been its byword in denying pleas for an early VHF thaw.

From last week's frenzy, we would judge that final answers to these and corollary questions have not yet been reached.

At this point, patience would seem to be the guideline for all of those within the regulation of the Commission. Patience and, of course, fortitude.

Ernest Lee Jahncke Jr.

NOT SO LONG ago a letter addressed, "Astonishing Luck, ABC, New York," was delivered to Ernest Lee Jahncke Jr., the network's vice president in charge of radio. He received it with the equanimity of a man to whom it has happened before.

After the amphibious landing on Southern France during the last war, Commodr. Jahncke was aboard a ship on which a British officer proposed the toast: "Astonishing Luck!" He was referring to the ship's having survived another invasion, and the phrase struck the commander standing nearby as particularly felicitous. It became his "tag-line."

Signing an occasional letter today, in which the phrase has replaced "sincerely yours," Mr. Jahncke remarks that "it can work either way."

But if luck is a factor, it would appear to have worked only one way for him. A network vice president at 37, only 12 years (with 4% out for wartime Navy duty) after entering the field, his career is, to say the least, hardly "average." While presiding over ABC's 296 radio affiliates, Mr. Jahncke supervised extension of the television network from coast to coast.

How he came to such a pass in radio and television is not particularly explained by his background. Born Aug. 8, 1912, in New Or- leans, where he attended public schools and graduated in 1938 from New Orleans Academy, he appeared destined by family background for public life. Through his mother he was directly related to Secretary of War Stan- ton in the Lincoln Cabinet. His father, successful as a ship builder and in the build- ing supply business, and one of New Or- leans' "vanishing" Republicans who wouldn't "vanish," served as Assistant Secretary of Navy in the Hoover administration. Young Jahncke obtained a broad view of life practically before anything else—something of a record in New Orleans, which emphasizes the amenities.

At 15, facing an ordeal for which most ap- plicants find special preparation to be a wise precaution, he entered Severn School near Annapolis to prepare for Naval Academy entrance examination, and the two not but he "was lost" had attended Tulane U. in New Orleans, as did the rest of his family; and had been made a mem- ber of Sigma Alpha Epsilon, the social fra- ternity whose Tulane chapter his father had helped found.

Admitted subsequently to the Naval Academy, where he became the fifth youngest plebe, Midshipman Jahncke enjoyed his first

(Continued on page 75)
where there's smoke....

... you find people using the products of the Carolinas' mammoth tobacco industry. Prosperous tobacco farmers and tobacco workers are among the 3,000,000 Carolinians whose loyalty to WBT makes it the biggest single advertising medium in the Two states.
ARON RUBIN has been elected assistant treasurer ABC it was announced last week by C. NICHOLAS PRIAULK, vice president and treasurer. Mr. Rubin has been assistant to the treasurer and has been with ABC since its formation.

BOB MCCRARY, sales department KCOL Ft. Collins, Col., appointed sales manager succeeding DAVE SCHLOTHAUFER, appointed national executive director of AMVETS. BILL HANSEN, continuity chief, appointed to sales staff. PEGGY HUNT replaces Mr. Hansen.

JOHN CARLILE appointed to sales service staff WPEC Miami. He was with CBS.

RON SMITH, salesman WERE Cleveland, to WTAM Cleveland in same capacity.

GEORGE HANSEN, classified sales staff Omaha World-Herald, to sales staff KMTV (TV) Omaha.

RAY JOHNSON, chief engineer KMED Medford, Ore., appointed assistant manager.

SEARS & AYER Inc., Chicago, appointed national sales representative for KWPN Fort Smith, Ark.

BOB GEARSON, time salesman WSB-AM-TV Atlanta, called to active duty with Air Force.

EUGENCE C. LITT, timebuyer Kenyon & Eckhardt Inc., N. Y., appointed sales executive Independent Metropolitan Sales, N. Y. Independent Metropolitan Sales has moved to new offices at 60 E. 42nd St.

GEORGE C. COLLIE, AM-TV merchandising manager WOAI San Antonio, appointed to radio sales staff, succeeding J. MILLARD BISHOP, recalled to active duty with Air Force [Broadcasting * Telecasting, March 5]. DOUGLAS FLEMING, program and merchandising manager KABC same city, replaces Mr. Collie. PAUL ADAMS, advertising department San Antonio Light, appointed to TV sales service staff.

J. I. MEYERSON appointed general manager KOME Tulsa, Okla. He was assistant to publisher of Muskogee Phoenix & Times Democrat, and KBJX Muskogee, Okla. He replaces DICK CAMPBELL who has been invited to remain with station in executive capacity.

FRED MOSIMAN, salesman WLBY Mattoon, Ill., to sales staff WMIX Mt. Vernon, Ill.

DANIEL E. SCHMIDT III, Atlanta and New York offices George P. Hollingbery Co., to sales department WOR New York, as account executive.

Mr. Meyerson

MORRIS MILLER has become associated with law firm of Lucas & Thomas, Washington. He will work under the supervision of Scott Lucas, former Senator from Illinois.

HELEN MOBERLY, assistant to general manager WWDC Washington, to sales staff WTGQ (TV) same city.

ANN RUTLEDGE, copywriting department WTVJ (TV) Miami, moves to sales department.

WALKER Co., N. Y., named exclusive national representative, effective immediately, for WDKC Cleveland.

Personal... .

GEORGE WALLACE, advertising and promotion manager NBC, will speak March 29 on "Selling Network Radio in 1951," at sales promotion and merchandising luncheon session of American Marketing Assn., New York Chapter, Hotel Shelton.

GORDON McLendon, president LBS, made honorary citizen Dennison, Tex., in honor of his work in sports announcing. . . . JACK WILEY, sales staff WCAU Philadelphia, and MILLIE ANDERSON, WCAU secretary, to be married.

NED CONNOR, general manager KRKZ Los Angeles, in St. Luke's Hospital, Pasadena, recuperating from leg operation. . . . ROBERT LEE, manager, and LEIGH STUBBS, program director CHUM Toronto, married March 9 . . . BOB RUDOLPH, salesman, and PEGGY TAYLOR, KEX Portland, Ore., married. . . . ROBERT LEE, manager, and LEIGH STUBBS, program director CHUM Toronto, married.

NEW AM OUTLETs

Examiner Recommends

NEW AM stations for Columbus and Wellston, Ohio, are recommended in an initial decision by Hearing Examiner Elizabeth C. Smith, announced by FCC.

Sky Way Broadcasting Corp. would receive 1 kw daytime on 1560 kc at Columbus for the city's first new AM station since 1922 while Stephen H. Kovalan would be granted 260 w daytime on 1570 kc at Wellston, a city of 5,657 persons without a daytime primary service. Mr. Kovalan is a manager in Hazel-Atlas Glass Co., Clarksburg, W. Va. Sky Way is permittee of WVVO (FM) Columbus.

Neither station would cause objectionable interference to any other existing or proposed outlet, the decision found.

As to overlap of the 0.5 and 2.0 m/v contour of the Columbus outlet and the 0.5 m/v contour of the WONE Dayton, Ohio, under partial common ownership, the examiner ruled the area involved is served with primary signals by 9 to 17 other stations and Sec. 3.35 of FCC's rules (forbidding dual ownership in the same area) should not apply.

The initial decision found that this overlap area involved 1,109 sq. mi. with a population of 60,098, or 34.5% of the area and 12.1% of the population to be served by the Columbus station. The examiner also found the proposed Columbus station would not fully meet FCC's engineering standards as to minimum signal required in the industrial and business areas, but held this should not preclude a grant.

The four stockholders (38%) of Sky Way who also hold interest (63%) in WONE are: Gustav Hirsch, Sky Way president; Ronald B. Woolward, WONE president; and Lewis, WONE vice president, and J. Frank Gallagher, WONE secretary-treasurer.

BAB Distributes Replies

BROADCAST Advertising Bureau has distributed over 7,000 copies of its reply to the Pittsburgh story of American Newspaper Publishers Assn. BAB investigated the Pittsburgh situation after ANPA claimed business had fallen apart in the city during the October newspaper strike.
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!

One way to hit at the heart of

Inflation—

more production

Right now, our nation faces a tremendous production job.
We have been producing at near-capacity to meet our civilian demands.
Now we must also produce guns, tanks, planes and other war materials to build
our military strength.

How do we do it?
We must shift part of our production from peacetime to war goods. This means
fewer civilian goods to buy until we can increase our production of both defense
and civilian goods.

Increased production calls for improved management and labor skills,
more factories, expanded plants, and new machinery.

If Government, management and labor pull together—if every one
of us works harder, accepts the fact
that living is going to be tougher—we can do the job!

What's more, by increasing production, by making supply catch up with
demand, we not only make America stronger, we also do much to help to
check Inflation.

5 more things that must be done to check Inflation—even with price controls
1. Support increases in taxes: To put our Government on a "pay-as-you-go" basis.
2. Maintain credit curbs: To reduce the competition for civilian goods.
3. Increase personal savings: To provide investment money for greater
   production and to lessen the demand for goods.
4. Buy only for real needs: Overbuying 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 are the result of increased production. But everybody will agree it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is one of a series on Inflation 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.

BROADCASTING • Telecasting

March 19, 1951 • Page 53
**TRUTH’ DRIVE**

THE GOVERNMENT last week called on the commercial radio industry—and at least one prominent executive from the advertising agency field—to help sell America’s “truth campaign” overseas.

At the same time a House Appropriations emergency subcommittee set tentative hearings this week on President Truman’s $97.5 million request for additional broadcast facilities and the “final links in a ring” of transmitters earmarked to penetrate the Iron Curtain and other countries through the Voice of America [Broadcasting • Telecasting, March 12].

As part of its recent drive to utilize the services of private industry, the State Dept. last Tuesday announced the formation of a Radio Advisory Committee of the U.S. Advisory Commission on Information. The committee is headed by NAB President Justin Miller and includes five other executives from network, station and other groups.

Earlier, the department confirmed the appointment of Thurman L. Barnard, executive vice president of Compton Advertising Inc. and former OWI director, as a consultant on special projects relating to the Information program [Broadcasting • Telecasting, March 12].

Other members of the radio advisory unit—one of a number of media panels created by the State Dept. and OWI—include: Willard S. Paley, board chairman, CBS (who also is chairman of the President’s Materials Policy Commission); Theodore C. Sternberg, board chairman, MBS; Charles Denny, executive vice president, NBC; Edward Noble, board chairman, ABC; Wesley I. Dunn, president, Associated Broadcasters, Inc. (KSFJ San Francisco); Jack W. Harris, general manager, KPRC Houston; Henry P. Johnston, general manager, WSBN Birmingham; John F. Patt, president, WGR Cleveland; G. Richard Shaflto, general manager, WIS Columbus, S. C.; Hugh B. Terry, vice president and general manager, KLZ Denver; Merford R. Runyon, executive vice president, American Cancer Society; Donley F. Fedderson, president, University Assn. for Professional Radio Edu.

Radio Advisory Group Is Formed

Judge Miller, the logical choice to head up the radio group in lieu of his membership on the overall Advisory Commission on Information, has already begun a tour of duty for the State Dept., calling for inspection of Voice facilities and service in Mexico and Latin America. He is expected to return March 24.

The radio committee is slated to meet periodically with department officials, reviewing policy and technical and possible methods of strengthening them. The unit also will take an active part in familiarizing the American public, through broadcast facilities, with “aims, scope and effectiveness of the information program.” Private radio’s role in aiding the government’s sprawling efforts will be explored in all facets, it was explained, under the general supervision of Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Progress Report

While the State Dept. moved to imbue the Voice with a magnetic selling personality, a second Congressional group prepared to hear a progress report on the efficiency of the foreign information arm.

A joint Congressional public affairs subcommittee, chaired by Sen. Brien McMahon (D-Conn.) and Rep. A. S. Carnahan (D-Mo.)—key members of the Senate Foreign Relations and House Foreign Affairs Committees—have called hearings for today (Monday), with Secretary of State and other officials slated to appear.

In other developments:

- Rep. Tom Steed (D-Okla.) urged his House colleagues to familiarize themselves more closely with the “important” work being conducted by the Voice and quoted testimonials by David Sarnoff, RCA board chairman, and others to support his views.
- Rep. Edwin Arthur Hall (R-N.Y.) introduced a bill, referred to the House Foreign Affairs group, which would authorize Voice officials to prepare a series of “truth” pamphlets for overseas consumption.
- The Voice inaugurated programs in Portuguese and Swatom (Chinese) dialects and stepped up transmission schedules to France, Hungary, Turkey, Italy and England. Additions raise the output to 37 hours—55 minutes daily in 29 languages and dialects.
- An anti-Kremlin underground refugee group—Radio Free Russia—disclosed it is using a mobile unlicensed station to beam programs to Soviet troops in Germany. Group claims it covers themes untouched by the Voice or BBC because it is not hampered by diplomatic amenities.

AGENCY LEAGUE

Formed by New York Group

FIRST meeting of the newly organized League of Advertising Agencies Inc., New York, representative a score of smaller agencies with diverse consumption, to foster greater effectiveness on the local level, was held last Thursday at the Midtown House in New York.

Topic for discussion was “Advertising Agency Networks.” Future plans included a meeting on “How Small Accounts Can Use Radio and Television.” The league will hold frequent meetings under a charter which extends to the membership scope outside of New York.

Key officers of the group, formed within the past fortnight, are Joseph M. Russakoff, Vanguard Adv., New York, president, and Harry Waterston, Waterston & Fried, first vice president. Other officers include: Ken Rader, Kenner Rader Co., second vice president; S. Duane Lyon, of S. Duane Lyon Inc., third vice president; Bert Brisch, Will Burgess & Co., treasurer; Max B. Perlman, M. B. Perlman Co., executive secretary, and Gloria Sobelman, Stevens Adv., secretary.

High dues and national operation of an organization such as the American Ass’n of Advertising Agencies necessarily eliminates many of the smaller agencies from membership, Mr. Russakoff pointed out, adding that no attempt is being made to compete with any other agency group.


**Microphone of the STARS**

RCA’s new ribbon-pressure microphone "STARMAKER"

...a ribbon-pressure microphone that is so slim...so skillfully styled...so unobtrusive...you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional broadcast microphones. Pick-up is nondirectional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast...and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand...can be used in place of any RCA microphone. No extra attachments needed.

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PC-19, RCA Engineering Products, Camden, N. J. (In Canada write RCA Victor Limited, Montreal.)

**RCA**

RADIO CORPORATION OF AMERICA

Page 54 • March 19, 1951
Little Man: "Tell me, Officer, what do you know about WOR-tv's 'Merry Mailman' on channel 9?"

Officer: "Well, me lad, all I know is that it's one of New York's fastest-growing kid shows. I know that in a little over 4 months, its rating jumped from 1.4 to 3.9* and during the past 4 weeks it pulled about 12,000 pieces of mail."

Little Man: "I guess that's big stuff on tv?"

Officer: "Big stuff's no name for it, man. It's just a sample of the power of WOR-tv, in New York. It's the best local, early-evening, kid show buy on TV today."

WOR-tv, channel 9

*Telepulse
television's economy packages

Television too expensive?

Let's see. Suppose your budget is under $1,000 per week. Suppose you want to reach people in eight of the largest television markets... like New York, Chicago, Philadelphia, Los Angeles. Impossible? Not at all.

For $817.60 per week you can participate in all—that's right, all—of the eight top-ranking TV programs pictured above. The potential circulation for your advertising message is over 6,000,000 TV sets. Economy? Definitely.

Your NBC Spot Salesman has all the details on television's leading daytime spot buys in the nation's major markets.

Interested?

Then dial NBC Spot Sales:
Circle 7-8300 in New York
Superior 7-8300 in Chicago
Cherry 1-0942 in Cleveland
Hollywood 9-6161 in Hollywood
Greystone 4-8700 in San Francisco

VARIETY

1 Date in Manhattan
11 AM - 12 Noon, Mon.-Fri.
WNBT, New York

2 Norman Ross Varieties
11:30 - 12 Noon, Mon.-Fri.
WNBQ, Chicago

3 Whirligig
2:30 - 3:00 PM, Mon.-Fri.
WPTZ, Philadelphia

4 Notes and Keynotes
12:30 - 1:00 PM, Mon.-Fri.
KNBH, Hollywood

5 Easy Aires
1:15 - 1:30 PM, Mon.-Fri.
WNBK, Cleveland

6 Herson in Person
2:00 - 3:00 PM, Mon.-Fri.
WNBW, Washington

7 Tucker Talk
2:00 - 2:25 PM, Mon.-Fri.
WBZ-TV, Boston

8 Rollin' with Stone
1:45 - 2:45 PM, Mon.-Fri.
WRGB, Schenectady-Albany-Troy

Page 56 • March 19, 1951

Telecasting • BROADCASTING
WHEN FCC opens its doors once more to the processing of television applications — perhaps within a week, according to latest indications — the manufacturing industry will be ready to start producing the transmitters and receivers needed to carry TV to its potential heights.

A quick pickup in transmitter orders occurred last week following disclosure in Broadcasting that the FCC was poised to issue a proposed new VHF-UHF station allocation. TV granting has been frozen since September 1948.

Manufacturers Interested

At least 70 manufacturers are interested in getting transmitter orders. Plant activity is at a low point, aside from developmental work. Two or three companies are understood to have built up small floor stocks against the end of the freeze.

One factory has just disposed of its stock to those with TV transmitter orders, selling the gear on the basis of priority of contract signing. It had more bona fide orders than transmitters. Earlier the company had sold a few transmitters to TV applicants who had decided to take a chance on getting a VHF grant.

Allen B. DuMont Labs announced VHF CHANNELS

Canada Considers Plan

ALLOCATION of four VHF channels above the present Channel 13 for stations along the United States border is being considered by the Canadian Dept. of Transport.

The plan was recommended by the Canadian Radio Technical Planning Board. It is based on provision of similar facilities in the United States by the FCC.

Suggested channels would start at 216 mc, top of the present U. S. VHF band, with each channel 6 mc wide. Military services have reserved this piece of the spectrum and the Canadian board said its recommendation hinges on relinquishing of the four-channel segment.

Addition of four channels in the international border area would open room for a number of VHF stations in the Channel 2-13 portion of the band.

RIFKIND NAMED

FORMER Federal Judge Simon H. Rifkind has been retained as special counsel for the All Industry Television Per Program Committee, Dwight W. Martin, WLWT (TV) Cincinnati, committee chairman, and Stuart Sprague, committee counsel, have announced. Judge Rifkind, whose appointment was proposed to the committee by Mr. Sprague, is currently representing Emerson Radio & Phonograph Corp. in the color TV case, now before the U. S. Supreme Court.

Concurrently, Mr. Martin sent to all 107 TV stations now on the air in the United States a report of the committee's last dich negotiations with ASCAP and the per program license proposed by ASCAP following failure of the negotiations to achieve license terms which the committee felt it could recommend to the industry [Broadcasting • Telecasting, March 12, 5].

With his report, Mr. Martin made an appeal for funds to "meet the contingencies which have arisen as a result of the present stalemate." He asked stations to pledge payment to the committee of a sum equal to four times their highest one-hour card rate, payable one-quarter now, one-quarter in three months, one-quarter in six months and the balance in nine months. "A full accounting will be made to all subscribers and any funds remaining . . . will be returned, pro rata," he said.

Appointment of Judge Rifkind as special counsel and the fundraising activity of the committee should not be interpreted as a battle call, but rather as a necessary precaution against a crisis that is threatened but may never develop, Mr. Sprague explained. Mr. Martin in his letter to stations also made it clear that the move does not mean that hope for an amicable settlement has been abandoned.

Position Outlined

"ASCAP's action," he stated, "has compelled us to employ additional legal counsel to try this case and to plan its preparation in collaboration with Mr. Sprague. . . . Whenever the opportunity presents itself, negotiations, whether by the committee or by counsel, will be continued in an effort to obtain a fair and reasonable license."

Mr. Sprague's letter to Mr. Martin pointed out that for many months he had been advocating retention of special counsel "of the standing of former Federal Judge

Robert P. Patterson, who will doubtless plan and present ASCAP's court case, should matters reach court action stage. The committee has asked for my recommendations and my selection was former Federal Judge Rifkind . . . ."

Referring to ASCAP's announced per program rates, Mr. Martin told the nation's TV station operators: "Your committee cannot endorse this proposal and regretfully must take the view that any hope for fair terms with ASCAP will require a great deal more time and/or court action."

Hope that satisfactory per program license terms may still be secured from ASCAP without litigation stems from the provision of the consent decree, which ASCAP a decade ago accepted from the Dept. of Justice as a condition to continued existence, that broadcasters who find terms of ASCAP licenses unacceptable may negotiate individually with the society. The decree further provides that terms agreed on between ASCAP and any broadcaster must be made available to all broadcasters.

This opens up the possibility that a TV station operator, dissatisfied (Continued on page 98)
Take Dutch thrift and conservatism, add a dash of electronic development, strengthen with Americana—the Mid-West variety—and you have the meat of WLAV-TV's success in serving the Grand Rapids-Kalamazoo areas of Western Michigan the past 19 months.

This three-part formula works in synchronization for the television sister of WLAV-AM-FM that is licensed to Leonard A. Versluis, sole-owner of the tripartite operation.

Set ownership, which has climbed from a token 500 sets when WLAV-TV was being built, to a total of more than 110,000 receivers, speaks loudly for the Holland strain that has begotten the area's high rank in home ownership.

Electronic development in the form of video swept the traditional American curiosity of Western Michiganers for the new and the progressive in no less a force than it had in other parts of the United States.

WLAV-TV was born Aug. 15, 1949, on Channel 7 (174-180 mc) with 10 kw aural and 20 kw visual power, serving the Grand Rapids, Muskegon, Kalamazoo, Battle Creek and Holland heretofore TV-isolated regions.

When only authority for construction had been obtained by Mr. Versluis, the fertile field for set sales was already being explored. Radio sales groups were invited to WLAV's radio auditorium for meetings, thus sparking the station's pioneering.

Mr. Versluis' original plan was to operate a kinescope station until a cable spur from the main telephone line 100 miles south of Grand Rapids was laid.

But set distributors, taking their cue from past experiences in established TV markets, urged a "live" operation as basic to a larger volume of receiver sales. Mr. Versluis, recognizing the argument's strength, went along and planned to give West Michigan TV network shows on the opening day.

Build Three-Tower Relay System

In order to expedite this, Mr. Versluis financed an unusual three-tower relay system, of which he is the sole owner. This relay links the main ECA transmitter, located 18 miles south of Grand Rapids (for which equipment was installed and on the air 20 days after towers and equipment were delivered) with Chicago in an off-the-air-pickup operation.

Originally, the system consisted of a two-tower set up, transmitting both audio and video from any Chicago TV outlet. Signals were picked up from the other side of Lake Michigan at Stevensville, a distance of 55 miles. From that site, programs were beamed 37 miles north to Cedar Bluff and thence to the main transmitter, another 37 mile hop. The relay was utilized from the opening date of the station until April 1950, when a third tower was built near Michigan City, Ind., eliminating the long 55 mile relay and most of the underwater transmission.

Station executives thank network advertisers "who placed the nation's finest programs in this one-station market," starting a "television boom" by lighting the initial fuse that August day.

They also praise the cooperation of WXYZ-TV Detroit. James Riddell, WXYZ-TV general manager, loaned technicians, production men and extra equipment for WLAV-TV's opening program at the Grand Rapids' Midtown Theatre. Local and state civic leaders made their TV debut, joining representatives from the major networks in aiding WLAV-TV's arrival on the video scene. A stage show, telecast for 1 1/2 hours, drew an audience of 1,500 guests. TV "parties" were held throughout the area.

WLAV-TV recalls that at a $180 hourly rate, the station's nighttime availabilities soon bowed to the SRO sign. And with the station's finger on the set pulse (Grand Rapids Distributors clears all sets for purchase in the West Michigan area), it was rewarded with an increasing count that quickly showed a doubling of the television audience within its 40 mile radius.

Executives who operate this non-live (on local level) camera station, since WLAV-TV makes use of network, film and kinescope only, include:

Hy M. Steed, formerly with radio, is general manager. He was associated with WLAV's AM operation since its opening in September 1940.

Hal Kaufman, formerly of KDY1-TV Salt Lake City, is program director, joining the ad

Mr. Versluis Jr.  Mr. Hoyle  Mr. Kaufman
Mr. Stevens  Mr. Kirby  Mr. Versluis
**DuMont Ownership**

**Question Is 'Hardship'**

A QUESTION—raised by the FCC as to who controls ownership of Allen B. DuMont Labs—has been described as a "critical hardship" for the latter in conduct of its business.

Point was raised last week by DuMont in a motion to dismiss a July 20, 1960, application for "the voluntary transfer of control" of DuMont's WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh to Paramount Pictures Corp. (TEL Ecasting, July 31, 1950).

Application was an aftermath of a court consent decree for dissolution of Paramount Pictures Corp. in which certain holdings were to be divided between Paramount Pictures Corp. and United Paramount Theatres.

Paramount, along with DuMont, has denied that the 29% interest in DuMont held by Paramount Pictures Corp. has affected control over affairs of DuMont apart from the ownership of the largest stockholder in DuMont. The transfer application of last year was filed under protest. Paul A. Porter of Arnold, Fortas and Porter, Paramount counsel, maintained that at the time that the action was with the "clear understanding that such application is in no-wise an admission of control and that all statements made there relating to control must be considered in light of this protest."

Last week's motion for dismissal was filed by William A. Roberts & McInnis, DuMont counsel, who traced the history of the entire proceedings since a U. S. District Court on June 25, 1948, made a mandate and decree of the Supreme Court in order and judgment in action against Paramount Pictures Inc. The consent judgment issued then contemplated complete divestiture of the domestic exhibitory and the ownership and control of theatre assets of Paramount Pictures Inc. from the production and distribution business. If the Supreme Court had disposed of theshipper assets (among which were DuMont stock) of the Paramount defendants. As a result the two new corporations—United Paramount Theatres Inc. and Paramount Pictures Corp.—were formed.

The current DuMont motion pointed out that on Jan. 28, 1949, the FCC had placed stations licensed to DuMont Labs on temporary license pending examination of the qualifications of the licensee in view of the Supreme Court decision extending from the end of 1942 that DuMont had never been a party to or affected by the matters there involved.

Stock Control

The DuMont motion advises that holders of Class A stock in DuMont, which Paramount Pictures owns only 2.9%, elect the president, vice president and five of eight directors; whereas the Class B stock, owned 100% by Paramount, elects the vice president, treasurer, assistant treasurer and three of the eight directors. DuMont counsel further offers explanation that control is not vested with Paramount.

Conceding that Paramount, as owner of the Class B stock, can block amendments affecting stockholders, the DuMont motion laid out that "the business of the corporation, particularly the acts and affairs with which the Commission would be concerned, is conducted by the seven directors of (DuMont)." Also, it was added, the holders of Class A stock have the same negative powers.

The petitions maintained that it desired dismissal of the transfer application "since its consideration and grant by the Commission would appear to establish, at least in the minds of the public, the existence of control of . . . DuMont . . . by Paramount."

The issue regarding control of DuMont Labs by Paramount arises, the motion relates, in connection with Sec. 3.640 of the Commission's rules which limits the number of television stations under common control. In the previous decision of Dec. 16, 1948, the FCC concluded that Paramount exercised control over DuMont and, as a result, proposed to sever from the preceding DuMont application for TV stations in Cleveland and Cincinnati and applications of Paramount Television Productions Inc., United Detroit Theatres Inc. and New England Theatres Inc., also said to be controlled by Paramount Pictures, and to delay them.

The ensuing freeze on television for more than two years and the fact that the proposed control issue has been in abeyance during that time created an "uncertain and undetermined status for DuMont with resulting hardship, according to DuMont counsel.

Plans for development of the DuMont Network have been "handicapped" by the continuing uncertainty," as well as "doubts raised by the Commission" as to control of company policies, the motion alleges. Counsel also points to "serious concern" of DuMont, as a manufacturer of electronic equipment, with respect to contractual relationships with the government in development and manufacture of equipment in the present international emergency.

Among other issues raised in the motion was the withholding of FCC action on DuMont's application to operate two stations, one in the Empire State Bldg., an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

FCC has not yet acted on application to transfer control of KTLA Los Angeles of Paramount Television Productions Inc., licensee of KDWP-DT from the Empire State Bldg., an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

MTS STATIONS

Loewi Denies Sale Report

MORTIMER W. LOEWI, director of the DuMont Television Network, last week flatly denied a report that DuMont is considering, or has considered, selling its three owned TV stations to Paramount, which owns about 29% of Allen B. DuMont Labs, owner of the network.

In fact, Mr. Loewi said, "DuMont has sought to purchase the Paramount Interest in the DuMont Corporation. We had to Paramount or anybody else," he said, "would be completely inconsistent with our policy of constantly improving the facilities of our stations and our programming to our 62 affiliates."

His statement was issued in reply to a published report that arrangements for acquisition of the three DuMont stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—had been virtually completed several months ago but was upset by a reversal of stock prices.
GRIDCASTS—BY LAW
Clemente Bill Demands Army, Navy Telecasts

ARMY AND NAVY football schedules would be telecast under law, according to legislation introduced in the House last Wednesday by Rep. L. Gary Clemente (D.-N.Y.), who was quoted as saying:

"TV hasn't hurt anybody and everyone should get a chance to see these teams play." Although Navy has not made any television commitments for 1951, thus acknowledging the Eastern Collegiate Athletic Conference's December stand that none of its members' telecast games next season, Capt. Howard Caldwell, U. S. Naval Academy athletic director, said:

"Of course, the Army-Navy game will be televised, as usual."

Navy telecast only two of its home gridiron contests last season, Southern California and Tulane, but several of its away games were on TV. Capt. Caldwell added that Navy has not planned to "televise any of our games this season," but that "we can't say what the

JOINT FACILITY
Video To Be Added

SENATORS and Congressmen will soon have the opportunity to add filmed reports for television stations to their regular radio recordings sent back home to radio outlets.

Ralph R. Roberts, House Clerk, told TELECASTING • TELECASTING last week that both the Senate and the House have approved the setting up of television facilities as an addition to the radio services now offered by the Joint Recording Facility, operated by Robert Cour.

Procurement Bids

A meeting will be held soon by Mr. Roberts and Leslie Biffle, Senate Secretary, on the method of advertising bids for necessary television equipment, it was learned.

All equipment will be installed at present quarters of the Joint Recording Facility on the fifth floor of the Old House Office Bldg. Funds for television will come from past profits obtained through the regular operation of the radio recording service.

It is expected that the regular, nominal charge for TV filming— as is now done for radio recordings—will go toward dissipating the cost of adding television to the Facility.

Kellogg Sets Show

KELLOGG Co., Battle Creek, Mich., for its new product, Corn Pops, will spot the half-hour, once-a-week film, Wild Bill Hickok, in TV markets starting April 15. The schedule will start on the West Coast and expand into additional markets during the rest of the year. Leo Burnett, Chicago, is the agency.

SEARS, ROEBUCK Co. completes plans for 52-week sponsorship of Happalong Cassidy on WDSU-TV New Orleans, Sat. Arrangements are set by (l to r): Louis Read, WDSU-TV emt. mgr.; Ralph Batchelor, Sears sr. pmn. mgr.; Maurice Kramer, mgr., and W. Z. MacDonald, WDSU-TV sls. rep.

MARTIN L. STRAUS II (center), president and board chairman, By- mart Inc. (Tintair), visits star of his latest participation show, Cavalcade of Stars, Danes Marilyn Taylor and Comic Jackie Gleason. Show seen weekly on DuMont TV network.

FRED F. FLORENCE (seated, r), pres., Republic Nat'l Bank, sets sponsorship of March of Time on KRDL-TV Dal- las. Others are J. B. Taylor (seated), J. B. Taylor Inc., agency; standing, Lowell Lafferty (l), Republic, and W. A. Roberts, KLDR-AM-TV.

SPONSORSHIP of Cisco Kid on WSAZ-TV Huntington each Sunday is assured by Lawrence H. Rogers (seated, l), station mgr., hands pen to Harold Frankel, gen. mgr. of Frankel's. Standing is Jack Gary, acct. salesman at WSAZ-TV.


ON THE DOTTED LINE . . .

EASTERN BAN
Video Ruling Favored

EASTERN College Athletic Conference members, meeting in New York, went on record last week as favoring the NCAA ban on "live telecasting of college football games for 1951."

Fran Murray, U. of Pennsylvania athletic director, spoke in favor of telecasting the games. Mr. Murray said that "live television offers a boost to our public relations." In closed sessions at the Hotel Bilt- more, a memo, written by representatives of 91 institutions passed a resolution endorsing the action taken by NCAA at Dallas [BROADCASTING • TELECASTING, Jan. 15].

GRAND TELECASTS
Oklahoma Bill Would Defy Ban

A BILL to force state-supported universities to permit telecasts of their gridiron games was before the Oklahoma state legislature last week.

Co-authored by 24 of the state's senators, more than enough to pass it, the bill was referred over protest to the senate's education committee for a public hearing. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, was to appear before the committee last Thursday. A similar bill in Texas received much the same treatment and it emerged from the committee as only a "suggestion" rather than as a directive [BROADCASTING • TELECASTING, March 8].

ALEXANDER CO.

TV Sales Up 400%-

ANNUAL sales volume increase last year of more than 400% in the television division has been reported by the Alexander Film Co., Colorado Springs.

Announced also was the re-election of the following officials at the annual stockholders' meeting: J. Don Alexander, president; Don M. Alexander, vice president in charge of production; Don Alexander Jr., vice president; M. J. McManus, vice president in charge of sales, and E. R. Foster, secretary-treasurer. Elected directors were J. Don Alexander, Don M. Alexander, Don Alexander Jr., E. B. Foster and Thomas Burgess.

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Gunnell, advertising

National Dairy Products Co.'s Seal-

Division, who saw the demon-

of this company's products

"I was tremendously impressed," was the statement of George Boyer, advertising manager of Cannon

CBS DEMONSTRATIONS in New York for a score of leading national advertisers look like on CBS color television enthusiastic.

The closed-circuit demonstrations February 12, however, were the top executives of the advertisers who watched their products on the television screen. The special showings are slated for completion Monday.

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, said in issuing Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network, quoted Janette Kelly, director of the home service department of Meats, as predicting that TV color would markedly increase appetites. "Color television makes the food look so appetizing," she said. Another viewer, the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northam Warren Corp., maker of Cutex nail polish and lipstix, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetic advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewers square out where pounds was attributed to Glenn Gundell, advertising director of National Dairy Products Co.'s Sealtest Division, who saw the demonstration of this company's products Wednesday.

"I was tremendously impressed," was the comment of George Boyer, advertising manager of Cannon

Advertisers Enthusiastic After CBS Showings

KTTV-DuMONT

Affiliation Planned April 17

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, Los Angeles Times station, a part of that city's DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chambers, president of KTTV Inc.

"It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate programming from the KTTV studios in Hollywood for release nationally over the microwave," Dr. DuMont said. "Plans are presently underway to produce in Hollywood motion pictures especially made for television."

Mr. McFadren said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the Times, now holding 100% of the station.

CLASSROOM MUSIC

WNBW Sets Test Series

EXPERIMENTAL series in classroom "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNBW (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District's music education. Titled Music Time, the eight-week series will teach music to students at various elementary schools, with WNBW furnishing television facilities and technical "know-how."

The series is the result of a year's planning by WNBW. Each program content is under the assigned staff of teachers, assistants and students. Instruction is given to a studio of school students in schools watching in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project underway in other TV markets [BROADCASTING * TELECASTING, March 12]. Results will be measured in tests given to teachers and non-television classes. Records, pictures, films and textbooks will be used as visual aids during the programs, with each teletext lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor Captain Video Mon.-Fri. 7:30 p.m. over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

white and by far the most important medium of all.

Raymond, B. F. Slate, B. F. Slate vice president and director of sales and merchandising, was described as "It's perfect for our product..."

March 19, 1951 * Page 61
Radio Silence?
(Continued from page 25)

stay on the air." He said it may prove "costly to the industry but is necessary to accomplish the objectives. He declined to discuss the nature of the modifications.

It was further revealed that this phase of the plan will be placed squarely before industry and other representatives at the emergency session. A further phase, which revealed, is still being handled by the Air Defense Command, an organization which exercises complete control over hemispheric air operations.

Some engineering authorities expressed belief, however, that the cost of modifying existing station equipment would be small in relation to the original investment. In transmitters, for example, crystals could be altered where the method calls a change in frequency transmission to obviate possibility of "homing" enemy craft. It was held that, where frequency shifts were not of a radical nature, the cost would not be exorbitant.

On the other hand, if wholesale shifts are in order, a complete change in directional array would be necessary, thus involving an expensive changeover.

Initially there was speculation that the proposed "militaryization" might imply the addition of simple devices which would permit air command centers to pipe in on coded frequencies for the information of command and some personnel stationed at broadcast receivers.

Cost Seen Slight

Some engineering authorities felt the addition would not entail great expense and pointed out, additionally, that it would serve as an alerting means—not as a method of silencing stations per se.

Experiments embracing utilization of sub-audible frequencies have been conducted by FCC and defense officials over a period of months, with participation of strategic and ground air services. Likewise, FCC has held a meeting with a limited number of industry engineers on this and other phases [BROADCASTING * TELECASTING, Jan. 15].

Moreover, the Commission had put licenses on notice that defense-emergency authorizations will be made "from time to time" as part of its current study of radio's war use.

Apparently taking cognizance of the possible frequency shift issue and alluding to so-called "classified grants for existing stations," FCC issued a statement, such procedure would fall under Sec. 2.407 of its Rules and Regulations. The Commission may authorize:

... The license of any radio station devoted to defense emergency to operate its facilities upon such frequencies, with such power and points of transmission, and in such a manner as approved by the station license or may be requested by the Army, Navy or Air Force.

One of the methods now under consideration (which would enable some stations to remain on the air) is that dealing with so-called synchronized or "locked" frequencies. This technique reportedly enjoyed popular favor in Great Britain during World War II, and entails a synchronization of stations on a single frequency, which would destroy their homing value.

Some authorities view the FCC "critique"—a two-pronged proposal detailing the alerting and operating phases of defense [BROADCASTING * TELECASTING, Jan. 15, Feb. 12, etc.—-a compromise between the military's apparent predilection for radio-TV broadcasting and other electromagnetic radiations capable of serving as navigational aids.

At week's end the Air Force, which represents the Defense Dept. in this phase, had not yet replied to a proposed staff amendment offered by the Senate Interstate and Foreign Commerce Committee, headed by Sen. Johnson, which seeks to include certain radiation devices but eliminate the broadcast applications already set forth in Sec. 606 (c) of the Communications Act.

There has been speculation that the military has been awaiting comments from the Air Defense Command before approving the committee plan, though its representatives unofficially have indicated they would go along with it.

In any event, industry representatives will receive a classified briefing on their emergency role, while Air Force, Civil Defense and other department officials sit in as observers, it was learned. There was some disfavor at week's end on the March 26 date chosen by POC. Aside from the holiday aspect, it was pointed out, too, that hotel reservations may present a problem.

The fate of the military's expert opinion to control broadcasting, not only in times of imminent or actual attack but also during a period of "strained international relationship," still hung in the balance on Capitol Hill last week.

Meanwhile, Radio-Television Mfrs. Assn. offered its own suggestions for radiation control, outlining them in two alternative amendments. RTMA stressed again its feeling that no further legislation is needed over radio-TV stations, but held that, if other radio-frequency devices are to be controlled, proper limitations should be afforded within any amendments to Sec. 606 (c) of the Communications Act.

Reply Withheld

While contents of the replay were withheld by the committee, it was understood RTMA would (1) eliminate from control any devices which are incidental radiators except when such devices were needed, or intended for use, as a navigational aid; and (2) provide that so-called incidental radiation devices, if included, be limited to those capable of transmitting radiations beyond a five-mile distance.

Industry authorities have expressed concern lest legislation be enacted which would bring radio-TV and similar instruments under complete FCC jurisdiction [CLOSED CIRCUIT, March 12]. In this instance, RTMA's position differs from NASA's proposal to include devices radiating between 10 kc and 100,000 mc but not specifying any limitation on area coverage.

RTMA summed up the substance of previous engineering testimony offered during hearings on the radiation bill before the Senate Commerce Committee [BROADCASTING * TELECASTING, Feb. 26].

Dr. W. R. G. Baker, General Electric Co., member of the RTMA Engineering Dept., told the committee that some devices are "incidental radiators" and are worthless as homing devices because they cannot be located geographically and are not a source, and the radiated power is low. David Smith, Philco Corp., had suggested limiting application of devices to those radiating over, say, half a mile.

As second proposal offered by RTMA was designed to fit into the framework created by the Senate Commerce Committee, which also is studying the possibility of limit-

TV HELP WANTED ADS

WXEL's Answer to Manpower Shortage

INTENSE BIDDING of industrial firms for defense workers provided WXEL (TV) Cleveland with an idea which has strong appeal to sponsors and potential sponsors.

Three prominent Cleveland firms are now making "help wanted" appeal over five WXEL programs. A backlog of "substitute" will replace some of the present sponsors if and when their respective employment needs are met.

Events in Korea inspired Jack March of the WXEL sales staff, former tennis professional star and tournament director, to approach Franklin Snyder, WXEL station manager, with the suggestion.

Used As Commercials

The "help wanted" ads are interjected into the programs as commercials. Job availabilities are shown on the screen and are described by a commentator. Then the plant's address and phone number is flashed on the screen.

Queries from prospective employees usually begin immediately by phone, while interested employers report to the personnel offices for further information.

Audience response has been so great it is reported that the volume has justified firms sending up their

Mr. March

Talent behind the drive to recruit workers: Top, WXEL News Director Bob Rowley who does news show for Cadillac; middle, Sportscasters Gut Egan (l) and Clay Dopp who handle Play-by-Play Desk for National Screen; bottom, News caster John Fitzgerald of Manpower Headlines sponsored by Cleveland Pneumatic Tool Co.

Page 62 March 19, 1951
CD CAMPAIGNS

Plan Public Education Via Radio-TV

GOVERNMENT planners last week were marshalling blueprints designed to implement public enlightenment and education in civil defense on the local community level through broadcasting facilities.

Industry-wide mobilization, already launched by numerous radio and TV stations in efforts to win support from local defense officials [BROADCASTING • TELECASTING, March 12], has drawn the enthusiastic support of the Federal Civil Defense Administration and military authorities.

Current local campaigns promise to give much-needed muscle to the well-understood front in the CDA's Audio-Visual Division and among state and community groups, as well as through the Advertising Council's work with White House officials on projected campaign themes.

Especially active in civil defense program demonstrations to date, aside from CDA Administrator Millard F. Caldwell Jr., Al Butcher, director of the CDA Audio-Visual Division, and Col. Edward Kirby, chief, Radio-TV Branch, Dept. of the Army, both attended a recent demonstration held at WWJ-TV Detroit under sponsorship of the Detroit Television Council [BROADCASTING • TELECASTING, March 6].

Mr. Butcher asserted last week in Washington that television can play its biggest role in placing defense programs effectively and dramatically before viewers.

He also noted that his division's motion picture section is preparing a series of 11 films which will be shown by stations. Simulated plans are being mapped for radio stations.

Requests Received

Col. Kirby revealed that numerous stations have deluged Washington officials with requests on how television can best push defense programs locally.

Mr. Butcher paid unstinting tribute to the industry for offering facilities without request to do.

Broadcasters convening in Washington March 26 for a special emergency session called by PCC (see separate story) will be given a briefing on radio-TV's instructional role, it was learned.

Radio stations are geared to play a prime role in the civil defense program. Generally, aside from local station and network programming, the government's program will be reflected in a two-pronged plan: (1) a forthcoming allocation through The Advertising Council enabling stations to broadcast; and (2) Audio-Visual's own production of radio kits, to be sent to state civil defense directors for distribution to stations.

The Advertising Council allocation is expected to be announced shortly. White House officials and executives of the council have discussed plans for long-range civil defense equal prominence with other drives, and have approved the campaign, it was learned. The program will stress the importance of carrying CDA's air raid warning cards.

The radio kits will take the form of scripts adaptable for local use on various topics to be aired by broadcast stations. The kits will be distributed by the federal agency on the basis of the number of stations in each state.

Current activity along this line—and also in television—has been limited pending appointment of radio and TV section chiefs for the Audio-Visual Division. They are expected to be named shortly.

Headings up motion pictures is Howard Johnson, who will work closely with the television section when it materializes on distribution of films, which also will go to theatres, civic, educational and other groups. First of the 11 prints, "Survival Under Atomic Attack," is being issued shortly. It originally was to be ready March 1.

Cost Problem Cited

Complicating the problem now is the question of cost—what portion will be borne by CDA, state civil defense offices and stations. In any event, two companies—United World Films and Teletran—are producing the series at the request of the defense agency for renting through local dealers.

Films will be 16mm and 8mm and prices range from $17.50 for 16mm sound to $9.75 for silent. A 48 frame film strip is priced at $3.

Another factor concerns the chain of distribution which will assure the largest possible audience in each state, including provision for TV stations. A third source of concern is overall CDA funds which will make these enterprises possible.

President Truman already has sent Congress a proposed $408 million budget for the Federal Civil Defense Administration—part of it to tide the agency over for the remainder of this fiscal year ending June 30 and $119,323,000 to be held for the following 12 months. Some of these funds are intended for matching against state outlays and to finance Audio-Visual and other activities [BROADCASTING • TELECASTING, March 6]. A House Appropriations Emergency subcommittee held closed hearings on the proposal last week.

KLAC-TV PACT

Gets AFM Kinescope Rights

IN DEAL worked out between KLAC-TV and American Federation of Musicians, the station has been given the right to use musicians on programs kinescoped for distribution to other outlets nationally.

The contract was signed several weeks ago but held under cover, according to Don Fedderson, vice president and general manager of KLAC-TV. It calls for KLAC to pay AFM 5% of each market's station card rate for programs telecast.

Station, it was said, is the first to sign such an agreement. Kinescope programs will be distributed as an open-end offering.

In addition to syndicating its own programs, plans are in the making for KLAC-TV to distribute feature films to video stations. This also would be done by paying a percentage of the station card rate to AFM. Although no deal has been completed with James C. Petrillo, AFM president, or the union, it is expected that negotiations will be concluded shortly, it was said.

Distributing Shows

KLAC-TV has started distribution of kinescoped versions of Leo Carrillo's radio show for the Channel Four, sponsored by American Vitamin Co., to stations in six other markets, American Diary, starring Mr. Carrillo and containing no music, and Graphic Executive's Country Cousins, also being released via kinescope in markets outside the Los Angeles area.

TVA IN L.A.

Five Stations Near Signing

AGREEMENT between the Western Section of Television Authority and five Los Angeles TV stations on a contract covering performers was expected over last weekend, but there was prospect of a TVA strike against a sixth station, KFJ-TV, which has refused to recognize TVA.

KTTV (TV) which formerly sat in on contract negotiations as an observer, last week joined KNBH, KTSL, KLAC-TV and KCET-TV in active participation in negotiations.

Two main problems still to be worked out were that of the adjustment of present performer contracts with stations to bring them into conformity with basic wages and working conditions stipulated in the TVA code, and definition as to what constitutes a sustaining program.

Refusal of KFJ-TV to recognize Television Authority may lead to a strike against the station, declared last week, following passing of a strike resolution by TVA at a meeting last Monday. Meetings between station officials and union executives were continued through last week, however, in an effort to come to a peaceful solution of the problem.

Reasons for Action

The TVA resolution, which followed earlier authorization of a strike against the station, declared that action was taken because of the station's refusal to recognize the union; to bargain with it in good faith and an "discriminatory discharge" of three members of the union.

A few weeks ago KFJ, separating its AM and TV operations, fired three union announcers from the AM staff and hired three non-union men for the TV announcing staff. With that move the station announced its intention of maintaining an open shop.

TO INTRODUCE dealers of Hoffman Sales Corp. (TV set), L.A., to new "pivot plan" of selling, manufacturer has started sales clinic for all dealers selling on retail level.

T elecasting • BROADCASTING

March 19, 1951 • Page 63
YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV

"First in Indiana"

Yesterday

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

Today

there are

132,000

Sets in use in WFBM-TV's coverage area

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

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

Weekly Television Summary—March 19, 1951, Telecasting Survey
1st on the network!
1st on the local scene!

The network show with the highest rating in Baltimore according to the American Research Bureau is none other than "Arthur Godfrey and his Talent Scouts." Top rated local show is Tuesday night wrestling from the Coliseum with Bailey Goss as Master of Ceremonies. Both come through on Channel Two.

284,985
sets in Baltimore (Baltimore set
Circulation figures as of March 1st).

IN
MARYLAND
MOST PEOPLE
WATCH

WMAR-TV
* CHANNEL 2 *

Represented by
THE KATZ AGENCY, INC.
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
**Rifkind Named**

(Continued from page 57)

with ASCAP’s per program terms, may be able to negotiate better ones for his station which would then become the model for a general industry per program license. A number of telecasters, however, believe that the unwillingness of the ASCAP committee, headed by its general attorney, Herman Finkelstein, to compromise in negotiations with the all industry committee is clear proof that the society’s management, and presumably the ASCAP board from whom the management receives its instructions, do not want to make a fair deal on their own responsibility but would prefer to have the license terms set by the courts, even though these terms may well be less favorable for ASCAP’s membership than those offered by the TV committee.

**Rifkind History**

Describing the new special counsel in his report to Mr. Martin, Mr. Sprague said, “Simon H. Rifkind got his law degree from Columbia Law School in 1925. Thereafter he spent a year as a member of the Columbia U. research staff in legal economics and contributed a number of articles to the professional press. Thereupon, he became associated with United States Senator Robert F. Wagner, as a member of the firm of Wagner, Quilliman & Rifkind. That association continued until 1941, when he became a judge of the Federal Court in New York. He resigned from the bench in the middle of 1950 and became a member of the firm of Paul, Weisen, Rifkind, Wharton & Garrison.”

**SWG PACT**

**Movie Makers Face TV Issue**

FOLLOWING the successful conclusion of a contract with major motion picture producers last month [BROADCASTING * TELECASTING, Feb. 19], Screen Writers Guild last Thursday opened negotiations for a new contract with the first group of independent screen producers, The Independent Motion Picture Producers Assn. Negotiations with another independent group, Society of Independent Motion Picture Producers, are scheduled for later this week.

Foremost among things the union seeks are clarification of television issues and separation of rights. The contract with the major producers provides for the latter and reopening of the contract every two years on the question of TV, or any time the producers make an offer concerning the medium to the Screen Actors Guild or Screen Directors Guild.

**KTSF (TV) Hollywood Joins Southern California Broadcasters’ Assn. as 53rd member.**

**THE MARCH OF TIME’s success with its TV film adaptation of General Eisenhower’s Crusade in Europe has led the same group to start work on a follow-up series, tentatively titled Crusade in the Pacific.** Unlike the first series, this will be based on no single book or record of the campaign, but will draw from records and all the services and from both Allied and Japanese documents. About 300 million feet of film will be examined before the studio decides on the specific scenes to be presented in the series which, with all the background material necessary to make the area comprehensible to American viewers, will amount to “a military and political history of the Pacific-East Asian world from 1931 through 1961.”

**CRUSADE in Europe, Peabody Award winner, is being shown throughout the country, in some areas for the third time.**

**UNITED ARTISTS TELEVISION, New York, has been appointed national distributor of the Great Merlini, new half-hour TV film series produced by G & W PRODUCTIONS and filmed at FLUCHEIMER SMITH STUDIOS, New York. Ted Post of CBS is director of the show. The program is to be distributed on the basis of local and regional sponsorship, UA’s TV Director John Mitchell announced.**

**The firm also reported that John Kieran’s Kaleidoscope now has a coast-to-coast audience with KRON-TV San Francisco and KING-TV Seattle heading the list of 10 new outlets set to telecast the quarter-hour series.**

**FIELD RESEARCH DIVISION of the Paper Cup & Container Institute offers help to any producer planning to make training or educational film dealing with emergency feeding under disaster conditions. Farley Manning, division director, at 551 Fifth Ave., New York, will provide technical assistance in such cases.**

**SNADER TELESCRIPTONS Corp., Beverly Hills, has completed a series of five TV film shorts featuring the Hoosier Hot Shots.**

**ABBY Inc., New York, has leased rights to 26 first run TV films to KTTV (TV) Los Angeles. Contract gives station two year exclusive rights to films in the Los Angeles and San Diego areas. Forty features and 32 Westerns are included.**

**Paul Parry Productions, Hollywood, has completed the third in its projected series of 13 thirteen-and-one-half minute TV films, Calendar Girls, featuring humorous narration by Ray Foster and well-known New York and Hollywood models.**

**HOME STAR THEATRE Inc., new TV film producer, has been organized by several Hollywood motion picture industry personali- ties, including Charles Laughton, film star; Edward and William Nassour, producers; George Bag- nan, former United Artists West Coast executive; and Paul Gregory, talent agent.**

**DUDLEY TELEVISION Corp., Hollywood, has completed three twenty-second animated singing film spots, featuring Four Hits & a Miss, for Leslie Salt Co., San Francisco. Firm also has KTTV (TV) Hollywood head the list of Western stations slated to air the spots. Agency is Long Adv. Service, San Jose, Calif.**

**JERRY FAIRBANKS PRODUCTIONS, Hollywood, has completed The Other Face, another in its Front Page Detective TV film series. Film will be telecast March 25 on KTTV (TV) Hollywood.**

**The firm estimates that 40 million viewers will see its hour-long TV film program, Hill Number One. So far, more than 118 showings are scheduled for the public service film dealing with the story of Easter. The four major TV networks and 76 independent stations plan to show the film during Easter weekend.**

**WILLIAM WILBUR ADV. Inc. has packaged half-hour informal women’s program, At Home With Maria, starring Maria Riva, noted for her appearance in play, "Finish No- tion." "Homemaking-can-be-fun" is to be theme of the new show, arranged by the agency’s Trudy Richmond.**

**SAG-TVA Hearings**

NLRB New York hearings on the jurisdictional dispute between Tele- vision Authority and Screen Actors Guild, being transferred to Hollywood [BROADCASTING * TELECASTING, March 12], are expected to get underway in two to three weeks. According to a SAG spokesman, hearings will be concerned with testimony on working conditions and production techniques involved in making CBS Amos ’n’ Andy films only, rather than those with Lassie and Andy films, too as previously announced, inasmuch as only a pilot film was made of the latter.
for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits. Whisper-quiet mechanical operation—plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market coverage, and your program department more sales potential. This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.
get the 20-25% of the total it requested.

Despite some proposals, operating VHF stations are not expected to be switched to UHF channels, but operators can expect a number of VHCF channel interchanges.

VHF and UHF channels will continue to be intermixed in the same metropolitan areas. In the re-assignment, some of the VHF allocations now unoccupied have been turned into UHF channels. When faced with VHF competition, the UHF allocation will be multiple where possible.

Offset carrier operation will play a more direct role in allocating the "tight" eastern half of the country. Directional antennas will be possible "shoe horns" in specific cases but will not be part of the allocation policy.

VHF power will be 100 kw, UHF 200 kw, with antenna height 500 ft, above average terrain (VHF power now is 60 kw). Increased antennas height to the top practical limit will be encouraged since the effect of greater coverage is not attended by the corresponding increase in interference which occurs through boosting power.

Variable station separation standards have resulted, but with average separation about 180 miles seen for co-channel operation. Spacing considerations have been set forth in more complex manner than the former proposed mileage separations of 220 miles for VHF co-channel operation (200 miles for UHF) and 110 miles VHF adjacent channel operation (100 miles UHF). (Co-channel separation for VHF presently is 150 miles).

Station Spacing

Because of geography, location of population concentrations, station spacings will naturally be wider in West, closer in East. While the proposal by late last week was known to be "good shape" generally, it had suffered a thorough face-lifting over that originally recommended by the staff. Such suggestions as giving a boost to UHF by allocation revisions which would force many operating VHF stations almost immediately into the UHF would not well received and hence revised.

The proposed revision is not expected to be a unanimous report. Some dissenting opinion may issue on technical-policy issues and a vigorous dissent by Comr. Frieda B. Hennock is expected on the educational issue. Her views may be shared as fast in part others.

Admittedly concerned that speculation about TV allocation has gone astray in too many quarters, FCC wants to release the report as quickly as possible. But its desire to have the report well be tempered by realization of the technical complexity of the TV plan as well as the long-range, nation-wide economic and social impact it contains.

The Commission obviously would like to issue as many grants and enable the construction of new stations as possible before defense cutbacks would preclude such construction, as well as set production. No one need tell FCC its freeze has been irregular and generally misunderstood. Correspondence on the subject, bulging the TV docket, is a constant reminder.

FCC also knows TV is being recognized as a potential civil defense medium and it is believed defense authorities also would like to see as much television as possible as practical without impeding the rearmament program.

BANKS' AID URGED

In Anti-Inflation Drive

AMERICA's banks were invited to join with radio-TV in driving home the government's anti-inflation campaign in a speech by Robert N. Pryor, vice president of the CALIF-TV, Philadelphia, before the Public Relations Conference of the Pennsylvania Bankers Assn.

Mr. Pryor urged bankers to put their positions ofprudence and dependability in the public mind to work for the country in its efforts to avert major inflation. He said the banks, through public service announcements on radio-TV, could become "a sort of 'Voice of America' at home."

He noted that "in the past, bankers have profitably tended to sell their services and to educate people about banking. Now you can extend this public acceptance to the field of television to tell the people of your community more about the five anti-inflation steps set up by the American Bankers Assn."

He pointed out that "more than 800 banks are using radio and television...".

PHILCO OUTPUT

TV Remains 'Satisfactory' PRODUCTION of television receivers has been maintained at a high level and 1951 first-quarter earnings are running at "very satisfactory" levels as a result of a material conservation program, Philco Corp., stockholders were told last Monday in a letter accompanying dividend checks.

William Balderston, Philco president, also cited developed its new television chassis which is claimed to give improved performance while conserving scarce materials. Philco's new TV receiver, demonstrated in Washington last month [BROADCASTING • TELECASTING, Feb. 19] and slated for introduction later this year, eliminates use of cobalt and reduces need of other metals, Mr. Balderston noted. "This innovation requires a reduced quantity... should make it possible to maintain present television output at higher levels than would otherwise be the case," he pointed out, adding that Philco will make its new designs available to the whole industry.

Give-away PRIZES

"Fastest-growing prize service in the West" offers more than 50 AM and TV stations, plus network shows. We use $2 to $50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

Associate Needed

For Chicago office: investment and your services required.

RAY AND BERGER

1471 N. Tamarind Ave., Hollywood 28; Telephone: HUdson 24022

March 10: BROADCASTING • TELECASTING
WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET... and only Zenith has it!

You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, all the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much more sensitive that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is no other tuner in television so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith is different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. $369.95. Includes Federal excise tax. Prices subject to change without notice.
Broadcast Engineers! Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show Tuesday, March 20th has a special group of papers for Broadcast Engineers:

- **Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning**
  - General Meeting
    - "Master Control Facilities for a Large Studio Center"—R. H. Tye
    - "Communication and Timekeeping"—J. M. P. Betteby

- **Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY"**
  - Afternoon

A detailed discussion of the electronic, electrical, architectural, and mechanical constructional features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

- Symposium: COLOR TELEVISION—Evening

A panel of several leading engineers from companies currently engaged in color television research and development will discuss the most recent technical advances which have been achieved in their respective organizations during the past year.

**IRE Member Registration $1. Non-member $3.**

**267 Exhibits**

- Many including Audio, Communication and Broadcast Equipment.

- The Institute of Radio Engineers
  - 1 East 79th St., New York, N. Y.

**TV Outshines 'Star'**

**THE TELEVIEWING habits of the more than 80,000 TV families in the Louisville, Ky., area have been the subject of a comprehensive survey just completed for WHAS-TV Louisville by the Psychological Services Center of the U. of Kentucky.**

- Taken during the week of Jan. 8, the survey involved 13,000 telephone calls. The study revealed that from 6 to 10 p.m. an average of 57.8% of TV sets are in use. Friday was the biggest evening with 64% of the sets turned on; in second and third positions were Sunday evening, 62.9%, and Saturday, 61%. Of the 13,000 homes phoned, 40% reportedly owned telecasts. Almost 80% of these were reported in the upper middle and lower middle income groups.

**Advertest Studies**

**Weekend Audiences**

SUNDAY is reported a bigger TV day than Saturday in Advertest's February issue of "The Television Audience of Today," which covered weekend habits of television homes. During the period Feb. 5-13, Advertest interviewers contacted 754 teleset owners throughout the New York reception area. Peak of televising both days was arrived at during the hours 8-10 p.m. The number of sets turned on rose sharply at 7 p.m. and continued on a generally high percentage level until 11 p.m.

**Videodex Reports**

**Nation's Top 10 Shows**

TEXACO Star Theatre is shown as leader of the top 10 TV shows in the latest Videodex National Report covering 65 markets. The variety show, starring Milton Berle, won the attention of 60.5% of TV homes in 61 cities—a total of 6,339,000 TV homes—for the period, Feb. 1-7. The list of leading shows follows:

<table>
<thead>
<tr>
<th>NO. TV HOMES</th>
<th>SHOWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Texaco Star Theatre (61 Cities)</td>
<td>60.5</td>
</tr>
<tr>
<td>2. Talent Scouts (22 Cities)</td>
<td>45.1</td>
</tr>
</tbody>
</table>

**Sponsor-Program Identification Surveyed**

ABILITY of television to correctly link sponsor and products to programs was notably higher than radio listeners, in a survey based on five programs conducted by Trendex Inc., New York. The televiewers averaged 78.5% correct identification; the listeners, 65.0% for the five shows. Following are the individual results:

- **RADIO**
  - **Malidenti-Don't Know**
    - Jack Benny | 66.4 |
    - You Bet Your Life | 55.5 |
    - Texaco Star Theatre | 31.7 |
    - Philco Playhouse | 21.6 |
    - Fireside Theatre | 20.9 |

- **TELEVISION**
  - **Malidenti-Don't Know**
    - Jack Benny | 88.9 |
    - You Bet Your Life | 78.1 |
    - Texaco Star Theatre | 70.4 |
    - Philco Playhouse | 43.3 |
    - Fireside Theatre | 37.8 |

- **Second-quarter Sponsor Identification Surveyed**

- **Shows as follows**

**Nielsen Rates**

**'Star Theatre' Tops**

MILTON BERLE's buffoonry on the Texaco Star Theatre still manages to tickle enough ribs to enable the program to maintain its lead in the National Nielsen-Ratings for the top TV programs. Nielsen's latest report, covering the two weeks ending Jan. 27, places the top 10 shows as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texaco Star Theatre</td>
</tr>
<tr>
<td>2.</td>
<td>Philco Playhouse</td>
</tr>
<tr>
<td>3.</td>
<td>Show of Shows (Crawley)</td>
</tr>
<tr>
<td>4.</td>
<td>Show of Shows (Snowman)</td>
</tr>
<tr>
<td>5.</td>
<td>Show of Shows (Participating)</td>
</tr>
<tr>
<td>6.</td>
<td>Texaco Star Theatre</td>
</tr>
<tr>
<td>7.</td>
<td>Philco Playhouse</td>
</tr>
<tr>
<td>8.</td>
<td>Show of Shows (Crawley)</td>
</tr>
<tr>
<td>9.</td>
<td>Shows of Shows (Snowman)</td>
</tr>
<tr>
<td>10.</td>
<td>Show of Shows (Participating)</td>
</tr>
</tbody>
</table>

**Cites Reasons**

The action, according to papers filed by the company, was 'made necessary by reason of the fact that ... Freed Corp. ... is unable to pay its debts as they mature. The lack in the sale of television sets, which is a matter of common knowledge in the television industry, has resulted in the decline of a certain amount of cash and cash equivalent, coupled with the fact that it maintains, at the present time, an inventory of approximately $925,000.'

Schedules of the company's liabilities and assets are yet to be compiled, and a period extending to March 27 was granted by the court for that purpose.

Officers of Freed Corp. were listed as Arthur Freed, president, director and 76% stockholder; Irving, Freed, secretary and director; Godfrey Freed, assistant secretary, director and general counsel, and Edward Seiler, vice president.

The petition was referred to Referee John E. Joyce.

**TV Outshines 'Star'**

**THE TELEVISION set circulation in the Washington, D. C. area has passed that of the Washington Evening Star's Sunday edition, it has been reported. The Washington Set Circulation Committee said there were now 244,500 TV receivers in the area. The Star's Sunday circulation, according to the Audit Bureau of Circulations, is 207,067.**
intricate plan devised by the telephone company involving a special process of double transmission and signal pickup phone lines sending the picture to nearby Mt. Diable; then to the phone company building in downtown Los Angeles; thence to the station's master control room, and from there to Mt. Wilson.

Karl Schlichter writes and produces the Success Story series under the supervision of Kai Jorgensen, of Hixon & Jorgensen Inc., advertising agency. Richfield Oil Co. sponsors the public service telecasts which aim to portray American business successes.

Balaban Recovering
JOHN BALABAN, president of Balaban & Katz theatre chain, Chicago, which owns WBKB (TV) there, was recovering Friday at La Casita Hospital in Indio, Calif., after undergoing an emergency appendectomy Monday. He and his wife are in California for a vacation.

SEE Why Audio Engineers Switch to this

SLIM-TRIM TV DYNAMIC

The only Microphone with all these Features!
Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acousticalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • 1/8" or 3/8" thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. Write today for further facts! Model 655. Price...

$200

Send for Catalog No. 110

Electro-Voice

402 CARROLL STREET • BUCHANAN, MICHIGAN
ANA: Round Two  
(Continued from page 28)

expenditures, should wish to keep track of trends in the value of radio time. And in doing so, it is appropriate and possible to demonstrate how television is altering that value."

Explaining its formula—used in the preceding study—it said:

"The method suggested for measuring relative radio time values is based on the simple arithmetic growth of television homes. It employs standard data that are local and can be kept current. The method is simple and clear-cut.

"Unwarranted basic assumptions are eliminated. There is little, if any, area for genuine disagreement. It handles the problem equitably in each city, and assures the network advertiser and the spot advertiser equally. It does not affect time values in non-TV cities. For all these reasons, this arithmetic method is suggested to advertisers as a practical way to evaluate radio evening time.

"One change in formula is substitution of a 60-mile area for the 40-mile area previously used in counting television homes. The report explains that this revision "corrects errors with the change made by NBC... in its method of reporting this information."

"The ANA committee cited a table based on Nielsen figures as demonstrating that "each new TV installation signifies, for all practical purposes, the virtual elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

"Values 'Zero'"

"It conceded that "there still is, of course, some slight degree of radio listening in TV homes. Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial radio listening in TV homes." The ANA committee valued it at "zero."

"In preparing the study, the committee listed each TV city in which CBS or NBC had a radio affiliate. The existence of radio homes reported by each of these affiliates was recorded, based on information from the station, from BMB figures, or from estimates based on the station's power and frequency. Then the number of TV homes within a 60-mile area was entered, using April 1 as the mid-point of the first half of 1961."

"On the assumption that each TV home formerly was a radio home but had since eliminated evening listening, the relative time value of each station was assumed to be reduced by the ratio of TV homes to claimed homes. These percentage figures were rounded off to the nearest 5% for simplicity's sake, the report said.

"(Where TV coverage areas are greater than AM coverage areas, the committee explained, the base used in calculating the value-declined ratio was increased to include a larger number of families in the 60-mile area, again using NBC estimates.)"

With this formula, the report

Looking over a transmitter at the new WFAA-WBAP installation are (l to r) Paul Barnes, Teledan-WAABAP plant supervisor; R. C. Stinson, WBAP technical director, and Ray Collins, assistant manager of WFAA in charge of technical operations.  

WFAA-WBAP  
New 570 kc Plant Underway

WFAA Dallas and WBAP Fort Worth are jointly installing a new $200,000 directional antenna system and transmitter to improve nighttime reception on the 570 kc frequency which the two stations share.

The new WFAA-WBAP facility will be combined with their 820 kc plant at Grapevine, between the two north Texas cities. Under an unusual FCC arrangement, the radio affiliates of the Dallas Morning News and Fort Worth Star-Telegram divide time on the air on the same two frequencies. ABC is heard in the Fort Worth-Dallas area on 570, NBC on 820.

Completion of the new 570 transmitter with 5 kw power is scheduled for mid-June. Three 600-foot towers will be used with the ground system covering 100 acres. The old 570 plant at Arlington, Tex. Engineer said combining WFAA-WBAP-570 and 820 (60 kw) facilities will make for a more efficient operation.

gave the following "relative radio time values of two networks based on television displacement as of April 1, 1961":

<table>
<thead>
<tr>
<th>Network CBS</th>
<th>1. Current gross night/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>home cost in TV cities</td>
</tr>
<tr>
<td></td>
<td>2. Relative values in TV cities</td>
</tr>
<tr>
<td></td>
<td>3. Reduction in relative value in TV cities (1 minus 2)</td>
</tr>
<tr>
<td></td>
<td>4. Current full network gross night hour cost</td>
</tr>
<tr>
<td></td>
<td>5. Relative value of full network (4 minus 3)</td>
</tr>
<tr>
<td></td>
<td>6. Percent reduction in relative value of full network (5 divided by 4)</td>
</tr>
</tbody>
</table>

For individual NBC and CBS affiliates in TV markets, the committee estimated reductions in evening radio time rates would be in order as follows:

<table>
<thead>
<tr>
<th>Network CBS</th>
<th>Reduction—W S M Nashville, NBC affiliate.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5% cut—WHO Des Moines, WQAI San Antonio, WBAP Kansas City, all NBC affiliates; W W L New Orleans, CBS affiliate.</td>
</tr>
<tr>
<td></td>
<td>10%—WSB Atlanta, WFAA Dallas, KVOO Tulsa, WOW Omaha and WLW Cincinnati among NBC affiliates; KSL Salt Lake City, KFAB Omaha, W R VA Richmond and W A B LS Philadelphia among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>15%—KOMO Seattle, K N B C San Francisco, KGMB Los Angeles, KOBU Albuquerque, KSD St. Louis, among NBC affiliates; W B T Charlotte, W R EC Memphis, WLAC Nashville among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>30%—W I R E Indianapolis, WHAM Rochester, W B Z Boston, W MAQ Chicago, WGY Schenectady, WAVE Louisville and WPRO Providence among NBC affiliates; KOOL Phoenix, W P R O Providence, W F B M Indianapolis, WCBQ San Diego, KMOX St. Louis, WAGA Atlanta, WJAS Pittsburgh, KOMA Oklahoma City, WIBX Utica among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>35%—WIOD Miami among NBC affiliates; KTUL Tulsa, WHEC Rochester, WGBS Chicago, WBBM Chicago among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>40%—W OOD Grand Rapids, KPSD San Diego, WMBG Richmond, WGAL Lancaster, WINR Binghamton, WTMJ Milwaukee among NBC affiliates; WISN Milwaukee, WGR Buffalo, WBNS Columbus, WNHF Binghamton and WZFP Grand Rapids among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>45%—WJW Detroit, WTAM Cleveland among NBC affiliates; WTRW Troy, WHIO Dayton among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>50%—KFI Los Angeles, WSBY Syracuse, WRC Washington, WERB Erie, WKBX St. Paul among NBC affiliates; W CBS New York, WRCB Cincinnati, WPBL Syracuse and W W B B Columbus, WJAR Providence among CBS affiliates.</td>
</tr>
<tr>
<td></td>
<td>55%—WNBC New York, WBNF Buffalo among NBC affiliates; WGBR Cleveland, KNX Los Angeles, WTOP Washington among CBS affiliates.</td>
</tr>
</tbody>
</table>
|            | 60%—KYW Philadelphia, WBB Baltimore among NBC affiliates; WCAC Philadelphia, WCAO Balti-

BROADCASTING • Telecasting

KUOA  
SILOAM SPRINGS, ARK.  
ONE OF THIS WEEK’S ADVERTISERS

5 0 0 0 W A T T S  
M.B.S. AFFILIATE  
Serving 4-State Area  
Associated With KGER
Long Beach, Calif.
Radio Set Production  
(Continued from page 39)  

<table>
<thead>
<tr>
<th>Year</th>
<th>FM Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>3,250,000</td>
</tr>
<tr>
<td>1949</td>
<td>2,500,000</td>
</tr>
</tbody>
</table>

The study included a table indicating that, for 21 CBS nighttime programs, the cost per thousand homes reached an increase from $6.50 in October-November 1947 to $7.00 in October-November 1950, a gain of 24.5%. For 20 NBC nighttime programs the increase was shown from $6.85 to $8.00, an increase of 17.1%. The NBC January 1951 output was 25% over 1949, and an estimated 45% over 1949.

These RTMA production figures thus show a spectacular increase in the output of radio programs on broadcast television, both in a period that also has witnessed perhaps a four-fold jump in production of television series. The RTMA data apply only to the entire manufacturing industry.

Much of the soaring demand for sets centers around table models, with many manufacturers selling AM-FM combination types instead of those of FM or AM only. One company has quadrupled its AM-FM output of table models since the last NAB convention in the first quarter of 1951.

A second production problem was taken up in detail last Tuesday at a three-way meeting of industry and factory committee members. Taking part were the NAB FM Committee, headed by Ben Strouse, WOR-FM; the Industry FM Committee, headed by Morris Novik, consultant; the FM Committee of the Radio Television Mfrs. Assn., headed by John W. Craig, RTMA Division. Sessions were held at the NAB Washington headquarters.

To some extent the manufacturers conceded there are shortages of FM-AM sets, especially in recent weeks. The NAB committee will send out questionnaires to distributors in an effort to obtain data from local distributors on demand for FM sets. The RTMA committee will recommend that RTMA conduct a separate survey. NAB's group will submit its findings to RTMA.

Manufacturer scoffed at any suggestion they were trying to hold back FM or deliberately refusing to produce enough sets. RTMA was invited to send a representative to the NAB convention in mid-April, to take part in the April 18 FM panel discussion.

Suggestion was made that the joint groups meet again in late April to review developments at the NAB convention. Mr. Novik said he understood some Capitol Hill committee members were interested in a proposal to conduct an investigation to find out what is holding back FM.

Josh Horne, WPFA (FM) Rocky Mount, N. C., said the state can't get enough FM receivers and contended his city is 49% FM equipped. General Electric was described as sending 10% of its FM-AM table sets to North Carolina.

Mr. Novik said Germany is gearing for FM production because Russia is using the choice frequencies. He added German manufacturers might be a source of FM sets if U.S. manufacturers don't turn out enough to meet demand. (See value of radio, page 31.)

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT of COPYRIGHT, INVASION of PRIVACY

Airing from Editorialising, Speeches, Newscasts, Ad Jingles, Financial Market Reports, County Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESEER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. — Kansas City, Mo.

BROADCASTING * Telecasting

SPARTANBURG (county)

1950

U.S. Census

POPULATION

147,888

Within the last ten years Spartenburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888 — a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed $100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD—Spartanburg's BEST RADIO BUY!

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGER

March 19, 1951 * Page 73
The committee which regard was other industries.

The committee was mapping plans for a hearing slated to be held this Wednesday and resume after the Easter recess.

The western front, however, there were complaints that the committee should not confine itself to Hollywood but should extend its inquiry into radio, television and other industries. The suggestion was offered by Y. Frank Freeman, chairman of the Assn. of Motion Picture Producers.

Mr. Freeman said he does not regard the probe as an attack on the industry, some members of which have been subpoenaed to testify Wednesday, but is an effort to unmask individual Communists and their sympathizers. He suggested, however, that radio advertising TV and defense industries, as well as newspapers and schools, also be included in the inquiry.

Among celebrities reportedly asked to appear are Abe Burrows, Larry Parks, John Garfield, and a score of others, for whom subpoenas have been either issued or served. The committee has made plain that it has not identified any one of them as "friendly" or "hostile.

Once again authorities checked agenda, identity of witnesses and other details with secrecy. It was held likely that the Wednesday session would be partly open and some of it "executive" or closed. Who would appear was not known at week's end. Another hearing was in prospect for Thursday, after which the committee plans to recess until about April 1.

One of the more interesting possibilities was an unconfirmed report last week that a former network director is being served to testify on infiltration of Communists in the radio industry. Authorities declined comment on the personality phase and said the committee has no plans at present to set aside sessions for that field alone. They emphasized again that the probe will be charted along the course of individual personalities rather than any industry segment.

Reorganization Power

EMERGENCY power of the President to reorganize governmental agencies in the interests of national security was blocked last week by House rejection of legislation (HR 1545) which would have permitted such action. Last year, Senate Commerce Committee Chairman Ed C. Johnson (D-Colo), opposed a Presidential plan to reorganize the FCC, giving additional powers to the FCC Chairman. The Senate then voted down the plan.

WMAW LICENSE

WMAW Milwaukee has been granted further opportunity by FCC to plead for a license to cover its permit.

The Commission March 7 vacated and set aside its final decision extending WMAW the use of 1500 kc.

The action was taken by FCC upon petitions for reconsideration filed by the station which deny the charges.

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Respects
(Continued from page 50)
success. By graduation time in 1933, he was 86th in a class of 431, commander of the Honor Company, president of a serious literary group called the Trident Society, cheer leader and member of the swimming team.

Looking back, Mr. Jahncke recalls that radio engineering was his toughest subject, almost causing him to “bail out” of the Academy.

As a “lowly” ensign, and later as a lieutenant (j.g.), he spent four years cruising about the toughest calls cheer group called the commander of success. By

Admiral Adolphus Andrews, 1939, Blue District Harbor, and television. When

by

tion relations; by exceeded he execution of radio, “an essential, irreplaceable medium,” and television and radio opera-

"Radio has rated BROADCASTING

as a "lowly" ensign, and

were "lowly" as a member of the Navy, found a job in radio sales before

Jahncke was 15-25 years old and a radio enthusiast, with "hobbies." Mr. Jahncke was part of the Navy's radio sales force in the late 1930s.

The Spanish audience in Texas has a "tremendous buying power, little realized," Mr. Melville said, citing a U. of Texas survey published in 1949 as showing 20% of the state's population in the language segment.

Carnation Evaporated Milk is using all affiliate stations of the Spanish-language group presently on a five-day-a-week schedule with 15-minute shows, according to Mr. Melville.

Harlan Oakes & Assoc., Los Angeles, is national representative for the group. Dallas office is 402 Melba Bldg., phone Sterling 5156.

vision shows everything. Tints of the imagination aren’t transmissible by color television, and neither are strange lands such as no TV scenic artist can depict. If radio were to disappear, much that now stirs public imagination would disappear."

Transmission of news, a most vital function in the Emergency Era, will continue to be more effective by radio than by television, he believes. "I’m not trying to be little television. Both it and radio have a place, and a rather irreplaceable one, in our lives."

Idea of a hobby is not one Mr. Jahncke takes to readily. "I grew up with boats, and I play bad golf fairly regularly. I enjoy many hobbies, but I’m not a total enthusiast about any particular one. My hobby, if you can describe it that way, is to avoid hobbies."

A member of the University Club of New York, Mr. Jahncke belongs also to the Newcomen Society and the Army and Navy Club in Washington, D. C. He also is a panel member of the American Arbitration Assn.

Married to Cornelia Dickerman of New York in 1940, Mr. Jahncke’s family now includes Leila, 10; Ernest Lee III, 7; Carter, 4, and Redington, 1.

SPANISH GROUP
New Texas Unit Formed

FOLLOWING a two-day meeting in Dallas March 3-4, Texas Spanish-Language Broadcasters announced completion of its organization.

Affiliates are KCOR San Antonio, KTXX Austin, KUNO Corpus Christi and XEO Matamoros and KERO Reynosa, and KEOX Brownsville.

Henry A. Thomas, chairman of the group, said its purpose was to reach for advertisers the south Texas concentration of an estimated 1.5 million Spanish speaking people in the state, with programming and commercial operation in line with “approved NAB-type practices and principles.”

Affiliates now have from 40 to 100% of their programs in Spanish, according to Mr. Melville, hence “can offer to advertisers specialism in advertising their products to Spanish-language people.”

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POWER INCREASE
WBEN-FM Plans 106 kw

NEW CONSTRUCTION will increase WBEN-FM Buffalo’s effective radiated power to 168 kw from 6 kw, the station announced. It will continue on a frequency of 106.5 mc (channel 290).

Construction will begin April 1 in the nearby town of Golden on a

reviewing promotion plans for the Texas Spanish-Language Broadcasters are, seated (1 to r) Robert N. Pinkerton, manager, XEO Matamoros and XEOX Reynosa, Mexico; Joe Harry, assistant manager, and Frank Stewart, manager, KTXN Austin, and William P. Smythe, manager, KCOR San Antonio. Standing, Harlan G. Oakes, Harlan Oakes & Assoc.; Jack Mayberry, manager, KUNO Corpus Christi; Stanton Morris, asst. mgr., KCOR; Mr. Melville.

Cleveland’s Chief Station - WJW-CLEVELAND'S MOST MUSICAL WJW-CLEVELAND'S Most MUSICAL WJW-CLEVELAND'S Chief Station 5000 W. BASIC ABC CLEVELAND 13, OHIO

REPRESENTED NATIONALLY BY H.E. REPRESENTATIVES, INC.

Cleveland’s Chief Station

WJW

5000 W. BASIC ABC

CLEVELAND 13, OHIO

Represented nationally by H.E. Representatives, Inc.

Chief Says:
"Cleveland heap big hunting ground

Seventh city in the nation

Sales-wise hunters sure have found

It rings the bell to use Chief Station"

Happy (Sales) Hunting Ground

Use WJW-Greater Cleveland’s most merchandising-minded, promotion-minded station—to bag sales in the Greater Cleveland market!
1951 'YEARBOOK' ADDENDA

Changes and additions received after the 1951 Yearbook went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1951 Yearbook.


Page 98 — WATM Atnmore, Ala, Everett McCreary is g & cm; Lilian Thier is office manager.

Page 71 — WQWD ladessa, Al, delete Everett E. Porter Jr., news and sports dir.

Page 25 — K-KCO Pittsburgh, Pa., Ted Mermod replaces Harry Osborne as p; Liz Gilman replaces Fred Knoo as nd.

Page 94 — KCBS San Francisco, Calif., William Nietfeld replaces Grant Holcomb as d of news and special events; Howard Luck Gossage, ad.; add Joanne Dokoven.

Page 102 — WCXN Middletown, Conn, add: Dr. Kenneth A. P. Bishop is chief operator of tech. dept.

Page 126 — WXTF Twin Falls, Idaho, Richard Bingham is now pd.

Page 127 — WOBY Allentown, Ill., Ray L. Watson is gm replacing Harold Oliver, Jr, who is now pd replacing John Couchin as gm.

Page 138 — WISH Indianapolis, Ind., C. Charles Connolly, Jr., replaces Frank E. McKinney; Robert B. McCarthy is vp & gm replacing G. J. Higgins, add: William E. Sadler.

Page 140 — WJVO South Bend, Ind., correct spelling of ce, Francis J. Bock.

Mr. Al Durante
J. Walter Thompson Co.
New York City

Dear Al:

You fellers’ll be glad ter know that on Monday nights dartin’ th’ air is more ter the usual ‘cause it’s in a time slot when they’re six radiostations are thinkin’ of. Tho’ I don’t go around thinkin’ of stations, WCHS is 55% of th’ audience on Monday nights; WCHS is really listenin’ ter West Virginia’s number one station! You fellers’ advertisin’ for J. Walterotts keep in their minds ye’re sittin’ in front of radio stations, WCHS is dazengers ter ILU-senars! 

Yours,

Algy

WCHS

Charleston, W. Va.

Page 76 • March 19, 1951

Thesaurus Unit
Sets Research Department
RCA Thesaurus & Syndicated Programs last week announced creation of a commercial research department with Donald D. Axt, sales service supervisor, as manager.

Purpose of the new department, according to Thesaurus, is to correlate and disseminate merchandizing information and sponsor success stories for use by Thesaurus station subscribers in selling to, and retaining, local advertisers.

OAB Meeting
Set May 3-4, in Columbus

OHIO Assn. of Broadcasters’ annual management meeting is scheduled for May 3-4, at the Neil House in Columbus. Discussion will be devoted to selling, overhead, competing media, promotion and civil defense. Carl George, OAB president and general manager, WGAR Cleveland, said that details, including the name of a nationally known speaker, would be available in a few weeks.

J. Fred Woodruff

Funeral services for J. Fred Woodruff, 65, former vice president of Campbell-Ewald Co., were held in the Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., March 10. He died in Huntington Memorial Hospital, Pasadena, March 8, after a brief illness. Mr. Woodruff was the agency’s Pacific Coast manager from 1932 until his retirement in 1955. Besides his widow, Mrs. Virginia Woodruff of San Marino, Calif., surviving are three sons, a daughter and five grandchildren.
TALENT WAGES

WBS To Examine Separately

SALARY problems peculiar to the talent field will be treated separately by the Wage Stabilization Board, Hollywood producers and guilds have been told. Timing of such a study was not disclosed, however.

According to W. Willard Wirtz, acting executive director of WSB, that in lieu of an "interpretation and ruling" on the request of Hollywood attorneys that talent be specifically exempted from the wage freeze [BROADCASTING • Telecasting, Feb. 26], actors, directors, writers, etc. are authorized to negotiate, and the experiment is framed under General Regulations Nos. 5 and 6.

These regulations permit (1) employers to recognize contracts, either by exercise of options or other practice set forth in the contract, in effect last Jan. 25, including periodic increases specified either on merit or length of service; (2) individual contracts already signed or contemplated after last Jan. 25 for "promotion or transfer" or for "new or changed jobs," providing compensation is in accordance with the fixed procedure followed in 1950 and not in excess of the amount paid to comparable talent.

However, Mr. Wirtz explained, the so-called "10% formula" is not applicable to the motion picture industry, under Regulation No. 6, although individual cases can be treated by specific application and upon a case-to-case basis. Each employer must keep records of each adjustment made in order that the board can inspect them.

According to WSB, the talent classification embraces: Actors and actresses; extra talent, including dancers, and producers, directors and writer producers; directors and producer directors; assistant directors, including technical directors; dance directors, and assistant producers, composers; musicians; wardrobe designers; cameramen; assistant cameramen and operative cameramen; sound engineers (professional), and film editors.

Similarity of these skills to those found in television and also in some radio lines gives rise to speculation that the Hollywood request for exemption may set the precedent for radio-TV entertainers.

A three-day hearing that was to have been held in Peoria on applicability of the wage freeze to employees in radio, newspapers and related fields was cancelled [BROADCASTING • Telecasting, Feb. 19].

DURING WHK Cleveland's "Opening Week," [BROADCASTING • Telecasting, Feb. 5], the Mutual board of directors visited Cleveland to hold its quarterly meeting at the new WHK studios. Looking over a model of the station are (l to r) William Fineshriber Jr., MBS vice president in charge of programs; J. B. Maurer, WHK sales manager, and Robert A. Schmid, MBS vice president in charge of advertising, research, planning, promotion and publicity. Both MBS executives are from New York.

FAX SYSTEM

WXU Has High-Speed Unit

HIGH-SPEED Fax, a new facsimile system eliminating processing at the sending and receiving ends, and operating over a carrier frequency of 25 kc on a band width of 30 kc, was unveiled by the Western Union Telegraph Co. in New York last week.

Ten times as fast as the ordinary desk facsimile system, the new method was described as carrying written, printed or picture matter 1¾ x 1¾ inches in size or less, at the rate of one-quarter inch per second. That reportedly equals 180 thousand words per hour, equivalent of a 90-page issue of a magazine per hour.

A motor speed stabilizer, developed by Western Union, permits 1,800-rpm with such minimum of oscillation that the copy does not waver perceptibly.

First installations of the system are to go to the Army, it was announced. Later High-Speed Fax is expected to be operated commercially anywhere the volume of copy traffic is large enough. The system has been tested by the company for over a year between New York and Washington, it was announced.

Oliver S. Warden

OLIVER S. WARDEN, 85, publisher of the Great Falls (Mont.) Tribune and owner of KMON Great Falls, died at his home last Monday. Mr. Warden, a director of the Associated Press and noted civic leader, had served as a member of the Democratic National Committee in Montana for 17 years prior to his death. A key figure in reclamation and international aviation activities, he also owned the Montana Farmer Stockman, the Great Falls Leader and a printing and supply business. Mr. Warden became owner of the Tribune in 1889. He is survived by four children of his first marriage; his second wife, the former Eleanor G. McCran, and their son, Joel Finley.

Remote Pickups

FCC has proposed rules changes to allow licensees of AM and TV stations, which have remote transmission sites and employ microphone-studio-transmitter links, to utilize remote pickup stations to provide communication between the studio and transmitter. Rules already allow this for FM stations. Comments are invited by April 2.

Advertising to Advertisers

How the Big 25 Advertised

RADIO advertisers frequently shift media. That is one of the important facts documented in "How the Big 25 Advertised" — a new and original study recently published by Printers' Ink as a service to the buyers and sellers of advertising. The Big 25 are those advertisers whose combined investments in the six major media were the greatest during the 14-year period 1936-1949.

In this analysis of how the makers of national advertising shifted their budgets and strategy over the years, significant media buying trends are revealed. For example...

Radio cut the biggest slice out of the 2½ billion dollars invested by the Big 25.

62% of Radio's slice came from just eight of the Big 25...

Radio received more advertising dollars from P&G, the #1 advertiser, than any other medium...

Radio has been getting an increasing share of the soap, drug and toiletry business; the leaders more than tripled their investments between 1936 and 1949...

"How the Big 25 Advertised" is a good example of why Printers' Ink gets top attention from the top executives who buy advertising — why it stands alone as the magazine for advertisers, and for advertising to advertisers.

And that's one good reason why your advertising in Printers' Ink strengthens your "consumer franchise" with the buyers of advertising and keeps them sold on you when media shifts are considered.

(Copies of the "How the Big 25 Advertised" research report are available at $5.00 each.)

ROBERT E. KENYON, JR., ADVERTISING DIRECTOR

Printers' Ink - 205 East 42nd Street, New York 17, N. Y.
Chicago - Pasadena - Atlanta - Baton Rouge - Landis

March 19, 1951 • Page 77
Feature of Week
(Continued from page 14)

contributions by Denver radio stations and broadcasters . . . there has been little or no public recognition of these activities . . ." The operation includes a three-channel wired system with outlets near each of the 2,600 beds at Fitzsimons, largest Army hospital in the continental United States. Through this system three programs are fed simultaneously, one of hospital origination, the others from Denver stations.

Mr. Connally said that help from Denver broadcasters includes baseball broadcasts, special events, celebrity guests, and many hours of work from the station staffs. He specifically mentioned KFEL, KLZ, KCOA, KMYR and KTLM, and added that in many cases stations went to considerable expense to furnish programs.

Manager Connally said that the KFG staff includes three announcer-writers, Glendall Connell, formerly with KGGM Albuquerque; Bill Charles, formerly with KID Idaho Falls, and Paul Blue, formerly with KTLM Denver; and a chief engineer, Robert A. Miller, who served three years with the CAA.

PLOUGH Inc., Memphis (WMPR Memphis), will open new plant in Memphis in June. The company will throw open its doors to employees, their families and guests during week long ceremonies.

National Nielsen Ratings* Top Radio Programs
(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—
and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK FEB. 4-10, 1951

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<th>Current Rank</th>
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*Weekday Averages for All Programs

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Weekly Averages for All Programs

ARMOUNT STARS
Set To Air Royal Spots

ARRANGEMENTS for a spot announcement series, in which Paramount Pictures stars will promote Royal Deserts and their movies, have been completed by the film corporation and Standard Brands Inc. and will begin over major radio networks stations next Saturday.

One-minute spots will be used on 154 network stations in 105 cities from coast to coast, with each star guaranteed a minimum of 10 spots per week on each station. Paramount said a total of 4,000 national breaks will be used for the one-month promotion. First spots will feature Bob Hope and be timed with the Easter engagement of his "Lemon Drop Kid" at New York's Paramount Theatre.

BRAND NAMES DAY
To Salute Merchants

SEN. JAMES H. DUFF (R-Pa.) is slated to be the principal speaker at the sixth annual Brand Names Day celebration, April 11, in New York.

The dinner, climaxing the event, will be highlighted by presentation of the third annual "Brand Name Retailer of the Year" awards to merchants in 17 separate fields of retailing. Chairman of the Brand Names Day committee is E. Huber Ulrich, assistant to the president of the Curtis Publishing Co.

Armstrong Plans

ARMSTRONG CORK Co., Lancaster, Pa. (floor and wall covering), has announced plans for its 1961 advertising program—"the most extensive in the company's history." Additional outlets are to be added to the 45 NBC TV stations now carrying Armstrong's Circle Theatre, Tuesday, 9:30-10 p.m. Stations will be added either for live or kinescope showings, the announcement said. The company also will continue its weekly radio show "Theatre of Today," on 178 CBS stations, Saturday 12 noon-12:30 p.m.

SAFETY DRIVE
WMCA Survey Gets Action

AS A RESULT of a WMCA New York six-months survey in cause and effect of automobile accidents in the city, the station has managed to get the city's Union to introduce a bill in New York State Legislature which aims to alter existing laws.

In addition, WMCA will launch a new show on the subject called "The Armstrong Killers effective today (Monday)."

Mr. Strauss will call for a law which will substitute the present system of state liability insurance law, with motor vehicle compensation insurance as a requirement for a driver's license. Drivers would contribute to a state-administered fund, and all benefits available from this fund (without legal wrangling over who caused the accident) would go to automobile victims.

"The recorded evidence accumulated by WMCA," declared Milton M. Bergerman, chairman of the city's Union, convinced of the necessity of campaigning for this much needed reform. The chairman also pointed out that Nathan Strauss, president of WMCA, was a former administrator of the U. S. Housing Authority, a state senator and had pioneered in this field with his bill for compulsory automobile insurance which he introduced in the New York State Legislature from 1921 to 1926.

Leon Goldstein, WMCA vice president in charge of programs, directed the six-month investigation using mobile recording units.

THE GEORGIA PURCHASE
by the Georgians

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S
MAJOR MARKETS

WAGA Atlanta 3,000,000 + 30,000
WAGT Atlanta 3,000,000 + 30,000
WATVD Atlanta 3,000,000 + 30,000

Represented individually and as a group by THE KATZ AGENCY, INC.
\textbf{DISC JOCKEY CONTEST} \hfill WAVE Louisville, Disc Jockey Contest, Oertel Brewing Co., agency M. R. Kompier & Ad., same city, received over 26,000 pieces of mail in two-day contest for would-be disc jockeys. Winner, Miss Pat Stevens of Louisville, received all-expense-paid vacation in Florida. Station reports previous contest pulled almost 24,000 pieces of mail. Show has backing of local clubs and business organizations which provide loyal following when contestants from their groups enter contest.

\textbf{Radio Success} \hfill WPTF Albany, N. Y., has converted one more to radio by showing its ability to reach public. Local insurance man dipped into his own pocket for two spots on local show. Spots panned out so well that insurance man was swamped with leads on prospective business. In fact, it is not at all easy for him to handle alone, so he used spots to hire help.

\textbf{Rural Listeners} \hfill WRFD Worthington, Ohio, sending brochure to advertisers and trade based on station’s ability to reach farm listeners. Piece is headed: “Is your product on the shelves of WRFD’s General Store.” Inside has picture and background of two farm broadcasters. It also has results of survey taken about farm and non-farm listeners made by station. Back outlines different shows station presents along with promotion and publicity material WRFD uses.

\textbf{TV Quiz Show} \hfill KSTP-TV Minneapolis-St. Paul, Dollar$ and $enate, alternate Sundays 9:30-10 p.m., sponsored by First National Bank of Minneapolis. Show uses two studios with contestants from St. Paul in one and the other for Minneapolis contestants. Teams made up by civic organizations are given same test in their separate studios with only the viewer watching both. Each team wins quantity of silver dollars for correct answers, and show is topped off with jackpot question at end.

\textbf{Spanish Broadcast} \hfill WIOU Kokomo, Report From Spain, taped recorded broadcast direct from Madrid using facilities of Spanish State Radio. Former WIOU staffer, Eric Ericson, who attends U. of Madrid, broadcasts about Spain today. Reports last 10 minutes and cover subjects ranging from arrival of the U.S. Ambassador to opening of bullfight season.

\textbf{Future Releases} \hfill WWCC Hartford, Pick A Hit, March 11, featured 12 unreleased records in cooperation with Columbia Record distributor in Hartford. Listeners were asked to vote for favorite record giving reason they liked it. Prizes included TV set and record players. A tie-in newspaper campaign was used.

\textbf{This} is one of 100 24-sheet billboards placed by WCAO Baltimore throughout that city. The call letters are three feet high in red against white background. They are being used to plug 20 CBS network shows. L. Waters Milburn, president of station, said, “... we want to build and hold big audiences both for our network and our spot clients.” An estimated one million people will see posters per day.

\textbf{Direct Broadcast} \hfill WRK Rockford, Ill. recently broadcast directly from Madison Square Garden the Beloak College vs. Seton Hall basketball game during National Invitational Tourney. Humphrey Cadillac & Oldsmobile, and The Kroger Co. (supermarkets), sponsored broadcast. School located in area had large following, so station arranged to air game. Kroger Co. used window displays to promote broadcast in 14 stores in towns located in area. Broadcasts were to continue as long as team remained in tourney, but unfortunately they lost their first game to Seton Hall.

\textbf{THEATRE DISCUSSION} \hfill WIND (TV) Washington, Sat., March 17, 2:30-3 p.m. Special program, Curtain Call for ’51, presented under auspices of UNESCO and American National Theatre Academy, discussing “What is international theatre month?”, being celebrated during March. Panel included: Robert Schnitzer, managing director of Ballet Theatre, moderator; Rosamond Gilder, on ANTA board; Blanche Yurka, stage and screen actress; Paul Green, playwright; M. S. Sundaram, cultural attaché of Indian Embassy; Rosemary Krill, drama student, Catholic U. of America.

\textbf{FACT BROCHURE} \hfill WESTINGHOUSE Radio Stations sending trade eight-page brochure containing facts about stations. Cover is blue with man with sandwich board standing next to lamp-post, sign reads: “Eat at Joe’s.” Inside tells how “Joe” was smart enough to use radio in advertising. It also has market-area coverage charts for each station (KTV Philadelphia, WOWO Ft. Wayne, KDKA Pittsburgh, WBZ Boston, WBSA Springfield, KEX Portland).

\textbf{MUSICAL EVENT} \hfill CKCW Moncton, N. B., sponsoring for fourth year Moncton Musical Festival, May 7-12. Event designed as public service helping to develop musical talent of city. Competition open to both professional and amateur, trying for music scholarships at many music schools.

\textbf{Promotion Series} \hfill WJW Cleveland has been using transit ads tying in with newspaper ads and direct mailing pieces to trade and advertisers. Transit lay-out has round-up of many different promotions used by station.

\textbf{Trick Gimmick} \hfill WTRX Troy, N. Y., sending advertisers and trade trick gadget it is using in contest. Station asks trade to send copy that best ties in with gadget and puts across station’s point. Station offers case of Scotch as prize. The small gimmick proves that the hand is faster than the eye. Round metal case has pictures of bullfighter and bull with small hole where bull’s head should be. Head is attached to chain with stem to be inserted in hole. Lever on side operates swivel in lighter holder. Metal sword appears to pass through neck without severing it.

\textbf{The Little Station with the Big Wallop!} WWMAM

\textbf{Marinette, Wisconsin.}
**WTNJ CASE**

**Petition Revocation Order**

HEARING on the revocation of the license of WTNJ Trenton, N. J., was postponed indefinitely by FCC last week pending action by the Commission on a petition for reconsideration filed by the station March 9. WTNJ's petition, asking the Commission to rescind its revocation order of Dec. 20 [BROADCASTING • TELECASTING, Dec. 25, 1950], said the order's allegations of false and misleading testimony by the former general manager of the station in 1945 [a hearing were "in error and cannot be substantially substantiated by record facts.

The petition claimed FCC's charge of transfer of control without approval could not be substantiated. It said Erling C. Olsen, charged with assuming unauthorized control, "acted in a lawful capacity as agent of Mr. [Charles E.] Loew and Miss [Julie V.] Loew in making an investigation of the unsatisfactory operation of the station under [Franklyn J.] Wolff's management. . . . All of the actions which he had taken have been in his capacity as an officer of the corporation and with the full knowledge, consent and approval of the board of directors including Mr. and Miss Loew."

The Commission's charge of unauthorized transfer reported was based on independent investigation and on information obtained from a transfer application in which Mr. Olsen would have been a trustee for Mr. and Miss Loew. WTNJ's petition contended that "instead of 'abdicating' control of WTNJ, Mr. and Miss Loew instituted an action in Federal District Court which resulted in the dismissal of Wolff as manager, hired a new manager, retained new counsel, increased the size of the board of directors, elected new directors and officers, and loaned additional funds to enable the station to continue its operation."

As a result of the changes initiated by them, the petition stated, WTNJ has been placed on a paying basis "for the first time in many years and the program service has been substantially improved."

The Commission, on its own motion, ordered the hearing originally scheduled March 13 to be continued indefinitely pending action on the petition for reconsideration. WTNJ is assigned 250 w daytime on 1300 kc. WTNJ petition was filed by the Washington law firm of Bingham, Collins, Porter & Kiaster.

**Radio Exhibit Educational Programs Set**

MORE THAN 400 recorded entries of programs aired over U. S. and Canadian radio stations during the past year have been submitted for the 15th annual American Exhibition of Educational Programs. This was announced by Dr. I. Keith Tyler, of Ohio State U., Columbus, where the exhibit is to be held. Awards will be announced May 4. The yearly exhibition is held in conjunction with the Institute for Education by Radio, sponsored by the university and directed by Dr. Tyler.

**Eight Storecast Sponsors**

STORECAST Corp. of America added eight new sponsors during February, bringing its 1951 new-sponsor list to 20. Twenty renewals also were signed during February. New sponsors included Beech-Nut Packing Co., New York; Barcelonee Co., Boston; Bu-Ray Products Ltd., Los Angeles; Sel's Specialties, New York; Hoot Bros., Newark; Gordon Chemical Co., Philadelphia; National Fruit Products Co., Glassboro, N. J., and J. D. Swayne & Sons, Kennett Square, Pa.
ELECTRONIC PARTS DIV. OF ALLEN B. DU MONT LABS Inc., E. Paterson, N. J., has announced Y2A deflection yoke for sharper TV pictures. It is designed for use with TV tubes of 60 to 70 degree deflection angle covering present popular tube types.

HAROLD E. KARLSRUHER, Emerson Radio & Phonograph Corp., appointed chairman of radio and TV manufacturers and distributors group for 1951 Cancer Crusade, N. Y.

Technical ...

CLINTON ALBERTS, KGFJ Los Angeles, to KGER Long Beach, Calif., as transmitter technician. RALPH WILSON, KGBR, appointed to CBS technical staff.

JOHN BERNEN, dramatic director WLTV Bloomsburg, Pa., to WVJZ (TV) Miami as cameraman. RICHARD ZINN Jr., also to station as cameraman.

JOSEPH E. CROTTAOU appointed to engineering staff WFEC Miami replacing WILLIAM REEDER, resigned.

WILLIAM COYNE, TV engineer WNBQ Chicago, recalled to active duty with Air Force.

MARTHA RIFE, radio field engineers supervisor NBC Chicago, and MARY LOU BRENNER, engineering department secretary, married March 8.

HENRY KULIG and GENE HATHAWAY named to engineering staff WIRY Plattsburg, N. Y.

RAY KEMPER, Don Lee Broadcasting System, to CBS Hollywood in sound department. MARSHALL KING, KPRQ Riverside, Calif., to network as audio technician.

WINSLOW S. STEWART, THEODORE T. KNAPP and VINCENT F. MAHONEY to KECA-TV Hollywood engineering staff. Mr. Stewart was formerly camerapher for Adel Frencis Products, Burbank, Calif., and assistant producer Telepix Corp., Hollywood; Mr. Emm, Sun Co., San Bernardino, Calif.; Mr. Mahoney was independent radio servicing technician.

LEO PIOTROWSKI, TV engineer, NBQ Chicago, father of girl, Jane Helen.

AFCA SPEAKERS

Set for April 19-21 Meet

ROBERT C. SPRAGUE, chairman, Radio-Television Mfrs. Assn., will be one of the principal speakers at the April 19-21 national Armed Forces Communications Assn. convention in Chicago's Drake Hotel. [BROADCASTING TELECASTING, March 12].

Bill Cutchins moved on to Princeton U. and, later, to the U. of Nanking where he specialized in the Chinese language, both oral and written.

At B&W, he launched his career in the tobacco firm's leaf department, transferring to manufacturing and finally sales. In 1944 he was appointed a member of B&W's board of directors and the following year transferred from sales to advertising. Other promotions followed in short order.

Mr. Cutchins was named director of advertising and a member of the company's executive committee in early 1946, in which capacities he served until November of that year, when he jumped to vice president in charge of advertising—personal progress that more than equaled that of the fast-growing firm itself.

In his present position, Mr. Cutchins works with J. W. Bur- gard, B&W advertising manager, with responsibility for overall advertising and marketing media operations. As part of his duties he meets with officials of the company's two advertising agencies—Russel M. Seeds Co. (Raleigh pipe tobacco) and Ted Bates & Co. (Kools and Viceroy cigarettes). He also spends considerable time in the field talking with consumers of tobacco products and visiting friends he made in the wholesale and retail tobacco trade when he was in the company's sales department.

Under Mr. Cutchins' watchful eye, B&W today sponsors People Are Funny and its summer replacement A Life In Your Hands on NBC; an assortment of spot announcements on nearly 300 radio stations, and a promising spot campaign on some 70 TV outlets in the larger markets where set penetration reaches a prescribed figure.

Belief in Radio

The company's continued use of nighttime and also daytime radio is based on the conviction held by Mr. Cutchins and his associates that aural broadcast could not be sold short for years to come on the premise of delivering listeners at a low-cost per thousand.

Until the facts prove otherwise—and the figures as well—Mr. Cutchins and B&W's advertising manager, Mr. Burgard, have expressed their intention of appropriating a large part of their budget for AM radio. And B&W's television plans are based primarily on the objective of improving and broadening its spot franchise until it is of equal caliber to its radio franchise—one of the best in the United States.

Bill Cutchins is a member of the University Cottage Club of Princeton U. and the Princeton Club of New York. In Louisville, his home city (he lives in Indian Hills, a suburb), he belongs to the Pennsylvania, Wynn-Staley and Louisville Country clubs. He is a member of the board of trustees of the Norton Memorial Infirmary.

Mr. Cutchins and his wife, the former Sue Wilson, have three daughters, Barbara, Carol and Alexandra, aged 21, 18 and 8, respectively. His hobbies are golf and, of course, Chinese literature.

CLAIM could be made that Jerry Crocker, WCUE Akron disc jockey, is one and the bottom of the bucket these days for program ideas. In a frenzy of inspiration he dove into a tank to interview a night club entertainer named Divona who performs under water. After a brave effort to talk while submerged, Mr. Crocker was revved.

PULSE TV-COUR TV-CHICAGO "Teen-Age Seminar" NBC CHICAGO and Junior Achievement Inc., in the same city, are cooperating in the presentation of a radio-TV workshop for "outstanding young people" in the achievement group. Fifteen youngsters from 15 to 21 years are attending the 12-week seminar. This is the first time J.A. has offered radio-television training. Its usual procedure is to set up selected persons in businesses of their own.

NBC speakers at the seminar will include Homer Heck, radio program—production manager; Howard B. Meyers, WMAQ sales manager; George Heinemann, TV operations manager for WNBQ; Arthur Jacobson, TV program manager; Ted Mills, executive TV producer; Paul Moore, TV technical operations supervisor, and John Whalley, controller.

Judith Waller, director of public affairs and assistant, Betty Ross, planned the series with Thomas M. Pendergast, executive director of Junior Achievement.

SENATORIAL WIRE

Telegraph Probe Group Set THREE-MAN Senate Rules subcommittee, named by Sen. Carl Hayden (Ariz.), committee chairman, is studying the use of the telegraph frank and how to tighten present regulations.

The study was an outgrowth of complaints of indiscriminate use of Senate telegraph privileges. It has been reported that Sen. George W. Malone (R-New) used his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the taxpayers expense [Broadcasting • Telecasting, Feb. 26].
Radio, Video Muster

‘Sound Off’ in Military Morale Programming

Radio and television stations are mustering ‘front and center’ to boost military morale. The roll call of participants is rapidly growing and the parade of serviceman programs is keeping cadence as the nation mobilizes its armed potential.

Following are a few examples which have been reported to Broadcasting & Teletaping:

Phil Regan, Irish tenor, is being starred in his own show for servicemen over NBC under sponsorship of Pepsi-Cola Co. His Sunday broadcasts originate in rotation from Army, Navy, Air Force and Marine bases and defense plants.

WJK Detroit is carrying a new program dedicated to all servicemen. The weekly series, Service Serenade, began March 1.

WLMS Sylacauga, Ala., twice weekly broadcasts taped interviews with members of Alabama’s National Guard unit now on duty at Camp Edwards, Mass. Four Sylacauga persons interested in marine activities including boating and fishing appear.

Voting for latest ‘Hoopers’ town televiewers informed of Minnesota National Guard activities through films made at Camp Rucker, Ala. Each week, That Door Marked Private, sponsored by GE Supply Corp., takes viewers on a tour usually closed to the public. It concerns many topics other than those dealing with military themes, however.

WDAY Fargo, N. D., last week was planning to present from Camp Rucker a series of special programs involving North Dakota National Guardsmen located in the Alabama camp.

CAB Certificates

FIRST members of Canadian Assn. of Broadcasters’ Quarter Century Club, presented with certificates at the CAB annual meeting at Quebec (Broadcasting & Teletaping, March 5), are:

William H. Baker, CPFB Toronto; John Beardall, CFCF Chatham; Major W. C. Borrett, CHIN Halifax; George Chandler, CJGO Vogue; M. V. Chesley, CFCF Victoria and W. G. Clayton, CFCH North Bay; J. A. Dupont, CJAD Montreal; W. Vic George, CFMON Moncton; Aubrey Holstead, CKWV Vancouver; Leslie Horton, CKUC Hamilton; A. D. Jacobsen, CHAB Moose Jaw; Miss A. E. Marshall, Carl O’Brien and A. A. Murphy, CFQK Saskatoon; Art Mills, CJGX Yorkton; G. A. A. Rice, CPBN Edmonton; Lt. Col. K. S. Rogers, CFY Charlottetown; Leonard Spencer, CKAC Montreal; E. O. Swan, CKEX Toronto; W. H. Landry, CHNS Halifax; and J. S. Neill, CFVB Fredericton.

Sears Says ‘yes’ to WGRD

In competition with four other Grand Rapids Radio Stations, Sears Roesbuck selected WGRD to tell the Sears story to the people of Western Michigan.

Because — of WGRD’s greater coverage larger audience lower cost proven results

Sears Daily Schedule —

Two 15 Min. programs
Six announcements

WGRD “The People’s Station”

Grand Rapids, Michigan

For latest “Hoopers” call McGillivra

March 19, 1951 • Page 83
‘PRIVACY’ SUIT
Filed in L. A. Court

NAMING CBS, General Foods Corp., Phillips H. Lord Inc., Benton & Bowles Inc. and Young & Rubicam Inc. among defendants, William A. Sampson, retired restaurant chain owner, has filed a $500,-000 damage suit in Los Angeles Federal Court.

He charged that when Geng Busters was broadcast over CBS stations last October, dramatizing the criminal history of his son, Lloyd, his own name was used without permission, several incidents depicted were “false and untrue” and the program generally violated his rights of privacy. The suit further states Mr. Sampson notified CBS after the first broadcast that he objected to use of his name and portrayal, but despite this, another episode of the story was broadcast a week later.

HOWSER CASE
New Trial Is Denied

JUDGE Alexander Holtzoff of the U. S. District Court, Washington, D. C., has denied a new trial to Fred N. Howser, former California Attorney General, who lost a $350,-000 libel suit against ABC Commentator Drew Pearson last January [Broadcasting * Telecasting, Jan 29].

Mr. Howser had charged Mr. Pearson with libeling him on an ABC network broadcast by accusing the Californian of taking a $1,200 bribe from a gambler.

Reach Settlement

SUIT filed by Al Laval against the Black Hawk Broadcasting Co. and R. J. McElroy, general manager of its KWWL, Waterloo, Iowa, has been settled out of court, Mr. Laval has announced. Formerly sports and educational director of KWWL, Mr. Laval is now in the sales department of KXEL, Waterloo. The suit, filed in November 1949 [Broadcasting * Telecasting, Dec. 5, 1949], sought recovery of overtime pay.

WILS and the drama of the ATOM
CLEAR CHANNEL Home of the NATIONAL Barn Dance

ZYDOS have been given an earful about radio announcements and how they can help influence and win elections.

Jon M. Jonkel, who was campaign manager for Sen. John Marshall Butler, when the Republican defeated former Democratic Sen. Millard E. Tydings last fall in Maryland, filed the lawmakers in on the intricacies of radio soundmaking.

Graphically he described how spots were used to circulate Sen. Butler’s name “the way you put any other commodity across.” This method, Mr. Jonkel said, took in music and slogans. Examples: “Be for Butler”—“like the Bromo Seltzer ads.” Mr. Jonkel then demonstrated a series of “Be for Butler’s” at a pace described by one newsman as “at railroad engine tempo.”

Some announcements, Mr. Jonkel explained to the Senate committee investigating the Maryland Senatorial election, caused considerable consternation in ex-Sen. Tydings’ campaign headquarters. One particular spot, he said, used machine gun fire, mortar fire, plus the sound of richochets. For the latter, Mr. Jonkel gave emphasis to his testimony by giving his version of the sound effects.

A spoken passage followed the whining bullets and chattering guns in this manner, Mr. Jonkel said: “That’s the way the war in Korea sounds. Do you in your heart believe we were ready for Korea? Vote for John Marshall Butler.”

In still another spot, he added, “we had brakes squealing, and a slogan—stop waste in government, stop this, stop that. We had alarm clocks going off, and “Be for Butler, Be for Butler, Be for Butler.”

Arrangements were made, according to the witness, so that every time Mr. Tydings spoke on the radio his time was preceded and followed by these 20- to 30-second spot announcements.

RIGGIO CORP.

Signs FTC Agreement

RIGGIO Tobacco Corp., Brooklyn, N. Y., has signed a stipulation with the Federal Trade Commission, agreeing to cease certain representations made for its Regent cigarettes in broadcast and other advertising. The agreement was announced by FTC March 11.

Under terms of the stipulation the tobacco firm promised to discontinue claims that Regents (1) provide any defense against throat irritation due to smoking, (2) offer cooler smoking because of extra length or oval shape. The agreement does not, however, prevent claims that during the time the extra length is smoked, less irritating properties are contained in the smoke therefrom. Riggio sponsors NBC-TV’s "Leave It to the Girls," Sunday, 7:7:30 p.m. EST.


COURT RULING

Protects ‘Guard’ Reception

TEMPORARY injunction against operation by the Yonkers Cabinet Corp., Yonkers, N. Y., of a dielectric heater which was reportedly interfering with U. S. Coast Guard reception on its aeronautical frequency 7530 kc, was granted the FCC March 2 by Judge Samuel H. Kaufman of the U. S. District Court for the Southern District of New York. It is the first case in which FCC has used the courts to halt radiation interference.

According to the Commission, transmissions subsequently traced to the heater were first picked up on Jan. 28. FCC’s complaint said that heretofore testimony the heater, despite repeated notice to Maitland Brenthouse, Yonkers president, the court proceedings were begun. The heater, an electronic type for industrial use, was manufactured by Girdler Corp., Louisville, Ky., according to the FCC account of communications from Mr. Brenthouse. Transmissions from the unit, which varied between 7510 and 7555 kc, were picked up by FCC monitoring stations in Laurel, Md.; Powder Springs, Ga.; Allegheny, Mich.; Lexington, Ky., and by a mobile unit in Yonkers, the Commission said.

Zaimes Files

SUIT for $250,000 in damages, alleging libel and character defamation, has been filed against the New York Compass by Charles Zaimes, a former FCC commissioner, at WALL, Middletown, N. Y. Basis of the suit was a story, published Dec. 31 and titled A Town of Terror, which dealt with Mr. Zaimes’ news campaign “to expose Communist influence” in a fur-workers union, according to WALL. The article claimed that workers are in fear because of the broadcasts.

FTC Order

DECEPTIVE marking of radio tubes, attributed to Continental Corp., Chicago, and its officers, would be prohibited under terms of an initial decision reported by a Federal Trade Commission trial examiner. The proposed order also would require the firm to stop representing it has been licensed by RCA to "make or distribute radio tubes" and that it is a tube manufacturer. The order becomes final in 30 days unless it is appealed, stayed or placed on the commission’s review docket.
Saul Gale, manager traffic department NBC Western Div., appointed manager of newly-consolidated station relations and traffic department. Alan Court- ney, acting manager station relations, guest relations, public affairs and education, named station relations contact for new department.

Harold Storm appointed director of promotion KMBC-FM Kansas City, Mo., succeeding John S. McDermot who has been appointed local sales representative. Mr. Storm has been with WOW and KPAB Omaha, and WNAX Tannton, S. D.

Mr. Storm

Dick Karnow, news director WIRY Plattsburgh, N. Y., appointed chief announcer and sports director. Esther Fox, continuity department WIRY, appointed continuity director. Harold Phillips, new to radio, named to announcing staff. Dave Smith appointed part-time announcer.

Peter Cole, chief announcer and assistant program director WVCW Coral Gables, Fla., to WTVJ (TV) Miami, as announcer. Lenore Kehm appointed to program staff.

Norman L. Prevotate appointed to program department staff WBTV (TV) Charlotte, N. C. He has been with several stations in North Carolina.

Jack Douglas, Eddie Coontz and John Brady to KPI-TV Los Angeles, as directors. Mr. Douglas and Mr. Coontz are program managers; Mr. Brady is freelance announcer and writer.

Charles Ray signed to exclusive contract with Palmetto Broadcasting System, Anderson, S. C., to do series of shows. He has been with several stations in Louisiana and Mississippi.


Frank Paris, script department CBS Hollywood, to network editing staff.

Mr. Bradfield

Justin R. Duncan, TV program director WOAI-TV San Antonio, to devote full time to public and client relations for station's Broadcasting • Telecasting, March 51.

Earl Warren, special feature announcer CKY Winnipeg, to announcing staff CKXL Calgary.

Jesse Oppenheimer, producer CBS TV Youngblood, father of boy, Gregg, March 8.


Mr. Dahlstead

Dresser Dahlstedt, production manager ABC Western Div., named program di- rector. He succeeds John I. Edwards, resigned to join Maier Brewing Co. as advertising manager. Prior to being made production manager, Mr. Dahlstedt was chief announcer for network Western Div.

Phil Baker replaces Jack Paar as m.c. of ABC The $64 Question. Mr. Baker was previously with program, when under producer It From December 1941 to September 1947, when Garry Moore took over.

Capt. Pat Griffith, WAC, formerly with NAB, has been transferred from duties as public information officer at Fort Myer, Va., to the Radio-Television Branch, Dept. of the Army, Pentagon.

Barry Cassell, to WCAU-TV Philadelphia, as TV announcer.

Frederick P. Laffey, program director WLAW Lawrence, Mass., recalled to active duty with Army.

Robert W. Breckner, director KTVI (TV) Los Angeles, appointed executive director. He will build department responsible for all sports, special events, news and public service programs on station.

Lawrence Whitney named assistant public relations director WGN Chicago. He joined station's continuity department as staff in 1951.

Ken Wooddell, sports announcer WLBY Mattoon, Ill., father of son, Ken Jr.

Phil Gordon, pianist-singer to WDSU-TV New Orleans talent staff.

Pat Crafton, KNX-TV San Francisco, father of daughter, Mimi.

Nick Perry appointed chief announcer WDTV (TV) Pittsburgh. Clark Sutton, student, to publicity department replaces Vince DiCoco, resigned. Jay Russell, WATV (TV) Newark, to WDTV working on special research-public relations project.

Jean Hersolt, star CBS Dr. Christian program, elected president Hollywood Bowl Assn.

Mr. Roensch

George Dinnick, music director WINX Washington, appointed program director, succeeding William Hedges, resigned.

Mat Dundkia, appointed musical director WINX Washington. Was with WABC Tuscaloosa, Ala. William Tinker, Armed Forces Radio overseas announcer, also announcing for WINX.

Bill Hart, WONE Dayton, to WPFB Middletown, Ohio, as night disc jockey and announcer.

Elsie Miller, accountant KGER Long Beach, Calif., retires April 1.

Al Malliocoat, announcer, recovering from broken leg.

Fred McCaul appointed to announcing staff KEYL (TV) San Antonio. He was with KVALL Brownsville, Texas, as program director.

Jean Sargeant, radio-TV women news commentator, to WPTZ (TV) Philadelphia.

Warren Nelson, announced KMA Shenandoah, Iowa, appointed chief announcer. DOC and Esther Em- bree, entertainers KPEK St. Joseph, Mo., to talent staff KMA.


Alan Snowdon, KIHR Rood River, Ore., to KRIZ Phoenix, Ariz.

John Siemer, WLIZ Springfield, Ohio, to WOU Kittumba, I du, as announcer. Dorothy Hacker to WIOU as staff organist.

Edwin C. Metcalfe, assistant to Rudolph Picarello, sales service coordinator KTVI (TV) Los Angeles replaces Mr. Picarello, who was recalled to armed services. Rob R. Hisstand Jr., Executive producer KPIF-TV Los Angeles, to KTTV as staff director.

Johnny Martin, WLIZ Bridgeport, Conn., to staff WXYZ-TV Detroit.

Shirley Schutt, continuity ac- ceptance department ABC Hollywood, to KTVI (TV) Hollywood, in similar capacity.

Mr. Roensch


Ernie Tannen, program director WGAY Silver Spring, Md., elected president Montgomery County Press Assn.

Julian Bentley, news director WBBM Chicago, to Europe March 19 for four-week reporting trip. News will be shortwave broadcast for broadcast on his regular show. He will visit England, Scotland, France and Italy.

Carl Randall, news department KCBS San Francisco, on tour of Alaska to gather material for profile on Alaskan defenses for CBS' Hear It Now show.

Bill Nielfeld, news director, KCBS San Francisco, named chairman of Northern California section of California Associated Press Radio Assn.

Bob Bruner appointed news director WIOU Kokomo, Ind. He was with WSOY Decatur, Ill.

Pauline Frederick, ABC com- mentator, to deliver lectures before Rotary Club, Johnson City, Tenn., March 20 and the East Tennessee State College, Johnson City, March 21. Her Pauline Frederick Reports broadcast, 8:45-9 p.m., to originate from WHJ Johnson City March 21.

Walter Cronkite, CBS Washing- ton news commentator, recovering in Bethesda Naval Hospital from appendectomy. He was stricken March 9.

Cloyd Head, commentator WMAQ Chicago, returns from 10-month Euro- pean and Middle-Eastern trip. He resumes his broadcasts next month.

Jim Arkison, sports director WALE Fall River, Mass., named outstanding radio sportscaster for 1950 by local AMVETS post.
NEW FM OUTLET

To Purchase WMIT Plant

GRANT No. 7 of a construction permit for a new Class B FM outlet on Clingham's Peak, Yancey County, N. C., paves the way for reactivation of the old facilities of WMIT (FM) Charlotte—pioneer FM station which ceased operation last April.

Under plans submitted to FCC last December [BROADCASTING & TELECASTING, Jan. 1, Mt. Mitchell Broadcasters Inc. permitted, is purchasing WMIT’s plant atop Clingham’s Peak for a reported $27,600. In addition to the WMIT 10 kw transmitter, the new firm also is installing a new 50 kw amplifier to boost the effective radiated power to 300 kw effective radiated power on Channel 296 (106.9 mc).

According to the original application, the new outlet’s 1/m contour will include 27,380 sq. miles while the 50 uv/m contour will include 50,600 sq. miles.

Principals in Mt. Mitchell Broadcasters, W. W. Olin Niblet Jr., Charlotte investment banker, president and 31% stockholder; John C. Erwin, Charlotte businessman, vice president and 20% owner; N. H. Simpson, part owner of WMIC Greenville, S. C., as secretary-treasurer, 6.6%.

KPEX

Would Go Fulltime

KPEX Lamesa, Tex., would be granted extension of operation from 2400 hours daily time, on 690 kc with 250 w, according to an FCC initial decision last week.

Hearing Examiner Jack P. Blume found it desirable to recommend the grant although the pro-
posed nighttime operation violated FCC standards respecting the limitation on Class II operation. He found a first primary nighttime service would be rendered to Lamesa which now is a "white" area, without primary signal at night.

According to FCC rules, Class II operators at night is limited to 50 mc/mv contour, which for KPEX would include 19,000 persons. However, because of objectionable interference at night, KPEX will be limited to its 25.4 mc/mv contour, including only 7,900 persons.

MARCH 9 TO MARCH 15

MARCH 9 APPLICATIONS... ACCEPTED FOR FILING

Granting applications for license renewal filed by following: KCOO-0, Calif., KIIM-0, Neb., WMBB-0, Ill., WMWO-0, Wis., WBBG-0, Ind., WCWH-0, Pa., WAPI-0, Ohio, KFAL-0, Mo., WTOP-0, Md., WACO-0, Tex. Granting license to new Class II station.

March 9 Applications... ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by: WHKX-0, Ohio, WJAN-0, Wis., KOWW-0, Neb., WMFQ-0, Ohio, WZRA-0, Ky., WLOH-0, Ohio, WSO-0, Mo., KHMO-0, Mo., KPC-0, Pa., WCCH-0, Ill., WGO-0, Mo., KXAS-0, Tex., WURN-0, S. C., WJSY-0, Ind., WMUR-0, N. H., WWK-0, N. Y., WRUZ-0, Fla., WOKO-0, Ohio, WDFN-0, Tex., KAL-0, WCMX-0, Ind.

March 12 Applications... ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by: WFMJ-0, Ohio, WOSA-0, Ill., WLEX-0, Ky., WTVX-0, Va., WLOK-0, Ala., WAPM-0, Ohio, WZPR-0, Tenn., WAPC-0, Ky., WFSO-0, Mo., WOGL-0, Md., WCV-0, Wis., WQED-0, Pa., WIXZ-0, N. Y., WNUK-0, I. D., WNMO-0, Ohio, WQCB-0, Md., WAGG-0, Ga., WQXS-0, Fla., WSAI-0, N. Y.

March 13 Decisions... BY THE SECRETARY

KTVT Los Angeles—Granted license for commercial TV station; ERP via pow 39.9 kw, aur 15.6 kw: to change studio location.

KIRO Seattle, Wash.—Granted license for commercial TV station; via pow to change studio and transmitter locations (not a move).

WZV-TV New York—Granted new license for new commercial TV station.

WAC TV Cleveland—Granted new license for new commercial TV station.

WAC TV Cedar Rapids—Granted new license for new commercial TV station.

WAC TV Des Moines—Granted new license for new commercial TV station.

WAC TV Springfield—Granted new license for new commercial TV station.

WAC TV, Buffalo—Granted new license for new commercial TV station.

WAC TV, Kansas City—Granted new license for new commercial TV station.

WAC TV, Louisville—Granted new license for new commercial TV station.

WAC TV, Syracuse—Granted new license for new commercial TV station.

WAC TV, Paterson—Granted new license for new commercial TV station.

WAC TV, Buffalo—Granted new license for new commercial TV station.

WAC TV, Cincinnati—Granted new license for new commercial TV station.

WAC TV, Cleveland—Granted new license for new commercial TV station.

WAC TV, New York—Granted new license for new commercial TV station.

WAC TV, Kansas City—Granted new license for new commercial TV station.

WAC TV, St. Louis—Granted new license for new commercial TV station.

WAC TV, Seattle—Granted new license for new commercial TV station.

WAC TV, Atlanta—Granted new license for new commercial TV station.

WAC TV, New York—Granted new license for new commercial TV station.

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices—National Press Building Offices and Laboratories 1339 Wisconsin Ave., N. W., Washington, D. C. 20005 ADoma 2414 Member AFCEC*

McNARY & WRATHALL RADIOTELEGRAPH
Radio Engineers
906 National Press Building Washington, D. C. DF 1205 Apts., California Apts. 5532 Member AFCEC*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347 WASHINGTON, D. C. Member AFCEC*

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477 WASHINGTON, D. C. Member AFCEC*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. WASHINGTON 5, D. C. EXECUTIVE 5670 Member AFCEC*

ILLIAM L. FOSS, Inc.
Formerly Callon & Foss, Inc.
927 13th St., N. W., Republic 3883 WASHINGTON, D. C.

WILLIAM L. FOSS, Inc.
Formerly Callon & Foss, Inc.
927 13th St., N. W., Republic 3883 WASHINGTON, D. C.

LYNNE G. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073 Washington 5, D. C. Member AFCEC*

RENA Mc NARY & WRATHALL
Radio Engineers
906 National Press Building Washington, D. C. DF 1205 Apts., California Apts. 5532 Member AFCEC*

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg. Washington, D. C. 3984 Member AFCEC*

JOHN C. REUTZ
319 BOND BLDG. REPUBLIC 2151 WASHINGTON, D. C. Member AFCEC*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8731 ARLINGTON, TEXAS

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 3851 1333 M STREET, N. W. Executive 1230 WASHINGTON 6, D. C.

A 45-year background—Established 1928—
PAUL GODLE CO.
Upper Montclair, N. J. MDOntolio 3-3000 Laboratories Great Notch, N. J.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153 Riverside, Ill. (A Chicago suburb)

TENDERED FOR FILING
WETO Gadsden, Ala.—CP change hours from D to unl., operating 100 w.-w. 1 kw-D. on 380 kc.

APPLICATIONS RETURNED
WCNU Creativitv, Fla.—RETURNED application for license renewal. KBKI Alice, Tex.—Same.

March 14 Decisions...

BY THE COMMISSION
Extension of License
WCBB-FM Roanoke Rapids, N.C.—Granted further temporary extension of license to 6-1-51.

Extension of License
WKRT-FM Fort Lauderdale, N.C.—Granted further temporary extension of license to 6-1-51.

Modification of CP
KIDO Boise, 164.—Granted mod. CP to change DA-N. cond.

CP Granted
KFSB Joplin, Mo.—Granted CP to move center tower of DA etc., cond.

BY THE COMMISSION EN BANC
Designated for Hearing
KCCG Centralville, Iowa.—Designated for hearing in Washington on May 4 re application to increase power from 100 w. to 250 w. unl. on 1860 kc, made WGGI Galena, Ill., KVFT D. Dodge, Iowa, and KFXR Columbia, Mo., parties to the proceeding.

Reinstatement of CP
Red Oak Radio Corp., Red Oak, Iowa—Granted reinstatement of expired CP which authorized a new station on 1800 kc 300 w. D, subject to filing within 60 days, of an application for mod. of permit to specify a different trans. site and ant. system which will meet requirements of engineering standards, or in lieu thereof, to notify FCC within same period of time that construction has commenced at the site previously granted and is otherwise in accordance with original authorization.

Program Test Authority
WWBZ Vineyard, N. J.—On petition, granted authority to conduct nighttime program tests under CP which authorize changes in hours from D to unl. on 1360 kc with 1 kw, and install DA-N.

SSA Extension
KBWB Corpus Christi, Tex.—Granted extension of SSA to operate on 1030 kc 5 kw using non-directional ant., during hours from WS Boston, Mass., to LS Corpus Christi, for period not to exceed 12 months from March 15, pending decision in clear channel hearing.

(Continued on page 91)

March 19, 1951 • Page 87
Help Wanted

Managerial

If you think sales, breath sales, sell sales, then you are the man for us. We have a small but growing station. Box 467, BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a growing market—only station in the area. Radio background essential. Salary: This is a new station located on banks of the famous Indian River two minutes from the blue Atlantic. If this sounds good to you, send full details to Box 763, BROADCASTING.

Salesman: Must do outstanding job for station 20 years operation. East, middle and west coast locations. To be a salesman can be a salesman: Excellent market, liberal commission plan, personal support. After this interview will be arranged with company. Box 116, BROADCASTING.

Salesman—Experienced in constructive selling radio. Must be alert and ethical. To represent leading station, WBBQ, a station in competitive market. Send full information: references, personal and financial requirements. KSEI, Pocatello, Idaho.


Announcers

Announcer—long established Michigan kilowat now accepting auditions for opening April 1st. Qualify with address, resume, photo, tape, letter of qualifications and plaus, to Box 705H, BROADCASTING.

Announcer—wanted announcer, large established Michigan kilowatt now accepting auditions for opening April 1st. Qualify with address, resume, photo, letter of qualifications and plaus, to Box 705H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, ability to work overtime, experience. Send resume, photo, tape. Box 65J, BROADCASTING.

Help Wanted (Cont'd)

Technical

Immediate opening chief engineer who understands the law of physics and can sell and manage station. Salary, experience, full details and references. Box 117, BROADCASTING.

Engineer—Experienced in equipment maintenance and directional arrays for 5 kW midwest station. We need a man of ability and a desire to do a good job. Salary and conditions. Salesmen are good, but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 171, BROADCASTING.

Operator for Texas station. Give full particulars. Address Box 72J, BROADCASTING.

Wanted: Broadcast engineer-announcer, emphasis on announcing. Box 972, BROADCASTING.

Salesmen

Salesman: Must do outstanding job for station 20 years operation. East, middle and west coast locations. To be a salesman can be a salesman: Excellent market, liberal commission plan, personal support. After this interview will be arranged with company. Box 116, BROADCASTING.

Salesman—Experienced in constructive selling radio. Must be alert and ethical. To represent leading station, WBBQ, a station in competitive market. Send full information: references, personal and financial requirements. KSEI, Pocatello, Idaho.


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Wanted: Announcer-disc jockey for southern station, salary plus talent, ability to work overtime, experience. Send resume, photo, tape. Box 65J, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Continuity director. Preferably female. Disc, photo, samples of copy. Box 681, BROADCASTING.

Now in Kentucky independent needs diri for continuity and air work. State experience. Salary, commission first year. Good salary. Box 81J, BROADCASTING.

Firm opening for program director near future. Announcer with some program knowledge will be considered. Write or call Radio Station WJTN, Jamestown, N. Y., W. Va. Personnel interview necessary.

Continuity writer, must be experienced, sales and program minded, willing to work for advance in aggressive organization at start $50.00. Every hour week. Apply immediately WOZR, BROADCASTING.

Wanted at once: Continuity writer, call Mr. Shepherd or Mr. Graham at 92I, WGBS, BROADCASTING.

Situations Wanted

Managerial

Manager—chief engineer—experience 25 years. Good, sober, honest. Must be experienced with sales. South only. Box 882H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 767A, BROADCASTING.

Manager—salesmanager, 61, married, family man with newspapers, department store advertising. Excellent chance for mature, judicious, seasoned campaign. Sales, and public relations as well. Network station, desires challenging opportunity to show a profit in station now in the red. Can move into New England, Midwest or South. Box 901, BROADCASTING.

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely sell all phases radio. Box 67J, BROADCASTING.

Salesman—newspaper, 7 years experience, can show a profit for station now in the red. Can relocate in every branch of radio except engineering. Could manage in every branch of radio except engineering. Need city market, sells, idea, sales help. Send resume, photo, tape, etc., sent to box number. Now in Missouri market. Personal interview necessary. Box 811J, BROADCASTING.

Now production manager for Connect- ible AB station. Qualified announcer, newsman, copy writer, promotion man. Wide experience in administrative and every branch in five years background. Seek program directorship of independent or network station that needs building. Write Box 105J, BROADCASTING.

Mr. Station Manager: If you have tried program director, we can prove your managers why not try a good sales manager. Past six years, sold $1,800,000.-per year. I sold seventy thousand in new station. Good, sober, mature, will make you a profit. Can manage your station, especially if interested in expansion. Has worked in every branch of radio except engineering. Interested in producing radio program ideas, regardless of size of station or market. Ten years in radio, age 45. Box 116, BROADCASTING.

Manager—salesman. Complete sales background, ample experience in important New York spot with top national contacts. Family man wishes relocate attractive New England market. Salary plus commission desired. Box 123J, BROADCASTING.

Salaen


Wanted: Salesman, 23, married, draft exempt, three years radio experience. Century market. Write Box 3J, BROADCASTING.
Announcer
Baseball broadcaster, major league staff; veteran, married, college grad; experienced. Box 548H, BROADCASTING.

Baseball play-by-play man experienced in live and recorded broadcasts classifiable for this season. Air check available. Finest references. Box 564H, BROADCASTING.


Baseball man. 743 years experience. Aggressive, persistent, but definitely not high pressure. Excellent references. Must be able to sell 250 water. Selling to move into larger territory. Married, 29, married, two children, draft exempt. Good voice, general announcer type, right on ground, especially news. Available immediately. Write Bob Amos, WPHK, Hendersonville, North Carolina.

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Situations Wanted (Cont'd)

Production-Programming, others

Radio newsman, 30, now employed, wants change of scene, new challenges. Veteran. Father, College graduate; experienced (newspaper and radio) 5 years. Box 8891, BROADCASTING.

Newman and continuity writer. Two years experience with college-owned station. Bachelor, business experience. Thoroughly trained in sports and special event announcing. Has gathered and written B. A. Degree. Single veteran, draft exempt. Wishes to leave Rocky Mountains. Box 697, BROADCASTING.

Sports director, professional baseball, college sports, commercial experience. Thoroughly trained in sports and special event announcing. Has gathered and written. B. A. Degree. Single veteran, draft exempt. Wishes to leave Rocky Mountains. Box 697, BROADCASTING.

Wants to make a deal? I'll give you experienced ability in news, announcing, writing and production for an opportunity to prove to you that I can do equal or better. Wishes to leave programming. University of Minnesota graduate, veteran, 2 dependents. Write Box 772, BROADCASTING.

For Sale

Radio stations in western city of 250,000. Purchased at $125,000, half down. TV application filed. May Brothers, Broadcast Brokers, Binghamton, N. Y.

For Sale

45 kw FM transmitter. Excellent condition. Contact P. S. Long. Radio Station WHKY, Franklin, N. C.

For Sale

Presto R-2A recording amplifier. Like new. Used very little. $525. WMVG, Milledgeville, Georgia.

Wanted

stations

Texas or Oklahoma station: Experienced station manager wants complete control. Have cash for liberal down payment. Your chance to sell before anyone else. Confidential. Box 695, BROADCASTING.

Wanted

stations

radio/TV production background. Young veteran. Box 842, BROADCASTING.

Florida stations: Producer, program director with top notch personality show currently broadcasting from major metropolitan market. Box 803, BROADCASTING.

Program director, fully experienced, sales minded, mature. Successful background in preparing and building local news show desires change. Draft exempt. Salary. Box 1153, BROADCASTING.

Program director, newscaster. Ten years experience. Draft exempt. Sure would like to hear from you. Write for further information. Box 1181, BROADCASTING.

Television

Salesman

Ex-journalist, 35, wants job as local salesman with TV station. Will consider position plus commission. Write for resume. Box 62, BROADCASTING & TELECASTING.

250 Watt Colorado Fulltime

Independent - $20,000.00

This unlimited time independent 250 watt station in Colorado—in the shadow of the Rocky Mountains—means making money and has every indication that it will continue to do so. It is located at an extreme altitude figure for quick easy because of the low oxygen, which will get away immediately. When packed, this station is lightweight and small enough for a car. It will look like a truck, and can be moved in any direction. It is excellent for the many small markets that exist in the mountainous areas. Contact the nearest office of the exclusive representatives.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

WALTER AND NEWS PAPER BROKERS

WADING HAMPTON, J. C.

SAN FRANCISCO

James W. Blackburn, Harold D. Murphy

San Francisco Building

438 N. Main. Ave.

330 Montgomerystone St.

313 Randolph 6-6090

431-2

Ebrook 1-5672

For Sale

Stations

Network station in a million needs topflight newscaster, commentator. Must be experienced in gathering and preparing own material and have had good commercial experience. Splendid opportunity for right man. Salaries for qualified applicants will be considered. Send complete information plus transmission.

Box 151, BROADCASTING

Technical

Major south Florida station needs FULLY EXPERIENCED ENGINEER WITH FIRST CLASS LICENSE.

Must be thoroughly acquainted with all phases of electrical engineering, installation and maintenance. Adequate compensation for right man. Give complete employment history, areas of experience, references, personal data and draft status. Box 151, BROADCASTING.

For Sale

Production-Programming, others

Net affiliate in major market needs competent director of women's programs. Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women's activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send all information, photographs, plus die or tape to Box 151, BROADCASTING

Personality Wanted

For Sale

Western Electric 1KW Broadcast Transmitter

Latest model 45A-Complete with tubes plus space power amplifiers—tubes, water, power supply. Traded in on recent 6KW transmitter—now tuned to 590 Kc. Will return to any broadcast frequency—in excellent condition and for those who prefer W.E., nothing finer.

Gates Radio Company

Quincy, Illinois

Telephone: 3092

Equipment, etc.

FOR SALE: 170 feet used radio or TV broadcasting tower. Study construction. all members and bolts galvanized. Will erect or sell outright. Shipment arranged. Mrs. Walter B. Sheep, 2010 E. 72 St., Chicago 2-1906.

Wanted to Buy

Equipment, etc.

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

Equipment, etc.

ELECTRICAL GENERATING-Hot Stoves


KULCO, Mason City, Iowa

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nationwide service facing career obligated, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

Harwood S. Flaherty

TT & Radio Management Consultants 726 Bond Bldg., Washington, D. C.

200 Watts Colorado Fulltime Independent - $20,000.00

This unlimited time independent 200 watt station in Colorado—in the shadow of the Rocky Mountains—means making money and has every indication that it will continue to do so. It is located at an extreme altitude figure for quick easy because of the low oxygen, which will get away immediately. When packed, this station is lightweight and small enough for a car. It will look like a truck, and can be moved in any direction. It is excellent for the many small markets that exist in the mountainous areas. Contact the nearest office of the exclusive representatives.

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Ebrook 1-5672
**Did He Invent Radio?**

(Continued from page 86)

blesfield have testified that they were given private demonstrations of the "wireless telephone" as early as 1892. They were convinced, moreover, that he doubtlessly had achieved success privately even before that date.

Dr. Rainey T. Wells, former general counsel for the Woodmen of the World and founder of Murray State College, testified before a FCC Commissioner in Murray in 1947 that he had personally heard Mr. Stubblefield demonstrate his "wireless telephone" as early as 1892.

Dr. William H. Mason, surgeon and family physician for the Stubblefield family, has testified concerning the early experiments. "I was privileged to see and hear private demonstrations of his invention which he called the 'wireless telephone' many years before he gave the first public demonstrations in 1901 or 1902," Dr. Mason said in a signed statement. "It was probably as early as 1892 that I first knew of his invention."

What did this early invention look like? What was its secret, which Mr. Stubblefield so persistently guarded? The first question is easy; the second may never be fully answered.

All who saw the early sets (he made several) tell of mysterious boxes, batteries, coils, nickel-topped steel rods, transmitters and receivers.

Mr. Stubblefield manufactured his own batteries. One type was later patented, March 6, 1908, No. 769,457. This battery he later described as being "the bed rock of all my scientific research in radio (his spelling) today."

The portable radio is a comparatively recent development, but let Dr. Mason tell about the first portable radio (wireless telephone) he saw about 1892:

"One day he (Mr. Stubblefield) handed me a device in what appeared to be a keg with a handle on it. Carrying out his instructions, I started walking down the lane with the keg. From it I could hear distinctly his voice and a harmonica which he was broadcasting to me. Time and again I heard similar demonstrations. These were several years before Marconi made his announcement about wireless telegraphy."

For several years, Mr. Stubblefield toiled with his discovery permitting only a few trusted friends to know about it. Then at the turn of the century came the announcement of the achievements of Marconi and others, in wireless telegraphy.

"The first public test of telephoning without wires," says Trumbull White's book, "was made at the Kentucky village where the inventor lived, on the first day of January 1902, only a few weeks after Marconi's success in signalizing across the Atlantic by telegraph without wires."

Ten days later Mr. Stubblefield gave a demonstration of wireless telephony for a reporter of the St. Louis Post-Dispatch.

 Said the staff correspondent: "On Jan. 10, 1902: 'However undeveloped his system may be, Nathan Stubblefield, the farmer-inventor of Kentucky has assuredly discovered the principle of telephoning without wires, using only the earth's electrical charge for the transmission of the voice from one distant point to another."

"Through Space and Earth"

The reporter quoted Mr. Stubblefield as saying that day: "I can also telephone without wires throughout the space as well as through the earth, because my medium is everywhere."

What did this "first broadcasting station" look like? It was a tiny workshop built onto the porch in the front of Stubblefield's modest home. The workshop-station was barely wide enough to hold the transmitter and a chair. The transmitting mechanism was concealed in a box 4 feet high, 2½ feet wide, 1½ feet deep.

Two wires the thickness of a lead pencil coiled from its corners and disappeared into a wall near a corner. From it I could hear distinctly his voice and a harmonica which he was broadcasting.

New WFDR Policy

WFDR (FM) New York last week announced a policy of telling its listeners about other stations' programs which they might like to hear. For instance, on station breaks WFDR listeners are told what the next WFDR program will be, and then advised that if they would prefer Jack H. Frankel, "the wireless telephone" as early as 1892, or some other radio or TV show scheduled for that time—they should tune to that station.

"We may lose some audience," said Manager Lou Frankel, "but we would have lost them in any event if they had remembered to shift their dial. By giving the listener the opportunity to shift, we think we're giving the WFDR audience a service they'll appreciate."
supporters of this enterprise, all of Murray, Ky., were: Senator Conn Linn, B. F. Schroader, R. Downs, J. D. Rowllett, George C. McLarkin, John P. McElrath, Dr. Rainey T. Wells, who had left his experiments, was now an attorney and he assisted in the patent applications. There were others in Murray who were interested in the money and assistance in this patent to develop the invention.

The new application for a patent was for certain improvements in wireless telephony, particularly relating to installing the device in carriages, ships, and trains. The application was filed April 5, 1907, Serial No. 366,544.

This Wireless Telephone was patented May 12, 1908, No. 887,367. In his application, Mr. Stubblefield described the invention as follows: "The present invention relates to means for electrically transmitting signals from one point to another without the use of connecting wires and more particularly comprehends means for securing telephonic communication between moving vehicles and way stations."

His second venture East proved fruitless, less, embittered, and disappointed. Perhaps he felt responsible for the financial losses his friends had incurred in his behalf. What caused this fiasco?

"World Not Ready"

Perhaps it was the same set of circumstances that had slowed his work on the other attempt. The most logical answer is: The world was not quite ready for it.

Another reason for failure was that the telephone had developed. Fleming's tube-diode was also being demonstrated. The radio (telephony and telegraphy) was moving ahead—at the laboratories and workshops.

The automobile wasn't developed to the point where it could utilize his "wireless telephone." In fact, the use of the device in automobiles and trains is of comparatively recent origin.

Whatever the cause, life for the disappointed genius was to become a bitter tragedy. Later his family became separated. The old home where he invented his wireless telephone burned about 1913.

Finally he became a virtual hermit, living alone in poverty and proud bitterness. He would talk to only a few of his friends, neighbors, or relatives. In general, he curtly refused offers of help.

On March 25, 1928, Nathan B. Stubblefield died—alone, penniless, and all but forgotten.

A few years before his death, the eccentric inventor scribbled on the margin of an old Electrical World magazine that the following words—addressed to Vernon Stubblefield Sr., a distant cousin but a very close friend—"You and I will yet add luster to the Stubblefield name."

In another note he commented that he had lived 50 years ahead of his time. Perhaps he was right.

Radio-advertising Advertising

EFFECTS of the atomic bomb have been felt even in the radio advertising industry. CKNW New Westminster, B. C., is claiming to be the first in sales promotion of atomic bomb shelters. Client for this radio-advertising is Allen Eccles, who has launched a spot campaign daily. In addition, Mr. Eccles has developed a device which may be worn like a boutonniere to warn the wearer of the presence of radiation. Could the boutonniere, actually shaped like a small club button, be called a g-uranium?
Ownerships cited in three station cases

Ownership issues involved in FCC's designating for hearing license renewal bid of KTXC Big Spring, Tex., and license application of KDAC Port Bragg, Calif., Commission indicated Friday. Alleged ownership misrepresentation of KTXC said basis for revocation of permit of KFST Port Stockton, Tex.

Commission indicated KTXC and KFST actions based on disclosures in letter from Leonard R. Lyon concerning alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part-owner of KFST in equal partnership with Andersons and Clyde E. and George T. Thomas, "all of whom participated in the illegal transfer" of KTXC, FCC charged. FCC said Andersons denied Lyon allegations "but were completely unresponsive regarding contracts of April and July 1949."

In KDAC case, FCC said it wanted more data on financing of station and ownership background of permittee, Mendocino Coast Broadcasters.

Crime probe hookup expanded by time inc.

TIME Inc., through Young & Rubicam, New York, added 15 stations to four-station ABC-TV chain telecasting Senate Crime Investigating Committee hearings in New York, it was announced Friday. New stations: WKTV (TV) Utica, N. Y.; WXEL (TV) Cleveland; WTVM (TV) Columbus; WCPO-TV Cincinnati; WHIO-TV Dayton; WJAR-TV Providence; WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WIVK-TV Knoxville; WHB-TV Rock Island; WSPD-TV Toledo; WKZO-TV Kalamaazoo, Mich.; WFBM-TV Indianapolis; WDTV (TV) Pittsburgh, and WNA-TV Boston. Previously carrying: WJZ-TV New York, WENL-OUTLET-TV Dallas, WXYZ-TV Detroit, and WFIL-TV Philadelphia. Hearings telecast 9:30-12 noon and 2 p.m. to conclusion daily.

Jerome E. Kenmore

Funeral services for Jerome E. Kenmore, 32, Wor New York engineer, were to be held yesterday (Sunday) at Somerville, N. J. He leaves his widow, Thelma, and two children.

Advisory council Adds

Bill Shadel, of CBS, president, Radio Correspondents Assn., said Friday that organization has accepted invitation from NAB President Justin Miller to serve on Broadcasting Advisory Council. Judge Miller is president of council, which recently decided to extend scope of its representation [Broadcasting * Telecasting, March 5].

Mrs. Roosevelt joins

Eleonora Roosevelt was 200th woman broadcaster to join new American Women in Radio & Television, according to Dorothy Spencer, who is handling organizational work. Association to hold first convention April 6-8 in New York.

Nbc issues new rates to wnwb (tv) Washington

New rate card for NBC's WNWB (TV) Washington announced Friday, effective April 1. One-hour gross rate for Class A time will be $550; Class B, $145; Class C, $97.5. One-minute rate and station breaks: Class A time, $120 net; Class B, $90 gross; Class C, $80 gross. Rates for station identification sharing announcements will be one-half station break rates.

Announcing new rate card No. 6, NBC Spot Sales Director James V. McConnell said orders accepted before April 1 for program periods and Class B and C announcements and station breaks will be protected at current rates through Sept. 30, provided there is no lapse in schedule. Orders accepted for Class A announcements and station breaks will be protected through June 30.

Radio, TV lauded by Senate probers

TRIBUTE to radio and television as having created the "modern counterpart of a town meeting" was paid Friday by Rudolph Halley, chief counsel of Senate Crime Investigating Committee, in exclusive interview at New York hearing over WMG New York by George Hamilton Combs, WMG commentator.

"An entire city is enabled to sit in and make judgments," Mr. Halley said. Sen. Estes Kefauver (D-Tenn.), committee chairman, who also was interviewed, described increased public interest and attention as "healthy sign."

Skiatron to demonstrate subscriber-vision to FCC

SKIATRON Corp. announced plans Friday to demonstrate its "Subscriber-Vision" to FCC in New York Tuesday and said it would follow shortly with application for authority to conduct limited public test similar to Zenith's Phonevision tests in Chicago.

Showing for FCC, conducted in cooperation with WOR-TV New York, will include first "Subscriber-Vision" broadcast during regular broadcast hours, Skiatron said. Plans call for FCC members to see closed-circuit demonstration at WOR-TV transmitter site 11-11:30 a.m., and then witness regular broadcast 2:30-3 p.m.

Sandberg joinsjwt

John V. Sandberg, recently resigned as vice president in charge of advertising for Pepsodent Div. of Lever Bros., joins J. Walter Thompson Co., Chicago, May 1, as account executive. He is former advertising manager of Kraft Foods Co.

Extra Zenith Dividend

DIRECTORS of Zenith Radio Corp., Chicago, declared 50-cent extra dividend on capital stock Thursday. This amount is in addition to regular 60-cent quarterly payment. Last October, Zenith also voted 50-cent extra payment, first in several years.

Closed Circuit

(Continued from page 4)

scale Narba hearings on agenda. Invitations to appear to be issued soon to interested parties. Hearing date contingent on disposition of troops to Europe and wheat to India issues, current major problems of committee.

Terre Haute Brewing Co., Champagne Velvet Beer, through its agency, Blow Co., New York, preparing radio and television spot announcement campaign in about 60 markets starting April 1.

Media review today (Monday), by Pan American Coffee Bureau, New York, will probably conclude in allocation of budget to combination network radio and TV campaign. Bureau already sponsors Hiram Rice of the News, Mon., Wed., Fri, over ABC 7-7:05 p.m. Agenzcy, Federal Adw., New York.

Grellva Inc. (Krask cosmetic preparations) planning to use radio spots in at least four midwest markets through newly appointed agency, Kenneth Rader Co., New York.

Democrat National Committee preparing radio-TV schedule for Sen. Lyman B. Johnson dinners throughout nation. President expected to speak on national radio and television hookups at April 14 Washington dinner, though exact time and date not set. He may speak from White House or attend event at National Guard Armory.

Recommendation of President's Temporary Communications Policy Board report for three-man government communications group [Broadcasting * Telecasting, March 12], which would pass on frequency demands discovered has drawn frowns from military. Copies of classified document reviewed by FCC Commissioners and discussed at last Monday's meeting.
WLW TELEVISION

LEADS in LEADING daytime TV cities

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.

WLW TELEVISION

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

*Videodex, December, 1950, 6:00 a.m. - 6:00 p.m.
Five new RCA-equipped stations in Mexico, Brazil and Cuba, add television to the forces which make Good Neighbors of all the Americas.

As little as 10 years ago, television—to the man on the street—seemed far away. Today, television is in 10,500,000 homes.

Newest demonstration of TV’s swift growth is its leap to Latin America. Three RCA-equipped stations are now in Cuba, 1 in Mexico, another in Brazil—and more are being planned. These stations are contributing to television progress by following a single telecasting standard. They also use developments from RCA Laboratories: the supersensitive image orthicon television camera, powerful electron tubes, new monitoring equipment, and antennas.

As our neighbors to the south watch television, they see another RCA development—the kinescope. It is the face of this tube which acts as the “screen” in all-electronic home TV receivers . . . on which one sees sharp pictures in motion.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y. 20, N.Y.

Proof of the results of RCA Research is seen in the magnificent pictures produced on the screens of the new 1951 RCA Victor home television sets.