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First Step Toward Breaking TV Ice
Page 19

CBS, NBC Answer ANA Rate Drive
Page 19

Security Meet To Draft Operational Plans
Page 21

Complete Proposed TV Allocations
Page 58

THE SUBJECT: "How can I make more money on what I make?"

THE DECISION: "Let's use WOR."

THE ADVERTISING AGENCY: Duane Jones, 570 Lexington Avenue, in New York . . . probably one of the most successful sellers of packaged goods in America today.

THE MAN WHO DECIDED: Richard C. Staelin, advertising manager for the Hudson Pulp and Paper Corp., 505 Park Avenue, New York City

THE RESULT: Read on, it's an amazing story.

and you'll find it on page 33

that power-full station, in New York, brings to all food manufacturers wholesalers and distributors a vital story!

Yes, this is an advertisement addressed to food advertisers. But it's also a message to be read by everyone who uses, or will use, radio to sell more things, more often to more people on WOR.
Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes... and onto the shelves of thriving Midwest grocery outlets... thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market... in which over 10% of the nation's food sales are made.

The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets... to theirs and competitive products.

Through its highly personalized merchandising service, FEATURE FOODS offers continuous day-after-day contact with points of sale to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

WLS THE PRAIRIE FARMER STATION
890 Kilocycles, 50,000 Watts, American Affiliate
Represented by John Blair and Company.
New Signal Doubles WJIM's Coverage of Central Michigan

WJIM's exclusive all-directional signal is now stronger, clearer than ever before . . . doubling the coverage of a rich area where over a million and a half people buy more than a billion and a half dollars worth of retail goods every year.

Latest Hooper Reports Show 7-to-1 Preference For WJIM

Listener loyalty for WJIM, too, is now at a new high. Hooper reports prove that WJIM, ABC in Central Michigan, leads all local competition by better than a 7-to-1 margin during the important evening listening hours—with a higher rating than all other stations combined. For full details on latest WJIM (and WJIM-TV) availabilities, call the nearest office of H-R Representatives, Inc.
Closed Circuit

TIP to advertisers concerned about radio losing audience: Factory output of radio sets for first half of March running ahead of January and February, far ahead of same period in 1950 and 1949. Production totaled 364,916 receivers for week ended March 15.

FCC's THIRD TV report may prove boon (1) to set manufacturers who can build multiple tuning sets for UHF as well as VHF range and thereby offset existing inventories of VHF sets; (2) lawyers and engineers who will get surge of activity in prosecuting applications; (3) and, later, suppliers and program builders.

RUDDY HALL, chief counsel of Kefauver Crime Investigating Committee who has won acclaim for conduct of proceedings, knows his ramifications. Examination of law firm of Fulton, Walter & Halley of New York and Washington, which has handled FCC proceedings involving G. A. (Dick) Richards stations WJR Detroit, WJR-FM Detroit, WR, Cleveland, and KMBC Los Angeles, on renewal proceedings.

AMBITION PLANS plans for creation of TV production and distribution syndicate, specializing in Latin American film productions, are under way. Heading new firm is Frank Fause, Hollywood producer who has specialized in Spanish language production. His partners, silent at present, understand to be Emilio Azcarraga, Mexican radio and motion picture entrepreneur, and Goar Mestro, operator of Cuba's CMQ network and CMQ-TV. Trio met at Sao Paulo last week during sessions of Inter-American Broadcasters Assn.

DESPITE widespread reports, it's practically certain now that Wayne Corr will seek and get reappointment to his FCC chairmanship prior to June 30 expiration. Confirmation virtually certain. Later, he may consider several talk-up posts—one possibly with new three-man super board which might be created by Presidential mandate to coordinate government-industry allocations and assume Presidential emergency powers on communications under Section 806. Or he may entertain outside proposals such as mentioned proffer of new NABTV-TV helm.

HOW will educators raise money to enter non-commercial TV, now that FCC has capitulated to Hennock-agitated demands for fixed reservation of facilities (209 assignments are specified)? There's some basis for report that organized educational groups, spearheaded by Commissioner Hennock, will seek endowment from such funds as Rockefeller, Carnegie and new half-billion dollar Ford Foundation.

NEW rate structure is recommended to NABTV (NAB) board, giving special discount for Joint AM-TV memberships.

CLOSE race indicated in NABTV (NAB) District 8 directorship election contest between R. M. Fairbanks, WIBC Indianapolis, and Milton L. Greenbaum, WSAM Saginaw, Mich. With half votes in, two candidates are running (Continued on page 8).

Upcoming

March 26: FCC Emergency Meeting for Broadcast Licensees, Interdepartmental Auditorium, Washington, D.C.
March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.

Bulletin

EMERSON RADIO & PHONOGRAPH Corp., New York, to launch largest nationwide factory paid advertising campaign in firm's history. Radio and TV spots will be used.

SOMMY PHARMACAL Corp. of America, through its agency, Emil Mogul Co., New York, plans $250,000 advertising campaign using extensive radio and television advertising to promote its Nu-Pax, new non-habit-forming sedative. Company has lined up Martin Block and Rayburn & Finch in New York, with spots on other radio and TV programs to follow.

R. MORRIS PIERCE, president and general manager of WDKO Cleveland, offered, and is expected to accept, engineering position with Voice of America. Mr. Pierce would take charge of erecting transmitters necessary for Voice's world girdling expansion program.

RCA-VICTOR TO PROMOTE BASEBALL ATTENDANCE

RCA-VICTOR Division to sponsor advertising and promotion campaign on behalf of professional baseball as part of plan developed by Radio-Television Mfrs. Assn., according to J. B. Elliott, RCA-Victor vice president and chairman of RTMA Sports Committee. Advertising to include radio, TV, magazine, newspaper and other promotions.

Radio advertising to include announcements on Big Show, Boston Pops, Seven Directors Playhouse, Duffy's Tavern and Man Called X, all on NBC. Go-to-games theme to be pushed, also, on NBC-TV Kukla, Fran & Ollie. Dealers and distributors urged to cooperate.

Justice Dept. Asks College Sports Data

U. S. Dept. of Justice Friday asked National Collegiate Athletic Assn. and Big Seven Conference for texts of decisions imposing ban on telecasting of college sports events. Anti-Trust Division is studying bans.

Requests for texts made by Assistant Attorney General H. Graham Morrison, chief of division, in letters to Kenneth Wilson, NCAA Chicago official, and Walter W. Kraft, Norman, Okla., Big Seven official. Inquiry on possible antitrust violation asked forthwith ago by State Senator George Miskovsky, of Oklahoma [BROADCASTING • TELECASTING, March 19].

Department's probe broadens longtime study of sports, which had been devoted mainly to professional baseball broadcasts. Result of these inquiries had been adoption of formula covering play-by-play broadcasts. Renewed complaints in 1950 caused probe to be reopened and department is watching entire baseball broadcast operation.

It was apparent from Friday's action that department wants to scan football telecast situation carefully. NAB, Radio-Television Mfrs. Assn., and professional baseball leagues last winter worked out plan for extensive promotion of game attendance during coming season (early story, page 61).

Business Briefly

AGENCY NAMED • King & Co., Indianapolis (meat packer), spot advertiser, names Warwick & Legler, New York, as agency.

NEW RCA CAMPAIGN • RCA-Victor sponsor¬ing Phil Harris & Alice Faye Show Sun., 7:30 p.m., over NBC for 10 weeks starting yesterday (Saturday) through May 27. Agency: J. Walter Thompson Co., New York.


PEPSI-COLA PLAN • Blow Co., New York, contemplating radio spot announcement campaign in plant cities only.

PHILCO SPECIAL • Philco Corp. signed Friday to sponsor special Easter show with Milton Berle on NBC-TV yesterday (Sunday), 3-4 p.m., replacing Nash Dealers. Agency, Hutchins Adv., New York.

LITTLE REACTION AVAILABLE ON TV ALLOCATION

INITIAL reaction to FCC's new proposed allocation plan for television (see story, page 19) indicated some disappointment in proposal to mix UHF and VHF channels in many areas. By Friday report had only limited circulation and most sources declined to comment pending full review of proposals.

Many Washington engineers had not returned from IRE sessions in New York. However, opinion was ventured plan represented theoretical improvement over previous order. One engineer claimed putting UHF and VHF in some cities impractical, that coverage aspects of UHF and VHF were not comparable for use in common market. Networks, advertisers and agencies in New York declared they hadn't had chance to study report.

PROBE CABLE PROBLEM

INTRICATE PROBLEM of distribution of coaxial cable charges among stations and networks carrying telecasts of Kefauver hearings expected to lead to protracted negotiations. One factor complicating situation was ABC sale of hearings to Time Inc. Another was conflict between regularly scheduled network commercial programs and desire of many stations to carry Kefauver instead.

College Sports Data
COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

<table>
<thead>
<tr>
<th>Subscribing Station</th>
<th>Total BMB Radio Homes</th>
<th>Total Weekly Audience Families</th>
<th>Average Daily Audience Families</th>
<th>Number Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAV</td>
<td>D 143,670 N 109,100</td>
<td>D 82,080 N 53,850</td>
<td>D 57,009 N 33,786</td>
<td>D 42 N 29</td>
</tr>
<tr>
<td>Savannah Station &quot;B&quot;</td>
<td>D 106,860 N 83,320</td>
<td>D 65,810 N 46,070</td>
<td>D 46,163 N 31,578</td>
<td>D 28 N 20</td>
</tr>
<tr>
<td>Savannah Station &quot;A&quot;</td>
<td>D 51,880 N 44,800</td>
<td>D 30,470 N 28,430</td>
<td>D 19,323 N 16,996</td>
<td>D 7 N 3</td>
</tr>
</tbody>
</table>

It's 630 in Savannah

Represented by Hollingbery

BROADCASTING • Telecasting

March 26, 1951 • Page 5
What Chicago station has the greatest gains in Pulse Ratings in 1950 as compared to 1949?

What Chicago station offers spots that reach tuned-in homes for as little as 48 cents per 1,000?

What Chicago station has 50% greater listenership now than two years ago—TV or no TV?

What Chicago station has such effective, diversified programming that it ranks at the top in Classical Music as well as in Sports?

What Chicago station has shown a spectacular percentage increase in national advertising volume during the past year?
"My show's doing fine where it is... why switch to CBS?"

"Most shows do better on CBS."

Programs on CBS average 700,000 more listening families than those of the second-place network.

Programs on CBS reach a thousand families at an average cost 97¢ under the next best network buy.

Data are full-day NRI averages for all available months of 1950.
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>Bob Hope</td>
<td>The Lights of Los Angeles</td>
<td>Carol Burnett</td>
<td>The Doris Day Show</td>
<td>Hollywood Palace</td>
<td>Jack Paar Show</td>
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<td>7:00 PM</td>
<td>The Man from U.N.C.L.E.</td>
<td>Fantasy Island</td>
<td>The Big Valley</td>
<td>The New Breed</td>
<td>The Danny Thomas Show</td>
<td>The Dean Martin Show</td>
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<td>8:00 PM</td>
<td>The Andy Griffith Show</td>
<td>The Monkees</td>
<td>The Beverly Hillbillies</td>
<td>The Bold Ones</td>
<td>The Partridge Family</td>
<td>The Carol Burnett Show</td>
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<td>9:00 PM</td>
<td>The Munsters</td>
<td>The Mary Tyler Moore Show</td>
<td>The Brady Bunch</td>
<td>The Psychiatrist</td>
<td>The Bob Newhart Show</td>
<td>The Bob Newhart Show</td>
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<tr>
<td>10:00 PM</td>
<td>The Waltons</td>
<td>The Partridge Family</td>
<td>The Brady Bunch</td>
<td>The Psychiatrist</td>
<td>The Bob Newhart Show</td>
<td>The Bob Newhart Show</td>
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<td>Network</td>
<td>NBC</td>
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There's no summer hiatus on WCAU!

Summer daytime ratings on WCAU are just as high as they are all during the rest of the year because 90% of the people who live within WCAU’s 53 BMB counties never leave the WCAU coverage area when they go on vacation.*

For your ticket to new summer sales, watch for the WCAU campaign:
At Home or Away they never leave "WCAUSA"

WCAU
The Philadelphia Bulletin Station
CBS affiliate, 50,000 watts
Represented by Radio Sales

*New Jersey, Delaware and Maryland shores; Poconos; Upper Chesapeake; New Jersey and Pennsylvania lake resorts.
new business

Network . . .

LOCK DRUG Co., Jersey City (Py-Co-Pay Tooth Brusher), March 20 started sponsorship of Danger on CBS-TV Tues. 10 p.m. Company also will sponsor Quick As a Flash over ABC New England stations Tues.-Thurs., 11:30 a.m. EST. Agency: Cecil & Presbrey, N. Y.

ROUGH RIDER Inc., S. F. (men's slacks and sportswear), started March 24 Saturday News With Bud Foster on full Don Lee network (48 stations), Saturday, 10-10:15 a.m. (PST). Contract, 92 weeks. Agency: Sidney Garfield & Assoc., S. F.

PEPSI-COLA Co., to sponsor The Phil Regan Show, Sun. 5:30-5:55 p.m. over CBS, effective June 3. Program under same sponsor, now being heard over NBC, Sun. 5:00-5:25 p.m. Agency: Biow Co., N. Y.

CANADIAN SHREDDED WHEAT Co., Toronto (breakfast cereal), started March 6 to June 21, from Sept. 4-Dec. 27, MBS network program Straight Arrow on eight Dominion network stations, Tues., Thurs. 5:30-6 p.m. Agency: MacLaren Adv. Co., Toronto.


AMERICAN SAFETY RAZOR Co., sponsoring 5:55-6 p.m. newscast, Sun. over CBS. Agency: McCann-Erickson, Inc., N. Y.

Spot & Agency Appointments . . .

AIRMAID HOSIERY MILLS & Subsidiaries, Dallas, appoint J. B. Taylor Inc., same city, to handle advertising. Radio and TV will be used.

LEATHERSMITH OF LONDON Ltd. (British personal leather goods) names Needham & Grohmann, Inc., N. Y., to handle advertising. Magazines will be used with possible TV assistance for gift season sales.

BRITISH AMERICAN OIL Co., Toronto (oil and gasoline), early in April starts daily spot announcements on major market stations in Canada. Agency: James Lovick Ltd., Toronto.

MORTENSEN RUG Co., Oakland, appoints Small & Cautreaux, same city to handle advertising. Radio will be used.

McCULL-FRONTENAC OIL Ltd., Montreal (Texaco oil and gasoline), April 2 starts 200 spots campaign, six days weekly, on large number of Canadian stations. Agency: Erwin, Wasey of Canada, Montreal.

OKLAHOMA STATE PLANNING and RESOURCES BOARD appoints White Adv. Adv., Tulsa, to handle advertising. Agency planning national and state advertising for bid to get new industry and vacation and travel business.


CANADA PACKERS Ltd., Toronto (margarine), starts weekly transcribed quarter-hour program on Canadian Atlantic coast stations. Agency: Grant Adv. of Canada, Toronto.

RUBSAM & HORMANN BREWING Co., N. Y. (R & H Beer), names Sullivan, Stauffer, Colwell & Bayes, N. Y., to handle advertising.


WM. WRIGLEY Jr. Co., N. Y. (P.K. and Dulce 16 chewing gum), ap-

(Continued on page 56)

CENTRAL OHIO FOLKS STAY WELL—LOOK WELL

*With over $28 Million Worth of Drugs Annually

Use WBNS if you want to sell your share of the $28,691,000 worth of toothpaste, aspirin and thousands of drug items purchased annually by Central Ohioans.

Latest Hopperatings show that WBNS dominates Central Ohio with more listeners than any other station, and in Columbus, has the highest percentage of listeners every night. Write for ratings or ask your John Blair representative. A campaign on WBNS will prove a real tonic to your sales.

CENTRAL OHIO'S ONLY CBS OUTLET

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

*Source: Latest SRDS Cons. Mkts.
HITCH YOUR PRODUCT TO A K-NUZ RADIO RANCH STAR

Lonnie Rochon
"Bee Hive," 10:30 pm to 12 midnight

NATIONAL AND REGIONAL ADVERTISERS ON LONNIE'S SHOWS:
- Alaga Syrup
- Griffin Shoe Polish
- Hadacol
- Red Arrow Drugs
- Royal Crown Products
- Southern Select Beer
- Thom McAn Shoes

(Plus a choice list of local advertisers)

Beginning its fourth year on K-NUZ, the "Bee Hive" now reaches a vast market of 107,-
718 colored people. (*

(*Based on 1948 estimate, City of Houston Planning Department.)

For information call FORJOE
National Representative
or DAVE MORRIS
General Manager
at Keystone 2581
TWX NO 414

"RADIO RANCH"
P. O. Box 2135

William L. Morison, director of media Dorrance-Waddell Inc., N. Y. appointed treasurer and member of board of directors.

Esther Huff, noted radio and TV personality, named director of radio and TV Comstock & Co., Buffalo. Donald K. Beyer appointed account executive. He was with several airlines handling public relations and advertising. Albert D. McCoy appointed account executive.

Miles C. McKearney, account executive Foster & Davis Inc., Cleveland, appointed vice president.

Oppenheim, Van Slyck & Klaus Inc., S. F., is new agency formed by merger of Ramsey Oppenheim and Van Slyck advertising agencies. Ramsey Oppenheim is president of new firm; Phil Van Slyck, vice president, and Erwin Klaus, of Buchanan & Co., S. F., vice president. Daniel C. Gordon, art director with Van Slyck, will continue in same capacity with new agency. New firm address is 425 Bush St.; telephone: Yukon 6-6688.

Dick Dorrance, president Dorrance-Waddell Inc., N. Y., and Nina

(Continued on page 18)

Beth Black, account executive, Joseph Katz Co., New York, has been characterized as one of the most brilliant women in the advertising industry.

Elizabeth (Beth) Black is a native New Yorker and was educated at Scudder School for Girls and the American Academy of Arts. She went to the latter school to prepare to be an actress. But when she started to look for a job, and discovered that producers were not looking for a 5-foot-10-inch ingenue, she quit thoughts of the stage to become a secretary to A. W. Erickson, president of the Erickson Co. (now McCann-Erickson Inc.).

A year later she moved to Rathrauff & Ryan as secretary to the head of the radio department. After serving one year in that capacity, she was transferred to the department of the office manager as executive secretary.

And, when in 1934 the agency was scouting about for its first official timebuyer, it rediscovered Miss Black and promoted her to that position.

Miss Black placed the first introductory chain break campaign for Spry, and launched spot schedules for such clients as Dodge, Gillette and Noxzema.

Five years later, she moved to the Joseph Katz Co. as director of media. In 1949, Joseph Katz, president of the agency, named Miss Black account executive on the Ex Lax account. She has continued in that position ever since and in addition continues to supervise media for the client.

A substantial amount of the Ex Lax advertising budget goes into radio spots.

Miss Black lives in Manhattan with her sister, Jean, a playwright, who has written such Broadway plays as "Penny Wise" and a dramatization of Morley's "Thunder on the Left."

Beth's favorite hobbies are fishing.

(Continued on page 14)
Agency Beat
(Continued from page 18)

Frances Sittler, executive editor McFadden Publications, announce their marriage.

LEN BOYD, advertising manager Tim Griffin & Son, S. F. (furniture dealer), to Elliott, Daly & Sherman, same city, as account executive.

STAN WARREN, publicity ABC, to Benton & Bowles, N. Y., publicity department.

HAROLD QUIRAM, Westward magazine, and WILLIAM PAHLE to Max Landphere & Assoc., S. F.

DON BELDING, president Foote, Cone & Belding, N. Y., named chairman of board of directors Freedoms Foundation Inc., Valley Forge, Pa.


LOWE RUNKLE Co., Oklahoma City, moves to temporary offices in Liberty National Bank Bldg.

NELSON-GREENWELL, visual media firm, incorporates under name Visual Media Inc., and moved to new and larger quarters at 17 E., 46th St., N. Y.


WINTHROP BRUBAKER, account executive, Roger Brown Inc., N. Y., to Geyer, Newell & Ganger, same city, as copywriter.

JOHN A. MULLEN, Sullivan, Stauffer, Colwell & Bayles, joins Maxon Inc., N. Y., in radio and television copy department.

ROBERT ROUSE, advertising department United Grocers, S. F., to West-Marquis Inc., S. F., as assistant account executive.

H. G. SELBY, buyer on Crosley account, Benton & Bowles, N. Y., for past two years, appointed manager of publication media for agency.

AUDREY CALDER, Oakland Post-Enquirer, to Small & Gautreaux Adv. Agency, Oakland, as copy chief.

NORMAN ROBBINS, copy department, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

PATRICIA JEAN POWELL, KPIX (TV) San Francisco, to Umland & Co., S. F.

LEVINGER ADV. AGENCY opens office at 311-A Mendocino Ave., Santa Rosa, Calif.

JOHN E. CRAIN, Colman Co., S. F., named assistant PIO of Sixth Army recruiting service.

ATTENDING the last dinner-meeting of the Women’s Advertising Club of Baltimore, at Baltimore’s Sheraton Belvedere Hotel (1 to r): L. Waters Milwaukee, president, WCAO Baltimore; Mary E. Busch, club president, and treasurer of the Emery Advertising Corp. of Baltimore, who presided at the meeting; William C. Gittinger, vice president, CBS, and guest speaker who talked on “The Future of Advertising Media”; Betty McColl, director of women’s programs, WCAO, and a member of the board of the club, and Ewell K. Jett, vice president and director of television for WMAR-TV Baltimore.

You can’t beat the Dutch...

Said the Dutch people to Tys Terwey, when he helped get their government radio back on the air immediately after V-E Day. And what Tys said to the Dutch people, in Dutch, about the part America was playing in the war, has probably changed the course of history! From his post as director of Radio for The Netherlands and from world-wide short wave broadcasts, "News From London," Tys came home from the war to more drama and excitement in the news. His story, "Battle of Bullets and Ballots," from Athens, Tennessee in August 1946, received nationwide acclaim. And it was Tys who gave dramatic chronicle to the Straight Creek, Kentucky mine disaster on Christmas Day, 1945.

He has recently completed 13 programs in the British West indies for broadcast over 25 American stations. Most of Tys’ twenty-one years in radio have been devoted to news. His distinctive style, a homey down-to-earth reporting, is easily understood. No wonder he so quickly established himself as one of the Mid-South’s top news personalities.

FOR ALL THE FACTS
Contact
RADIO REPRESENTATIVES, INC.
Memphis, Tennessee
68 On Your Radio
AMERICAN BROADCASTING COMPANY
March 26, 1951 • Page 13
Please Omit Flowers

EDITOR:
The Open Mike section of Broadcasting + Telecasting this week [March 19] was excellent. Let’s have more good “meaty” letters—this editor expressing individual opinions on important developments and less throwing of bouquets.

Frank E. Shafer
General Manager
WEIR Steubenville, Ohio

Wrong Agency

EDITOR:
In a recent issue I noted that you have listed Richard E. Thibaut Inc., New York wallpaper manufacturer, as the account of Jackson & Co., New York.
Since June 1 the Franklin Fader Co. has handled the Richard E.

Thibaut Inc. account...
Marion Cox Stoker
Dir. of Merchandising
The Franklin Fader Co.
Newark, N.J.

On Mutual Billings

EDITOR:
For many years I have watched the monthly and yearly published gross billings for the various networks and Mutual, as you well know, has always been at the bottom of the heap. I have always wondered just how these figures are arrived at.
It strikes me that CBS, NBC and ABC probably show their entire billing, including all regional business. On the other hand, you are undoubtedly aware that Mutual in itself could only report billings for a portion of the entire business carried on the Mutual network and all of its associated networks such as, Don Lee, Yankee, etc. In order to obtain a true comparative figure, it seems to me you would have to get figures from every segment of Mutual and total them together before you could offer a real comparison.
W. R. Taft
Manager
KRKO Everett, Wash.

[EDITOR’S NOTE: Most of the network billings figures published in BROADCASTING + TELECASTING are obtained from Publishers Information Bureau, which compiles the figures from information supplied by the networks. Since some of Don Lee, Yankee and other regional networks are not reported TO Mutual, Mutual cannot report them to you.]

Nunn ‘Respects’ Lauded

EDITOR:
This is to compliment you and your associates on the profile in your March 5 issue.
Our Regards To Wesley Irvin Nunn is one of the best handled and best written items of this kind that I have ever read.
Sidney A. Wells
Vice President
McCam- Erickson Inc.
Chicago

Full Sports Day

EDITOR:
On Saturday, March 10, WJRD Tuscaloosa carried three play-by-play sporting events—baseball, football and basketball.
Beginning at 12:55 CST, we carried a play-by-play description of Grapefruit League baseball game between the Giants and the Cardinals. Beginning at 3:30 p.m. CST, we carried the complete play-by-play description of an entire football game at the U. of Alabama. This was the annual A-Day classic in which the U. of Alabama squad is divided into the Red and White. At 8 o’clock p.m., WJRD followed up with a play-by-play description from the Liberty Broadcasting System of Oklahoma Aggies versus Kansas U. in basketball.
I’ve been active in radio over 10 years and this is the first time I have ever heard of a similar situation coming up. ... Frankly, I would like to know if it has ever happened before...

Richard B. Riddle
Ass. Manager
WJRD Tuscaloosa, Ala.

On All Accounts

(Continued from page 18)
ing (during vacations in Northern Vermont), bridge, needlepoint and performing in amateur theatrical groups.
She is a member of the Radio Executives’ Club and has served two separate terms as vice president of that organization. She is also a member of Radio Pioneers and the New York League of Business and Professional Women.

Charles Rollins Crowell
FUNERAL services were conducted March 16 in Menasha, Wis., for Charles Rollins Crowell, 70, who died there March 15. Mr. Crowell, who made his home at Fremont, Wis., was a retired advertising executive. He worked in Chicago for Lord & Thomas and Henri, Hurst & McDonald.
Best Milwaukee buy—and here's why:

1. **High Hoopers**—Now 3rd Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

2. **Lower Costs**—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250 time frequency, $9.75 buys a Nighttime minute—$7.80 a daytime minute.

3. **Top Programming**—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. **Personnel**—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

*Based on 1950 May-September Hooperatings and 1950 December-1951 January Index

**WEMP** 24 Hours of Music, News and Sports

Headley Reed, before you buy
let them tell you why!

Hugh Boice, Gen’l Mgr.
Radio Market Data for Oakland, California

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

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

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

4. Do San Francisco Independents cover Oakland?
No, these stations reach only 1/8 to 3/8 of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

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

Mr. PETERSON
Times the following year, he became national advertising manager of all three publications.
In July 1944, O. L. (Ted) Taylor offered him the position of Chicago manager of Taylor-Howe-Snowden Radio Sales, a predecessor of Mr. Taylor’s present station representative firm. He seized the opportunity.

(Continued on page 54)
It's impossible...

...as impossible as covering California's
Bonanza Beeline with outside radio

Be sure you are properly equipped to cover the Beeline. That’s a $3-billion-dollar market, you know—all of inland California plus western Nevada—with more buying power than Detroit...higher retail sales than Philadelphia.*

But you choose the wrong equipment if it’s outside radio—Los Angeles or San Francisco radio. You need on-the-spot radio. Because Beeliners are independent inlanders who naturally prefer their own stations—the five BEELINE stations.

Use all five to blanket the whole market. Or use the BEELINE stations individually, to cover a major Beeline shopping area. For instance...

KERN BAKERSFIELD
It’s the CBS station for 59,000 radio families in oil-rich Kern County—with a BMB home-city weekly audience of 84% daytime, 92% at night.

*Sales Management’s 1950 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOM
Reno (NBC)
5000 watts, day; 1000 watts, night

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
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
FCC PLANS 2,000 TV OUTLETS

By LARRY CHRISTOPHER

FCC LAST Thursday issued its proposed television allocations plan intended to release TV from the freeze that has gripped it since Sept. 30, 1948, and to distribute nearly 2,000 VHF and UHF stations among some 1,200 U.S. communities.

The plan, however, was only a portent of a thaw. There are factors involved in it which could delay the melting process, although the Commission hoped the ice age would be over by next fall.

Responding to the demands of educational interests, the Commission provided a dispensing 10% of the 2,000 stations, in VHF as well as UHF, for noncommercial operation, withholding them from commercial applicants indefinitely. It also proposed to switch 31 of the 107 existing VHF stations in 63 cities to new VHF assignments (see table this page).

These and other considerations of the plan were expected to be contested by some commercial broadcasters at hearings set to begin May 23.

Partial Freeze Lift Proposed

Partial lifting of the freeze— with prospects that in the near future (1) some U.S. cities might at least gain UHF service, (2) existing VHF stations may be able to get power increases, and (3) U.S. territories could get prompt VHF service—highlighted proposals contained in the revised FCC report [BROADCASTING • TELECASTING, March 19, 12]).

How soon and how extensively the Commission may be able to order the partial freeze-lift—or any part of it—depends entirely upon the nature of comments FCC receives by May 8. This date is set as deadline for replies to industry statements supporting or opposing the Commission's report. These initial comments are due April 25.

FCC asked that no new TV applications be filed now, emphasizing "reasonable" opportunity will be provided in all cases where the freeze was relaxed, the same policy it would follow when eventually completely lifting the freeze.

In effect previewing economic expansion and social revolution of 10% to Educators

RADIO SUPERIOR

By RUFUS CRATER

AN OUTPOURING of statistics attesting radio's money-wise superiority as an advertising medium came from CBS and NBC last week paralleling the Assn. of National Advertiser's recently offensive against evening radio rates in TV markets [BROADCASTING • TELECASTING, March 19, 12]).

The persuasive network statistics were issued as the ANA prepared for its spring meeting March 28-30 at Hot Springs, Va. [BROADCASTING • TELECASTING, March 12], where the report of its radio-TV committee is expected to arouse lively discussion during a closed session.

The report will be one of the subjects of a panel discussion Thursday afternoon, March 29, along with "Daytime TV" and "Evaluation of Radio and TV Research Services."

Although media representatives offered no official comment on the ANA rate study, the week saw these developments which predated the ANA report in origin but which in themselves denied the ANA thesis that TV has drastically undermined radio time values in many cities:

- Following up its factual story issued two weeks ago [BROADCASTING • TELECASTING, March 12], CBS completed a documented pamphlet which traces trends in radio and magazine advertising costs and costs of general commodities, and shows that radio is "the better buy in 1961."

Full Presentation

- NBC showed its full radio sales presentation to newsmen and released the research data behind it, citing facts and figures to show that an advertiser would have to buy a 500-line ad in every daily newspaper in all U.S. cities of 100,000 population and up from the radio advertising agency.

if he wanted to reach the audience radio will have next October.

The latest CBS study, a four-page collection of charts, figures and source data, entitled "Price of People," is based on the necessity of judging media prices —all prices—in the light of the whole national economy, and in the light of their relationships to each other.

After charting the 1944-51 trends in (1) radio and magazine costs-per-thousand; (2) the U. S. wholesale price of all advertising commodities, and (3) the radio and magazine advertising prices in terms of "constant-value dollars," CBS summarizes:

"The price of people (delivered to an advertiser) has gone up, like everything else. But it has not gone up as fast or as far as most other commodities."

"Taken together, the three"

CBS, NBC Answer ANA

Complete proposed TV allocations on page 58; opinions on page 27.
Radio Superior

(Continued from page 19)

charts show that national advertisers are actually getting better values today than they were in 1944—slightly better in the big magazines and considerably better in CBS nighttime radio.

"Specifically, the average cost for all commodities has gone up 71%; for ad-television 57%; for CBS listeners only 17%. Thus, in terms of constant-value dollars, the magazines are today 8% cheaper and CBS is 23% cheaper than in 1944.

"Any way you figure it... CBS is the better buy in 1951."

Though the radio computations in the brochure apply to CBS nighttime costs, they are believed to be typical of all network radio in making comparisons with other media.

The magazines used in the study are Life, Look, Collier's, Saturday Evening Post, McCall's, Good Housekeeping, Ladies' Home Journal, and Woman's Home Companion.

Nielson figures are used in computing radio audiences; Standard Rate and Data, in estimating circulation, and Starch Reports in determining "ad notings."

'Constant-Value' Figures

The "constant-value dollar" figures were ascertained by dividing the figures on radio and magazine costs per thousand by the Bureau of Labor Statistics index numbers. This reduces the rise in the wholesale price level for all commodities.

NBC's "Research Appendix," the factual basis of the sales presentation which NBC is currently showing to affiliates throughout the country, points up the scope, economy and effectiveness of network radio in comparison with other media.

"Radio is 13 times bigger than four weeklies combined," the appendix asserts. Its estimates place the average cost per television ad among the leading magazines Saturday Evening Post, Collier's, Life and Look—at 129,402,000 man-hours per thousand, as against 1,725,696,000 weekly man-hours of radio listening estimated for next October.

Still looking ahead to next October, NBC estimated that better than nine out of ten families will have radio sets, and that three of the nine will have television. Even eliminating the TV homes—expected to approximate 14.5 million—NBC said. It points out that one of 10 families reads Life and one of 10 reads Saturday Evening Post, this circulation being about evenly divided between TV and non-TV areas, while two of the 10 families read This Week, whose circulation is almost all inside TV markets.

But to eliminate TV homes would be "unrealistic," NBC argues, citing Nielson figures in support of its contention that "in essence, a TV home is one-third of a radio home, since there is 30% as much listening to the radio in television homes as in radio-only homes."

Thus the network estimates that "radio, in the evening, in October 1951, will effectively reach seven out of every ten homes in the U.S. . . . and this is giving full weight to the effect on radio listening of 14.5 million TV homes."

NBC's research also found: Average cost per thousand potential radio homes for four networks (time and talent) will be $1.08 for an evening half-hour, even assuming there is no evening listening in TV homes. For Life, the estimate was $3.55; Saturday Evening Post, $3.06; This Week, $2.53; and for television, $2.

From the standpoint of delivered audience, NBC gave these estimates on cost per thousand: Radio, $2.27 for an evening half hour; Life, $3.45; Saturday Evening Post, $2.80; This Week, $3.54, and television (assuming 35 interconnected stations), $3.34 for time and talent.

Cities Comparisons

It would take 500-line ads in all daily newspapers (222) in every city as large as 100,000 population (92) to achieve "notings" comparable to the estimated 8,665,000 delivered circulation of a half-hour evening network radio program, NBC calculated. And where the average rate and talent cost of a half-hour, evening, network radio program is $19,484, the figures show, the 500-line ads would cost a total of $38,530.

Going at it another way, NBC reported that 500-line ads in the largest daily in each of the 92 cities of 100,000 or more population could be expected to have 3,881,000 "notings" at a cost of $15,076, as against the 8,665,000 delivered circulation of a half-hour, evening, network radio program costing, on the average, $19,484.

NBC also reported that radio was the favorite medium of 15 of the 25 biggest spenders in six major media from 1938 through 1949.

Defense Issue

Apart from costs and circulation, NBC also emphasized that network radio is "the advertiser's greatest weapon in the radio of communication to the American buying public in the defense mobilization period when heightened production and living standards are increasing spending power; that "the threat is no material shortage or rationing in radio as there is in other media"; that radio's flexibility "meets the immediate needs of the advertiser in reaching specific marketing with sales messages keyed to the moment"; that NBC network facilities "offer the advertiser greater potential audience than any other network, and a greater circulation than any other network, both inside and outside of television." As the networks unlimbered their statistics, Edgar Kobak, BAB board chairman, business consultant and station owner, said in an interview that radio rates should have been raised in recent years, and he warned against the degrad- ing of rates by "special deals."

Many of Mr. Kobak's views, outlined under questioning by Broadcasting-Telecasting, could be applied to the ana study, though he declined to mention by name any organization or any organization's specific activities.

Radio, he felt, refused too long to raise rates when increases were clearly justified. It gave away values it should have sold, he declared.

Mr. Kobak also cautioned against an "adapting" of rates to media methods in order to bring the rates for radio closer to those of other media.

Over the past few decades, he pointed out, media have grown stronger and advertisers have been willing to pay higher rates to some advertisers than to others.

Paging An ANA Einstein

IN ITS NEW proposal for reduction of radio rates, the Assn. of National Advertisers has made an error that would flunk a freshman student of economics. The ANA has assumed that the value of the dollar has remained constant during recent years.

The value of the dollar is changed by the ANA in its formula to figure the amount of rate reductions has been the growth of television and its attendant drain on the radio audience. The ANA disregarded the even more obvious fact that while radio was losing audience to television, the whole economy was losing a boat to inflation.

Since 1944, according to figures compiled by CBS, the U. S. wholesale price level for all commodities has risen 71%. In the same period the cost-per-thousand for eight leading magazines has gone up 57%. But for CBS radio, the cost-per-thousand nighttime listeners (with adjustments made for losses to TV) has risen only 17%.

In terms of constant dollar values, radio today is cheaper than it was in 1944. A forecast of comparative media costs as of next October has been made by NBC, as reported in this issue. NBC figures that at that time the average network radio evening sponsor will be paying $2.27-per-thousand delivered listeners. Life's cost-per-thousand will be 52% higher, Saturday Evening Post's 23% higher, This Week's 66% higher, and half-hour evening television 56% higher.

Further, the average evening network half-hour will reach 8.6 million listeners. NBC points out that the only way a newspaper advertiser could reach that many people would be to buy 500-line ads in every daily newspaper in every city of 100,000 population or more. The network half-hour would cost $19,484 including time and talent. The 222 newspaper ads would cost $38,530 including 5% art and mechanical charges.

A period marked by general rises in costs, radio has continued to provide more audience per advertising dollar than any other medium. Not all the mathematicians the ANA could hire would be able to disprove that fact.
SECURITY SESSION

By JOHN OSBON

WILL RADIO silence blanket U. S. airwaves in an emergency? To what extent will FCC and military plans assure the maintenance of communications as the "nervous system" of civil defense?

These are two of the questions for which broadcast licensees seek concrete answers as they gather today (Monday) in Washington for a special FCC open house session [Broadcasting • Telecasting, March 19].

Upwards of 400 licensees—or their representatives from legal and consulting engineering firms—are expected to attend the "restricted" session, called by the Commission for the purpose of outlining proposed operating procedures for radio and television broadcasting during full-scale war.

FCC continued to shroud the meeting in the utmost secrecy—it has not even been said that briefing would be restricted to the industry and "U. S. press" as well as government representatives who will sit in as observers.

FCC authorities have informed industry members that they may bypass the meeting and attend, instead, an "informal engineering conference" to be held during the NAB Chicago convention next month (see separate story).

Summons Not Mandatory

Broadcasters reportedly had delayed the Commission with queries wanting to know whether the summons for today's session was mandatory. Informally, authorities indicated that it was not. However, they expected between 400 and 800 industry representatives to attend.

Full details had not been set late Thursday, but it was believed that key FCC members would deliver talks at the meeting, slated to be held at 10 a.m. in the new Auditorium. Among those conceivably may attend are FCC Chairman Walter A. Curtis, and engineers Curtis Plummer, and engineering staff members, though details had not been released Thursday.

The U. S. Supreme Court color television hearing also was slated to open today—in the early afternoon—and industry authorities pointed out that FCC members will be required to attend those sessions. But it should be noted the Commission would be well represented at the security meeting, the first of its kind ever held by the government for the broadcasting industry.

FCC is expected to present its proposed plan at the outset, with a question-and-answer period to follow. The plan reportedly covers such additional equipment for stations (which would enable them to remain on the air in certain instances without signal nals serving as navigational aids); certain "methods of deception" which may be utilized in the event of impending attack; a report on tests involving sub-audible or coded frequency designations for civil defense personnel; warning systems and other technical phases.

FCC already has forwarded a two-fold plan—for operating and alerting purposes—to the Air Defense Command, which recently held conferences with a key Defense Dept. official. Neither the command nor high military authorities have tendered approval of the "critique" as yet, but are expected to submit reactions and comments. The FCC believes this has been soundly put.

Over 3,000 licensees, comprising operators of AM, FM, TV facilities, were invited by FCC to attend the emergency session. Each licensee will be allowed to send two representatives, with admittance by ticket only.

It was learned last week that representatives of the Civil Defense Administration, the Dept. of Defense, NAB and the Senate and House Interstate & Foreign Commerce committees were invited to attend as observers. In the case of the last body, communication specialists are expected to represent them.

News Restrictions

Commission authorities emphasized that news present at the meeting will not be honor-bound not to disclose vital security information (operating details) which may prove of value to the enemy. Only members of the U. S. press corps will be permitted to attend.

Broadcasters who do not attend were invited to participate in the Chicago sessions, which also would embrace non-NAB members. The engineering conference has been set for 9:30 a.m. April 16. The Commission's second notification was to be mailed Thursday.

The meeting today may throw further light on the avowed intentions of the Defense Dept. to seek control of radio and television broadcasting and other "electromagnetic radiations" capable of serving as "homing" devices. It also may help to resolve the apparent conflict between views held by civil defense officials and Air Force authorities.

The Defense Dept. still has filed no comments on its own legislation, now before the Senate Commerce Committee, which would empower the President to control, not only radio-TV stations but other devices which throw off radiations to the extent of serving as navigational aids.

Congressional Action

The Commerce Committee, headed by Sen. Ed. C. Johnson (D-Col.), proposes to amend Sec. 606 (c) of the Communications Act, which already gives the President authority over stations, to include devices which radiate in excess of say, five or ten miles. It was understood last week, however, that the military reaction to this plan may be forthcoming shortly, thus paving the way for committee action on the proposal.

There was some speculation in Washington last week that President Truman may issue an executive order designed to supplement IIII action on the radiations control measure.

Some authorities expressed belief that the Chief Executive may take such action as an interim measure to ensure the invocation of authority vested in him under provisions of Sec. 606 (c) of the Communications Act. While he already has declared a national emergency as provided in that section, a further measure would be

(Broadcasting • Telecasting, March 26, 1951 • Page 2

Industry Set to Hear Operational Plans

Kefauver-FCC Differ

THREE-Ply development involving investigating Committee broke upon

● Crime Committee Chairman tentatively indicated he would oppose the WME Miami, Fla., for assignment of its construction permit from Lincoln Operating Co., as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [Broadcasting • Telecasting, Mar. 19].

● A committee spokesman disclosed that FCC may be called upon to fill in before the crime probes early this week to present views on remedial legislation the committee might recommend of Congress. The WME case may be closed up at that time, it was understood.

● FCC Chairman Wayne Coy was quoted late Thursday to the effect that FCC is limited in its decision whether to consider the evidence presented. He thereby backed up the position of FCC's initial findings in the WME case.

On the Record

FCC Hearing Examiner Leo Brodick, on the basis of the hearing record, has found no evidence respecting the reputation of Arthur B. McBride, or his former ownership of Continental Press, national racing wire service, to disqualify him from being a stockholder in a radio station.

To this, however, Sen. Kefauver took exception.

An initial decision also had cleared Daniel Sherby, Cleveland business associate of Mr. McBride. Messrs. McBride and Sherby are chief owners of Sun Coast and they also are part owners of WINK Fort Myers, Fla.

The Senator was quoted in New York last Wednesday to be in op

BATES HALSEY (thestendy), O. L. Taylor Co., New York, and Tom Lynch, Young & Rubicam, New York, review Swansdown Cake Mix (Devil Food Mix and Instant Cake Mix) merchandising reports from some of the 16 Lone Star Chain stores broadcasting the Golden Gate Quartet transcription program for General Foods.

March 26, 1951 • Page 2f
Margarine manufacturers plan to "spread it on thick" in radio and television promotion campaigns.

Lever Brothers' J.ke Good Luck Margarine is scheduling a spot announcement radio campaign in about 80 markets with 42-week contracts. Starting dates varied from Feb. 19 to March 26. BBDO, New York, is the agency.

Mrs. Filbert's Margarine, through Sullivan, Stauffer, Colwell & Bayles, New York, is currently running a television promotional campaign in New England and in New York state, and is considering a TV campaign.

Best Foods' Nucoa Oleomargarine is in its third spot announcement campaign in New England and in New York state, and is considering a TV campaign.

Swift Foods' Nucoa Oleomargarine, through J. Walter Thompson, Chicago, is planning campaigns for Allsweet in such states as approve sale of colored margarine. Several companies are considering a TV plan.

Swift is closely following national and state legislation. The firm just finished an all-Minnesota radio spot campaign Feb. 24 after the legislature ok'd sale of colored margarine.

Allsweet gets one-third of the budget on the 10:10-10:50 p.m. portion of "The Show of Shows," which is broadcast on NBC-TV Saturday. TV afternoon participation are used on shows in Baltimore and Washington.

AM participations are used in the Marjorie Mills regional show on the New England Network from WBZ Boston. Six stations in all are used. Also used are AM participations on Housewives' Protection Committee of Consumers Television participations on four daytime shows in Los Angeles.

Allsweet regional and local cuts are used in the Southwest on Desert Hills McNiel's Breakfast Club via ABC. This campaign began a fortnight ago.

Swift has indicated that it will continue to cash Allsweet with spot, both AM and TV, and that it will expand schedules throughout the year, following legislative approval of the sale of colored margarine in various states.

Cloverbloom Planning

Radio and TV are being considered in media plans being made now by Cloverbloom Margarine, a product of Armour & Co., Chicago. Handled by Foote, Cone & Belding, this product is advertised on "Kid on Kid in 12-15 AM markets in the Southwest.

Parkway Margarine, made by Kraft Foods, Chicago, will continue to have major commercials on The Great Gildersleeve, The Falcon and Kraft Television Theatre.

The multiple products of Kraft are utilized, so that Parkway will have tags on these shows when it does not have the main commercials. It is now being featured for several weeks on The Great Gildersleeve.

In addition, the product helps to sponsor the Ruggles Show on an AM regional network on the West Coast. These are the only plans for the moment. The company spokesmen state that the brand is favored by high taxes against colored margarine, and concentrates on the color-it-yourself white variety.

Berle Signs

30-Yr., $1 Million Pact

NBC last week signed a 30-year contract with Milton Berle, a virtual lifetime pact for the actor-comedian, for exclusive use of his talents and services in radio and television.

Although the network did not disclose the actual amount of the contract—said to be the longest in TV—it is understood to approximate $50,000 a year.

The agreement calls for Mr. Berle's services in acting, producing, writing, and other areas. He makes his regular appearances on his own show, sponsored by the Texas Co. (Tues. 8-9 p.m.) and his guest appearances on other programs.

Mr. Berle was represented in the contract negotiations by his attorney, Irwin H. Rosenberg, and Wallach, Jordan and Nat Lefkowitz, both executives of the William Morris Agency.

KHF Wichita, Kan., celebrating 28 years of service, presented orchids—figuratively and literally—to local 10-year advertisers. Figuratively, in an ad saluting local and noted advertisers of 10 years standing. Literally, an orchid was delivered to each of the local accounts. Paul Wilson, KHF account executive, pins an orchid on Jud Dadosen, also an account executive, just prior to making the deliveries.

Daylight Time

MEASURE (S 1176) to provide year-round daylight saving time during the war emergency was introduced in the Senate last Wednesday by Sen. Ed C. Johnson (D-Col.). It was referred to the Senate Interstate & Foreign Commerce Committee he chairmen.

Radio, TV Spot Campaigns Increased

ABC Denies Rate Cutting Lure

ABC, the last holdout in the radio-rate-cutting war, is now on the defensive. The network has said it will not reduce its rates if the other networks do.

A PERIOD of watchful—and wary—waiting followed last week upon the heels of ABC's ambitious bid for NBC's afternoon serial lineup ("The Philco Hour"—Television, March 19).

Charges of rate-cutting and fears of a price war which would seriously damage ABC's radio network were hurled by some other networks, but ABC stoutly denied it was cutting rates.

Reports that NBC had made a counter-offer to the five NBC afternoon sponsors approached by ABC also circulated, but top NBC officials insisted they had no knowledge of any counter-move.

Agencies for the advertisers involved were studying the ABC proposal and preparing detailed reports for their clients, and expected no immediate decision.

Nor did ABC look for prompt answers—not for a fortnight, at least, officials said. Meanwhile, however, they were mulling over plans for a giant advertising, promotion and publicity campaign which was part of the offer to the advertisers involved.

While some media authorities looked upon the ABC venture as the equivalent of an approximately 16% cut in prevailing network rate levels, ABC officials firmly insist that no alteration in ABC's basic rate structure is involved. Nor did they think acceptance of the offer would lead to a price war.

The offer was for a 45% discount on one-fourth the full-time one-time rate, plus a $1,000 weekly contribution by ABC toward program expenses, if the advertisers involved—currently sponsoring 12 quarter-hour and one half-hour five-a-week afternoon shows on NBC—would move these shows to ABC, also in afternoon hours.

Features Explained

Ernest Lee Jahncke Jr., ABC vice president in charge of radio, said the only feature of the offer which is not on ABC's rate card is the program contribution—and that program contributions are and have been a "common practice" among networks for some time.

ABC advertisers have been approached with similar offers from time to time, he said.

Referring to the 45% discount on one-fourth of the full-hour rate, he said 45% is and has been ABC's usual standard on the type of contract being sought in this case, based on dollar volume, 52-week commitments, etc. Whereas the usual rate for a quarter-hour show is 40% of the one-hour rate, he continued, it is standard practice among networks to make it one-fourth of the hourly rate (for quarter-hour programs) if the sponsor carries an hour of programs, whether they are contiguous or non-contiguous.

He objected to any linking of the ABC offer with the Assn. of National Advertisers' latest move against evening radio rates in TV markets. ABC, he said, is the ally of all radio in opposing any move to cut rates.

The advertisers approached by ABC, and the number of programs sponsored by each on NBC in afternoon hours, are Procter & Gamble, now sponsoring five afternoon quarter-hours; General Foods Corp., sponsoring two; General Mills, sponsoring a daily half-hour; Sterling Drug, sponsoring three quarter-hour strips, and Whitewall Pharmacal, sponsoring two.

The offer, it was reported, is available only on a block basis and only if accepted by most (if not all) of these accounts.

AAPPMEET

Stresses Mobilized Economy

ANNUAL meeting of the American Assn. of Advertising Agencies will be held April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., with a restricted guest list due to an expected heavy attendance from member agencies, it was announced last week.

Ralph W. Hardy, NAB government relations director, told representatives of the agencies meeting, theme of which is to be "Advertising in a Mobilized Economy."

Mr. Hardy will discuss "Government Attitudes Toward Advertising—What Senators and Congressmen Are Saying."

Other speakers announced thus far: Chairman H. Douglas (D-Ill.), who will address the annual AAAA dinner on April 20; Dr. Richard Glenn Gettell, chief economist of Time Inc., who will speak on "What Will Advertising Be Like in a Mobilized Economy?" and Dr. Ernest Dichter, psychologist consultant, on "Case Histories in the Study and Meeting."

AAA President Frederic R. Gamble explained that only key officers of related organizations are being invited to the meeting. "We are genuinely sorry that our grand list must be smaller than usual, but total reservations at the hotel this year must be limited to 400," he said.

April 19 sessions will be for members only.

Page 22 • March 26, 1951
THE highest-level experts on radio-TV station operation during the wartime emergency will take part in the NARTB (NAB) convention April 15-19.

Heading the all-star cast being assembled for the Chicago meeting will be Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Wayne Coy, FCC chairman.

Supporting them will be nearly 200 officials from every industry and agencies, some that have been described as the most practical convention program in radio-TV history.

In the course of the Monday-Thursday radio-video meetings the agenda will cover all the phases of station-network operation during the emergency. The program is designed to give radio-TV executives a rapid digest of the technical and managerial methods of how to operate efficiently and profitably during the mobilization period.

Tentative plans for the Tuesday-Wednesday Broadcast Engineering Conference were nearing completion last week (see story this page). Also in the final stages were agreements for the Thursday session, the Broadcast Advertising Board meeting slated Tuesday morning and a series of specialized panels covering station operation.

Committee Heads

The board convention committee is headed by Eugene E. Thomas, WDAF, Kansas City; Robert K. Richards, public affairs director, is in charge of overall convention programming. Neal McNaughten, engineering director, is in charge of the technical sessions. William B. Ryan, BAB director, is programming the BAB session. C. E. Arney Jr., NAB secretary-treasurer, is directing the convention arrangements.

Announcement that Gen. Bradley and Chairman Coy will take part in the convention was made with great prestige to a program already packed with leading specialists in broadcast and associated operations. Gen. Bradley will speak at the April 17 (Tuesday) luncheon.

As now planned the Tuesday luncheon will be programmed with two features. First, excerpts from three-minute station news will be shown. Democracy contestants will be performed, to be followed by an on-the-platform appearance by the fourth national winner. Gen. Bradley was one of the judges who picked the four national winners.

After this feature, Gen. Bradley will deliver an address on the European situation. This speech will be taped for delayed broadcast.

Then the luncheon will go off-the-record for an intimate resume of the Korean war situation. Finally, Gen. Bradley will answer questions from the floor on any phase of the military or defense broadcast station. This, too, will be off-the-record.

Chairman Coy will address the Wednesday luncheon, giving his annual talk to the industry. The critical defense situation, announcement of proposed TV allocation, and the emergency station operating program add importance to his address.

As it now stands, the convention is a four-way operation. First there will be the pre-convention mobilization rally. It will be held Monday morning, April 16, in the Eighth St. Theatre, an annex of the Stevens Hotel. FCC last week mailed invitations to all broadcast and TV stations to attend the rally, which is open to all broadcasters and telecasters.

Second, the formal convention will open at 2 p.m. Monday, in the Stevens, with Mr. Thomas presiding. Judge Miller will deliver his annual address to the membership. If a new NARTB president has been named, he will be introduced by Judge Miller. Another speaker is to be named for the afternoon session.

Engineering Sessions Set

Formal programming of the Engineering Conference, third convention feature, starts Tuesday morning and runs through Wednesday afternoon. Engineering delegates are eligible to attend the Monday morning and afternoon meetings.

Full-days sessions are planned Tuesday and Wednesday for management delegates. The annual association banquet will be held Wednesday evening.

Fourth, an all-day television meeting will be held Thursday. The day will close with a TV business meeting, first ever held by the video segment of the association.

Pre-convention events will include a meeting of the NARTB-TV board Saturday, the 14th, and a BAB board meeting Sunday. Other satellite events will be held.

Special panels will be held on the national network satellite services, under direction of Arthur C. Stringer, retained by NAB to direct planning. These are scheduled to be shown in the basement Exposition Hall with light equipment and services on the fifth floor.

The Monday morning mobilization session will be headed by NAB's Technical Director, Plummer, chief engineer; Mr. McNaughten; two or three NAB board members familiar with technical and manpower problems; Clem Randau, executive director of the Office of Civil Defense, and representatives of the military.

The program meeting will be broken by a presentation on Manpower, Program and Information Policies, and FCC-Military Roundtable. This meeting will be a sequel to the

Two-Day Chicago Agenda

FIFTH annual Broadcast Engineering Conference will be held Tuesday-Wednesday, April 16-17, at the Stevens Hotel, Chicago, in connection with the NARTB (NAB) this page.

Normally one of the highlights of the engineering meetings is the annual FCC-Industry Roundtable. This year, however, the roundtable has been transferred into an industrywide FCC-station mobilization rally to be held Monday morning, prior to formal opening of the main convention.

Engineer delegates are eligible to attend all and take part in the Monday rally as well as other convention events in addition to their own technical sessions.

Present programming of the engineering portion of the convention is still tentative. Neal McNaughten, engineering director, is coordinating the agenda.


A James Ebel, WMBD Peoria, Ill., is to preside on Wednesday morning. Papers now in the works include: "Improved Single System Photography for TV," by John Battison, Tenet, Inc.; "Results of the RCA-NBC Ultra-High Frequency Projects in the Bridgeport, Conn., Area," by Raymond F. Guy, NBC; "Television and TV Networks," by Dr. M. A. Wait, AT&T; "New Equipment Designs for AM Stations," by Jack Young, RCA.


BRADLEY, COY TO SPEAK

Will Address NARTB Convention

By J. FRANK BEATTY

THE highest-level experts on radio-TV station operation during the wartime emergency will take part in the NARTB (NAB) convention April 15-19.

Heading the all-star cast being assembled for the Chicago meeting will be Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and Wayne Coy, FCC chairman.

Supporting them will be nearly 200 officials from every industry and agencies, some that have been described as the most practical convention program in radio-TV history.

In the course of the Monday-Thursday radio-video meetings the agenda will cover all the phases of station-network operation during the emergency. The program is designed to give radio-TV executives a rapid digest of the technical and managerial methods of how to operate efficiently and profitably during the mobilization period.

Tentative plans for the Tuesday-Wednesday Broadcast Engineering Conference were nearing completion last week (see story this page). Also in the final stages were agreements for the Thursday session, the Broadcast Advertising Board meeting slated Tuesday morning and a series of specialized panels covering station operation.

Committee Heads

The board convention committee is headed by Eugene E. Thomas, WDAF, Kansas City; Robert K. Richards, public affairs director, is in charge of overall convention programming. Neal McNaughten, engineering director, is in charge of the technical sessions. William B. Ryan, BAB director, is programming the BAB session. C. E. Arney Jr., NAB secretary-treasurer, is directing the convention arrangements.

Announcement that Gen. Bradley and Chairman Coy will take part in the convention was made with great prestige to a program already packed with leading specialists in broadcast and associated operations. Gen. Bradley will speak at the April 17 (Tuesday) luncheon.

As now planned the Tuesday luncheon will be programmed with two features. First, excerpts from three-minute station news will be shown. Democracy contestants will be performed, to be followed by an on-the-platform appearance by the fourth national winner. Gen. Bradley was one of the judges who picked the four national winners.

After this feature, Gen. Bradley will deliver an address on the European situation. This speech will be taped for delayed broadcast.

Then the luncheon will go off-the-record for an intimate resume of the Korean war situation. Finally, Gen. Bradley will answer questions from the floor on any phase of the military or defense broadcast station. This, too, will be off-the-record.

Chairman Coy will address the Wednesday luncheon, giving his annual talk to the industry. The critical defense situation, announcement of proposed TV allocation, and the emergency station operating program add importance to his address.

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NEW FCC BILLS

A FAR MORE sweeping reorgani-
zation of the FCC in 1950 would give the
FCC Chairman greater powers than
ever contemplated in the Tru-
man plan of 1950 is contained in legis-
slation submitted in both
branches of Congress.
The legislation (S 1139 and com-
panion HR 3307) apparently
would concentrate in the Chairman addi-
tional authority in both adminis-
trative and executive functions and
appear to go beyond Mr. Truman's
reorganization plan that was
rejected by a Senate 50-23 vote in the
81st Congress (BROADCASTING
* TELECASTING, May 22, 1950).
This broad-based measure would:
- Transfer the executive and
administrative functions of the
FCC to the Chairman. They
include such "internal manage-
ment" as budgeting, accounting, appoint-
ment and assignment of personnel,
supply, management of informa-
tion and publications and "other
administrative matters." Also
coming under the Chairman would be
functions with Congress and the
"execution of FCC policies." Under
the Truman plan, the Chairman's
power to appoint chiefs of major
administrative units would have been
subject to Commission ap-

Personnel Assignment
- By default, place in the
Chairman's jurisdiction the ap-
pointment and assignment of per-
sonnel for no other reason than his
desire. Mr. Truman's reorganization
plan had not contained this provision.
- Stipulate that at the expira-

Radio Superior
(Continued from page 20)
strong structures and impair con-
fidence.
He characterized special deals by
a seller as "a sure sign his
product is over-priced." In that
case, he said, the proper proce-
dure is to issue a new rate card
without waiting for advertisers, AMAs,
or others to come to demand.
Conversely, he continued, if rates are too low they should be
raised.
A sober disastrous result of special
deals, Mr. Kobak said, is that
they engender rumors of other
deals—many of them ill-founded—
with the result that a suspicious
state is created among and an unwelcome special-deal psychology spreads
through the industry.
Media, he said, should abandon
any such approach and encourage
confidence of publicity stating, in
advertisements and otherwise, their
position in favor of uniform rates
for all.

Increase Chairman's Power

spendy passage or even serious
consideration by Congress ques-
tionable:
1) The measures are subject to
normal, lengthy, Capitol Hill pro-
cedure with approval needed from
both Senate and House. Last year's
Truman plan was only one of 21
sent to Congress under the Reor-
ganization Act of 1949 which pro-
vided that the recommendation
would become effective in 60 days
unless disapproved by one or both
houses of Congress.
2) FCC is not the only regula-
tion agency involved in the bills
which were drawn up along the
lines of a new recommendation by
the Commission on Organisation
of the Executive Branch of the
Government (the Hoover Commiss-
ion). Agencies included are
Interstate Commerce Commission,
Federal Power Commission, Secu-
rities and Exchange Commission,
Civil Aeronautics Board, National
Labor Relations Board and board
of governors of the Federal Re-
servc System.
The inclusions of more than one
regulatory agency spells trouble
for detailed committee staff studies.
A spokesman for the Senate Ex-
penditures Committee, of which
McClclian is chairman, said no
hearing had been slated and there
was doubt of any being sched-
uled at least until after April.

Johnson Attitude
There is also the attitude of Senate
Interstate & Foreign Com-
merce Committee Chairman Ed O.
Johnson (D-Col.). Last year, the
Senator introduced a resolution
opposing the President's FCC reor-
ganization plan.
Mr. Johnson had expressed con-
cern with the breadth and apparent
concentration of powers which the
plan would have vested in the
Chairman compared with those
of other Commissions.
A firm believer that FCC is a
creation of Congress, Sen. John-
son had opined that the reorganiza-
tion plan would have usurped Con-
gressional authority by placing the
regulatory agency more fully under
the direction of the executive
branch.
NAB and other radio spokesmen
had waged a concerted campaign
with eventual defeat of the meas-
ure.

ADVERTISER and agency representatives visiting the stars of the NBC Halls of
Ivy show are (1 to r) Ted Rosenak, director of advertising and merchandising,
Joseph Schlitz Brewing Co., Milwaukee, program sponsor; Ronald Colman and
his wife, Benita, stars of the show; Scott Leonard, account executive, Young
& Rubicam Inc., Chicago; Benton Coment, vice-president, BBDO, and Donald
McGrath, western divisional manager, Schlitz Brewing Co.

SURVEY REPORT AIRED

THE PLAN of the special test survey committee for clarifying the
radio-TV research problems [BROADCASTING * TELECASTING, March 5]
was laid before an estimated 100 research
representatives last week by
At a luncheon sponsored Monday by
the radio-television discussion
group of the American Marketing
Asso., New York chapter, seven of
the eight committee-men outlined
their findings and proposals during a
panel session presided over by
Edgar Kobak, business consultant
and board chairman of BAB.
Dr. Kenneth Baker, NAB re-
search director and chairman of
the special committee, characterized
the report as a substantial contri-

bution which in itself should make
timebuyers much more "sophisti-
cated" purchasers of services.
He also expressed hope that
private studies which already have
been made to show differences be-
tween the various research services,
and other useful material on the
problem, may be brought out into
the open as a contributory card
clarifying the overall problem.
The session consisted of a review
and explanation of the original
report, with the various committe-
men participating on a question-
answer basis. These included:
Dr. Baker; Lewis H. Avery, Avery-
Knodel; Hugh M. Beville, N.B.C. plans
ods will be made on the basis of
information to be sought from the
various services with respect to
designed example, sampling techniques,
methods, and with a project
supervisor in charge. For the
comparison of available data,
Mr. Deckinger, noted the
committee could not be said to
have won any expenses where the
project go into six cities while some
services are in operation.
Mr. Chappell said that it prob-
ably would be necessary to set up
an experimental operation to re-
solve many differences which
probably cannot be eliminated
otherwise.
Mr. Kobak said costs of the over-
all project could not be accurately
estimated now, but pointed out that
$140,000 seemed likely to cover most of it. Parts, he said, can be
done for much less. The special
basic comparison, he estimated,
would cost $70,000 to $100,000. He
added that he had had "only one
nibble for the post of project
manager.
NAB is expected to be asked to
initiate the financing.
Robert Hutton, Edward Petry &
Co., chairman of the AMA radio-
television discussion group, presid-
ed over the opening and closing
phases of the meeting.

At AMA Meet

Outlines Courses
Summarizing the committee's con-
clusions, Mr. Manchee outlined the
three recommended courses: (1)
Analysis of audience research
methods, (2) comparison of avail-
able data, and (3) experimental
research to develop further infor-
mation on the area of, and reasons
for, agreement and disagreement
among existing techniques.
Mr. Beville explained that it was
contemplated the analysis of meth-
ods would be made on the basis of
information to be sought from the
various services with respect to
MILITARY PRODUCTION IMPACT

By PETE DICKERSON

CONVERGING on New York for the 40th annual convention of the Institute of Radio Engineers, visiting engineers from the U. S. and abroad last week heard Robert C. Sprague, president and board chairman of RTMA, estimate that military electronics production would reach a peak rate of $15.5 billion in the fall of 1963 and then decline to an annual rate of about $15.5 billion.

"In this connection," he said, "it should be borne in mind that military production dollars have about half the impact on our industry as civilian production dollars. This is for a variety of reasons, but particularly because a considerable portion of special and elaborate mechanical gear is obtained from manufacturers not generally considered a part of our industry." Civilian Orders

Barring an all-out war, industry will be able to "maintaining a substantial amount of civilian production, even at the peak of the military output" despite the military load, he said.

"Apparently only the shortages of certain critical materials will prevent manufacturers from turning out as many radio and television sets as their plant facilities and military orders will permit," Mr. Sprague said. "It is, therefore, highly important that government officials maintain a high level of planning for the healthy continuation of our civilian economy, for we do not now know when all of the present manpower and production facilities in our industry may be needed for the nation's defense."

Mr. Sprague also took occasion to defend the engineers' position in the controversy over the correctness of the FCC's color TV policy, which "questioned . . . the 'good faith, truth and veracity' of prominent industry engineers."

Mr. Sprague denied categorically the charges which have been hurled at our industry . . . I think that any unbiased person would concede that (they) are honest and fair in their ultimate judgments."

Reviewing television history, and pointing out that "the center of the color television controversy for the past 10 years," the RTMA head offered the profession a credo:

"Differences of engineering opinion can and should honestly exist. Unanimity of engineering judgment is not necessarily desirable. Engineering opinion resulting from the passage of time and the gaining of experience are healthy, and normally to be expected. It is improper and futile to ask engineers to reach final and valid conclusions at too early a stage in the development of new systems of equipment."

Mr. Sprague spoke at the annual IRE banquet Wednesday night, during the four-day convclave which attracted more than 16,000 engineers from the U. S. and 20 foreign countries. During the course of the meetings, held Monday through Thursday at the Waldorf-Astoria and Belmont Plaza hotels and Grand Central Palace, some 210 technical papers were delivered at 43 sessions.

Other Highlights

Other developments during the four-day meeting:


Gen. Sarnoff said he knew of no achievement in television transmission comparable to the Empire State antenna. "It is truly a miracle," he said.

Design, construction and installation problems of the antenna were discussed by a panel of 10 engineers active in the project or "experiment," as it frequently was referred to.

'Empire Story'

Speakers describing the "Empire State story" included: O. B. Hannon, Mr. Guy, and Lester Looney of NBC; F. G. Kee, one of the owners of the building; W. F. Lamb of Shreve, Houston, and New Orleans; and the architects of the building and advisers on the antenna; Herman Gihring of RCA; T. E. Howard of DuMont Laboratories; Ben Sigal of network; and Frank Marx of ABC.

A new General Electric UHF television transmitter, described as "the world's most powerful," with an effective radiated power of 100 kw, was unveiled Tuesday. Incorporating a new type of UHF velocity-modulation 5-kw tube, described in a written report with GE by Varian Assoc. of San Carlos, Calif., and a "radically new type" of antenna, which magnifies by 20 times the effective radiated power, the transmitter is now undergoing tests in Syracuse, N. Y., it was announced.

By RICHARD P. ROTH

New TV tube comes "large on the market." It was described by H. W. Grossbohn of Allen B. DuMont Labs. The tube is a development of the "90 degree-deflection technique," which permits the electron beam inside the tube to swing through a 90 degree angle as it traces each horizontal line on the tube face. The technique, itself a new development, will allow reduction of the tube length and thus ultimately reduce TV set cost, he said.

L-W SUIT

AFRA Action Denied

SUIT by Lang-Worth Feature Programs, brought in New York State Supreme Court to enjoin American Federation of Radio Artists' strike activities, was denied last Wednesday by Judge Isidor Wasservogel. AFRA's counterclaim to have the court order Lang-Worth to sign the 1951 transcription code also was denied, without costs to either party.

Union strike activities began Feb. 13 (BROADCASTING, Feb. 19, March 5, 12) following the transcription firm's refusal to sign the code. AFRA alleged that the company had gone back on its word to sign when settlement was announced last December. Lang-Worth charged that provisions of the code had been changed between the time of settlement and final printing of the contract.

In denying Lang-Worth's action, the court found AFRA strike activities to be legal; the code to be a "bargain" and the strike objective to be lawful. In denying the union counterclaim, the court found that no employer-employee relationship between AFRA and Lang-Worth existed. While AFRA was free to continue its strike, Lang-Worth was free to continue to refuse acceptance of the code, the court said.

Lang-Worth was expected to appeal to the appellate division of the New York State Supreme Court.

IRE Hears Sprague

H. M. CROSBY, General Electric engineer, will address AFRA and Lang-Worth employees at the new Syracuse, N. Y., transmitter which will operate in the 500 mc band. He announced the development at the IRE meeting.

RURAL RADIO

Commercials Favored

MORE than 38% of rural radio listeners throughout the United States favor "commercials"; 38% are indifferent, and only 24% actively dislike them, according to a study by Radio Reports Inc., Rural Research Institute Inc., New York, released last week.

The average rural radio listener owns two radios, prefers Arthur Godfrey to a considerable margin, chooses news programs over all other types and listens an average of four and three-quarter hours a day, the survey reports.

Published in a booklet Rural Radio Listening, these findings are based on a telephone survey of 28 states which reached 3,679 residents. Published in a booklet Rural Radio Listening, these findings are based on a telephone survey of 28 states which reached 3,679 residents. Other findings included 2.3 radio ownership per family, with 49% owning car radios; variation in listening time ranging from 3 hours and 59 minutes in Middle Atlantic states to 6 hours and 9 minutes in the Mountain states. Women tend to listen longer than men, the survey said.

Transmitting in UHF with a power of 5 w, the new transmitter operates in conjunction with a control station located within a mile radius. The station, while monitor- (Continued on page 26)

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Gov. Electronics Board Seen

CREATION of a "super" intra-agency electronics board to coordinate all production in the nation's mobilization program — including responsibility for speeding military contracts to radio-TV manufacturers — highlighted activity on government and industry fronts last week.

Further reassurance that the vast, sprawling electronic-communication industry commands "top priority" in the defense effort was seen in these key developments:

- Formation of an Electronics Production Board at the policy level, with authority to determine both military and civilian requirements under the chairmanship of a top industry figure.
- Disclosure of plans designed to give electronics a heavy share of critical materials when allocations are placed under rigid restriction around July 1. The plans will encompass steel, copper and aluminum.

Conservation Planning

At the same time industry engineers, meeting at the request of Dr. W. G. Baker, director of the Engineering Dept., Radio-Television Mfrs. Assn., approved a plan to study utilization of materials in various product lines, with emphasis not only on conservation but also redesigning methods and techniques for receivers and component parts. Bureaus will be set up within present RTMA Engineering Dept. sections to explore these problems.

The "super" agency structure was announced Wednesday by Gen. William H. Harrison, who heads up the Defense Production Administration, policy-making materials agency. While Gen. Harrison had not yet appointed a chairman to preside over the board, it was understood that the selection would center on a close assistant of the DPA administrator— one grounded in industry problems. The chairman would report directly to Gen. Harrison.

It was believed that Walter W. Watts, vice president in charge of the Engineering Products Dept., RCA Victor Div., would be the logical choice for the post. Mr. Watts, now on leave of absence from RCA Victor, currently is serving as special assistant to Gen. Harrison, working on electronics and procurement phases of mobilization with established government agencies.

Gen. Harrison's decision to name a top-strata electronics group is attributable, in some quarters, to a request by Defense Mobilizer Charles E. Wilson, some weeks ago, that such an action be taken. Mr. Wilson posed the suggestion at an electronics meeting of government and industry representatives.

In announcing the long-range conservation program at the Hotel Commodore in New York, Dr. Baker noted that the action had been taken in response to the board of directors and given impetus by President Robert C. Sprague in an appeal to the industry [(Broadcasting * Telecasting, March 6)].

The quality of radio and TV receivers and components did not deteriorate because of conservation and, in fact, may result in improvements in efficiency and performance, he stressed.

It is the responsibility of the RTMA Engineering Dept.," Dr. Baker declared, "to undertake the problem of material utilization, not only through substitute materials but also from the viewpoint of mechanical design, circuit design and standardization, both mechanical and electrical."

Proposed Measures

Dr. Baker suggested two approaches to material problems: (1) "Better and more efficient utilization" of critical materials, and (2) substitution of materials in the non-critical category to avoid possibility of shortages later. He continued:

"Regardless of the material classification—critical or non-critical— we must work toward standardization of types, sizes, shapes, values, etc. An immediate acceleration of our normal programs of standardization, well planned and executed, may, in itself, result in appreciable conservation.


Activities of the several bureaus will be coordinated by an Advisory Council consisting of David B. Smith, vice director of the Engineering Dept.; Ralph R. Batch, chief engineer of the Engineering Dept., and Dorman D. Israel, chairman of the Standards Committee. Mr. Clement will be chairman of the Advisory Council.

Sitting in on the new electronics board will be (1) a chairman, not chosen yet by DPA Administrator, (2)... (Continued on page 70)

CBS GROSS BILLINGS

Up 12% in '50

GROSS BILLINGS on the CBS radio network gained 12% in 1950 to reach a total of $70,745,000, the company said last week in its annual report to stockholders.

CBS television network gross billings were reported at $13 million—a 271% increase over 1949. The report showed consolidated income of CBS and its domestic subsidiaries increased almost $2 million, reaching a total of $9,555,289, excluding excess profits taxes.

Increased tax rates and enactment of the excess profits tax law, however, reduced consolidated net income to $4,105,299, or $23.39 a share, as compared with $4,184,079 ($2.44 a share) in 1949. Compared with 1950's $9.5 million figure, 1949 consolidated income before taxes was $7,034,079.

Gross income after deductions for discounts, commissions and returns placed at $89,978,447 for 1950, as against $74,580,578 for the preceding year.

Total assets were shown at $33,833,265 at the end of 1950, including $2,408,904 in talent contracts, program rights, scripts, etc. (less amortization). The comparable figures at the end of 1949 were $49,793,850 in total assets with $3,438,522 attributed to talent contracts, etc. (less amortization).

In a summary statement, Board Chairman William S. Paley and President Dr. George J. Storer declared that in 1950 "once again the people turned to (radio broadcasting) as their swiftest and best source of information about the things that matter to the most.

"Advertisers, appraising radio's continued influence and Columbia's audience—leadership, invested a greater sum in CBS-Radio in 1950 than ever before in any network," they continued.

"The radio gross billings were 15% over the second network in 1950, the stockholders were told.

"In television, the report said, advertisers during 1950 put out virtually the entire CBS-TV nighttime schedule, and the company expanded its facilities and personnel to begin a substantial daytime schedule as well."

Average Network Size

The report said average size of the radio network in March 1950 was 500,000 listeners. CBS advertisers increased from 118 to 133 stations in daytime, and from 144 to 148 stations at night. CBS radio "bought" or sponsored 3,263 hours and CBS television advertisers sponsored an additional 941. The automotive, tobacco, candy and soft drinks, drugs and toilet goods, soap and household supplies, lubricants, and food and food beverage industries accounted for more than $1 million of network radio billings.

Clients using both CBS radio and CBS TV were reported to have increased from 20 to 32 during the year. Those using radio increased from 6 to 7 and those using television went from 46 to 85, the report said.

Value of local time and talent which CBS-owned stations made available for public interest programs and announcements in 1950 was placed at more than $2 million.

The CBS color TV victory before the FCC was blocked from commercial application by RCA's appeal to the courts and Columbia's plan for a "radio-tele" had been further complicated by the current national emergency." Even so, the report noted, "CBS . . . expanded its schedule of public demonstrations, showing color television to more than 250,000 guest viewers in New York, Chicago, Philadelphia and other cities."

The CBS radio network grew from 186 to 193 stations in 1950, the report pointed out, while the CBS television network increased from 35 to 46 stations, all stations were reached by cable or microwave relays.

Mesara. Paley and Stanton forecast an expanding program responsibilities.

"In a time of national emergency," they said, "the broadcaster's basic responsibility to provide good programs of all kinds assumes still broader dimensions.

"The increased need for good information programs is self-evident. But the need for top-flight entertainment programs while not so readily apparent, is just as great."

"For entertainment programs do more than merely provide a degree of escapism. They create and hold a substantial 'audience-in-being'; and this wait- (Continued on page 85)
Plans 2,000 TV Outlets

(Continued from page 10)

(Continued on page 20)

necessary revision and duplication by the staff working overtime Wednesday night.

A "separate view" respecting the educational reservation was opposed by Comr. Frieda B. Hennoch, out-spoken crusader for a 25% allocation to education. She contended FCC's proposal "by failing to give the schools a sufficient share of the remaining television channels, will adversely affect the course of education in the United States for generations to come."

"We ought not, while conceding the principle of educational television, kill it in practice," Comr. Hennoch charged.

Chairman Wayne Coy, in "additional views" beyond the majority report, supported the educational reservation but indicated concern over the "startling lack of data as to the ""willingness and readiness of educational institutions...to open television as an educational tool."

He also felt important for FCC "to emphasize that the reservation of channels for educational stations in no way relieves the licensees of commercial television stations of any responsibility to render a well rounded program service, including a reasonable proportion of time devoted to programs that meet the educational needs of the community."

Webster's Views

Comr. E. M. Webster, in a partial dissent, did not agree sufficient showing had been made to warrant the educational reservation at all. He would agree to a specific community reservation, however, upon proof of sufficient need.

Similarly, Comr. George E. Sterling in a partial dissent felt no need for a VHF educational reservation and pointed out educational institutions can compete on equal terms with commercial applicants for any and all channels, including VHF.

Comr. Robert F. Jones, in a brief partial dissent, objected to FCC's proposed procedure whereby one year's freeze would be needed on any amendment to the allocation table once it's made final.

Comr. Paul A. Walker did not participate in the final vote since he is in Puerto Rico and was notified of a revocation hearing involving WRIA Caguas.

In explaining procedure to be followed in its proposed partial lifting of the freeze, the FCC explained:

- The Commission will determine whether to have a random start date which would prevent the lifting of the freeze in the same channels assigned in Alaska, Hawaiian Islands, Puerto Rico and the Virgin Islands. These territories are sufficiently remote to be handled differently.
- Stations in the United States so as not to be involved in the separation problems of continental United States and present no assignment problems with any neighboring countries. Separations for such stations may be maintained within the Territories which could be in order with the Commission's proposals.
- According to the alternate proposal with respect to these separations, the Commission proposes to lift the freeze with respect to the above Territories without further action or determination on all the assignments proposed (see city city table).
- The Commission will determine whether to have a freeze that can be raised with respect to the Commission's proposed assignments as the freeze is lifted.

In the absence of such issue, and where serious procedural or practical objections exist, the freeze will remain.

(Continued on page 20)

F. C. Sowell, manager of WLAC Nashville, receives a citation from Jack L. Minton, chairman, Nashville Traffic Commission, for "outstanding public service." Mr. Sowell served two years as chairman of the Chamber of Commerce safety committee. Others present were John Milliron, traffic inspector, and Ed Burgess, police chief.

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BROADCASTING • Telecasting

ALL FCC Commissioners, except Paul A. Walker who is in Puerto Rico at this time, participated in the March 21 2nd Notice of Further Proposed Rule Making. Chairman Wayne Coy and Comrs. Frieda B. Hennoch wrote additional views, concerned with the proposed reservations of channels for educational television broadcasters. Dissents in part by Comrs. E. M. Webster and George E. Sterling also dealt with educational reservations. Comr. Robert F. Jones dissented in part to those portions which would require rule-making proceedings in order to make changes in the proposed allocations table.

COY'S ADDITIONAL VIEWS

Chairman Coy expressed the belief there is a "universal awareness" of the great possibilities of television in the field of education. However, he declared, there is a "startling lack" of data concerning "willingness and readiness" of educational institutions to

use TV as an educational tool.

Recognizing other needs of higher educational institutions, the Chairman said "it is understandable that such a decision [to enter TV] is not easily taken. The continuing cost of operations without any income is perhaps a more difficult hurdle than the funds required to build the transmitter and studios.

Describing TV frequencies as constituting "an important and large part of a great natural resource" and maintaining that it was "essential" that such a resource be utilized in the public interest, he pointed out:

It certainly cannot be regarded as being in the public interest if television frequencies, now proposed to be assigned to the FCC, are not utilized within the reasonably near future...

It was his opinion that the more rapidly near future is the time required for educational institutions to make up their minds as to whether or not they will utilize television in their educational programs and in so doing decide to be an operator or a joint operator of a non-commercial educational television station.

The Chairman acknowledged the many time-consuming procedures that could be needed for such a decision, but added they did not seem unreasonable to expect boards of trustees and administrative officials of educational institutions to declare their intentions at an early date, subject to action by state legislatures.

Chairman Coy also stated that if the freeze is made final, it is "important" for the Commission to emphasize that the action in no way relieves the licensees of commercial television stations of their responsibilities to render a well-rounded program service, including a reasonable proportion of time devoted to the programs that meet the educational needs of the community.

The possibility of educational institutions deciding to use television in cooperation with commercial broadcasters, rather than as an operator...

(Continued on page 21)
Plans 2,000 TV Outlets
(Continued from page 27)

SECTION 2-13

Part 2-13

Appendix I

These proposed

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proposals offered by the Commission or by interested persons will not

unjustly restrict the Commission's flex-

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sitions with respect to assignments still in

line.

Both VHF and UHF channels

would be available for immediate

assignment in the territories, FCC

indicated, although it is expected

that sufficient VHF channels initially

to meet the present demand.

FCC was not prepared to discuss

just how the UHF freeze lift might

enue in the U.S. if, since it is a

response of the industry and possi-

ble "issues" which might be

raised are indefinite factors. It is

believed that although the "ideal"

situation will not necessarily be

able to promptly un-freeze the entire

time UHF allocation, specific area

"thaws" will be feasible.

Similarly, no further explanation

was offered by the Commission as

to just how far it may go in granting

existing VHF stations the power

increases indicated.

Normal Processing

FCC emphasized that even though

channel might be

unaffected or released after May 8,

potential applicants will have to go

through normal processing proce-

dures, including comparative hear-

ings where more bids pend than

there are available channels, be-

fore grants can be issued.

The Commission also said a "rea-

sonable" amount of time would be

allowed for the filing of applica-

tions in each instance.

FCC's report was termed the "third

notice of further proposed rule

"change" under the alternative pro-

cesses of identification, FCC designated that all proceeding pertaining to this

"third notice" would be called "Part

III" of the overall realoca-

tion proceeding.

The hearings dealing with the 1948

proposals were designated "Part

I", while those dealing with the pro-

posed July 8 proposals were called

"Part II".

Four detailed appendices were

attached to the new report. They

replace the two issued earlier. Ap-

pendix A contains proposed amend-

ments to FCC's engineering stand-

ards and rules and regulations.

These proposed amendments codify

the new TV policies and procedures.

Appendix B, a highly technical

section containing several charts,

sets forth values and methods for

prediction of areas out of service and

interference. Appendix C is the

new table of city-by-city allocation

proposals, while Appendix D is the

table of "illustrative" proposals for

Canada and Mexico.

The new city-by-city table speci-

fically provides for a total of 1,965

VHF and UHF assignments in 1,266
different communities in the U.S. and its territories. Included are 596 UHF and

1,260 commercial stations, plus 82 VHF and 127 UHF noncommercial, edu-
cational stations. The 12 VHF chan-

nels alone, as presently allocated,

would provide for only about 400

stations in 140 markets, FCC noted.

The Commission pointed out the

new table does not "place a limit" on

the "potential number of TV sta-

tions." FCC said that "while it

indicates maximum channel usage

as far as metropolitan areas and

the eastern half of the country

are concerned, additional UHF as-

signments are usually possible in

less congested regions—particular-

ly in the far West—and no attempt

has been made to list those thinly

populated places which some day

may be considered in a situation to

support a local TV station."

FCC's 1949 proposal, even though

based on only a partial allocation of

the UHF spectrum, provided for some

2,200 assignments in more than

1,400 communities. But FCC con-

siders its new table more "real-

istic" since it omits many small

communities previously listed.

FCC explained its "illustrative" assignments contained in Appendix D for

Canada and Mexico are those "which

belong to the same basis as the overall proposal

Minimum VHF-UHF Station and Transmitter Separations*

<table>
<thead>
<tr>
<th>Minimum separation from station to transmitter</th>
<th>Minimum separation from transmitter to station</th>
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<tr>
<td>180 miles</td>
<td>155 miles</td>
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* It is recognized that some existing operations do not comply with the minimum separation standards, but adjustments will be made to bring operations in line with the new standards. The Commission will study each such operation on a case-to-case basis in the hope that eventually they may all be brought up to the minimum separations if the borders between the countries did not exist." No formal agreements have been entered into with Canada or Mexico, FCC said, "but views are being exchanged with respect to these matters and it is expected that satisfactory understandings will be reached."

The proposed alterations with respect to Channel 9 at Cleveland (WSYR-TV) and Channel 6 in Rochester (WHAM-TV), FCC said, "resulted from the Commission's efforts to arrive at an equitable distribution of channels between the U.S. and Canada."

The remaining 28 channel substi-

tions proposed for existing, operat-

ing VHF stations, FCC explained,

were the result of the Commission's efforts to reduce interference, make available a reasonable number of channels and to effect the maximum utilization of the UHF television channels in the United States.

FCC contended that by these

changes it would increase the ser-

vice area of the stations already on

the air; reduce the interference which would be caused to new stations that will be added to the channels in question.

It was added that some substi-

tions, FCC plans to direct each licensee or permittee to "show cause" in the further hearing why the respective license or permit should not be granted in the proposed.

FCC specified that the further (and final) hearing in the proceeding

will be devoted only to com-

ments and proposals relating to the

part II proposals.

Comments which are to be filed

by April 23, FCC said, must be

accompanied by supporting engi-

neering statements. Those not

containing these supporting engi-

neering statements will be rejected, FCC

indicated. No comments will be

accepted after April 23, FCC

warned, unless the deadline is ex-

tended by further order.

Must Support Views

The Commission pointed out that comments also will be received through

be e r a who feel the proposed rules and engineering standards are not based upon evidence of record. But, FCC said, such objections must specifically identify the page of the hearing transcript or exhibit which supports the objection.

On or before May 8 deadline, those submitting written comments Regarding the hearing transcript or exhibit which supports the objection. If any of the proposed rules and engineering standards are not based upon evidence of record. But, FCC said, such objections must specifically identify the page of the hearing transcript or exhibit which supports the objection.

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Comments which merely support" comments previously filed won't be accepted, the Commission cautioned.

Support or opposition may be
indicated before April 23, however, that the FCC spokesmen expressed fear by such groups as chambers of commerce or city councils.

FCC urged participants to "incorporate as much evidence as is practicable" in the arguments and exhibits in order to shorten the further proceedings. Following the closing of the record, the FCC explained, "the Commission upon consideration of all proposed arguments, proposals and evidence in this proceeding will adopt such rules, regulations and standards, as will best serve the public interest." FCC specified no initial decision on formal argument although it could do so if it wished.

The Commission, however, may hold oral argument as requested by the Federal Communications Bar Assn. on the latter's contention the allocation rule-making procedure proposed by FCC is "unlawful.

In addition to the present 12 VHF channels (No. 2 through 13, 54-216 mc), FCC proposes to allocate 65 or 70 UHF channels. These would begin at either 470 or 560 mc, depending upon the decision FCC may make upon the Bell System proposal to allocate the band 470-500 mc to multi-channel broadcast systems (common carrier mobile radio service in lieu of TV broadcasting).

Thus, the 52 UHF channels (No. 14 through 65) to be specifically designated shall be allocated from either 470 to 782 mc or 500 to 812 mc. This would leave either 13 or 18 "flexibility" channels (Nos. 66 through 85) running from 782 to 1212 mc to 860 mc.

Could Transmit Color

All of the channels would be allocated as 6-mc channels, accord with FCC's monochrome and color standards, it was indicated. FCC spokesmen pointed out any channel could be used to transmit color or black-and-white in accord with the color standards adopted by the Commission last fall, depending, of course, upon outcome of the litigation pending before the U. S. Supreme Court, in which RCA has challenged the color standards (see story page 62).

FCC explained that although some testimony was presented which favored allocation of only a portion of the UHF band at this time pending acquisition of additional data, we shall consider the possible alterations of the previously made decisions, and that the public telecommunications committee was given to the proposal to assign television channels in the entire UHF band for immediate use.

"It was urged," FCC said, "that a need existed for non-commercial television channels; that such an allocation would encourage development in UHF equipment; and that due to problems not previously considered, e.g., signal radiation, intermodulation, image interference, etc., more channels were necessary to provide an adequate number of usable channels." "Some testimony was presented to the effect that the allocation of the lower portion of the UHF band was preferable," FCC said, "because better coverage and equipment performance could be expected there. On the other hand, there was testimony to the effect that differences would not be appreciable throughout the entire UHF band.

"In any event," the Commission continued, "the effect of such differences on the optimum utilization of the band are likely to be small. Accordingly, the Commission has concluded that allocation of the entire UHF band for television broadcasting on a regular basis would result in the maximum utilization of television channels in the United States.

"On the intermix issue, FCC said, "it is reasonable to assume that economic problems will be faced by UHF broadcasters in areas where VHF broadcasting exists. Similar problems confronted the VHF broadcasters prior to increased receiver distribution in their respective areas.

"It is reasonable to assume," FCC pointed out, "that if the entire UHF band is allocated for regular television broadcasting, television receivers will be built to receive VHF and UHF signals. If intermix were avoided, it would be necessary to limit many areas to one or two VHF stations even though UHF assignments are shown to be available for these areas and additional stations could be supported financially.

"Moreover," FCC continued, "VHF stations are capable of providing a greater coverage than UHF stations. Hence, a more extensive television service is made available where some VHF assignments are made in as many communities as possible than where only VHF assignments are made in some communities and only UHF assignments are made in other communities.

"In setting up its allocation table, FCC endeavored to meet the two-fold objectives set forth in Secs. 1 and 307(b) of the Communications Act, namely, to provide a television service as far as possible to all people of the U. S., and to provide a 'fair, efficient and equitable distribution of television broadcasting service to the several states and communities,' FCC proposed to reaffirm its five priority principals. These are:

1. Priority No. 1-To provide at least one television service to all parts of the United States. 
2. Priority No. 2-To provide each community with at least one television broadcast station.
3. Priority No. 3-To provide a choice of at least two television services to all parts of the United States.
4. Priority No. 4-To provide each community with at least two television broadcast stations.
5. Priority No. 5-Any channels which remain unassigned after the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the nature of the television service available to the community, and the number of television services available to such community from television stations located in other communities.

Amendment Procedure

FCC proposed strict procedures for requesting or making changes in the allocation table. In brief, they are:

1. A channel assigned to a community in the FCC table of TV assignments shall be available, without the necessity of rule making proceedings, to any other community located within 15 miles of the assigned community. The Commission has provided the minimum separations to be maintained.
2. Once a channel is assigned to a table, such table shall be subject to amendment on petition for a period of one year from the effective date of the Commission's final order amending said table. Upon expiration of said one year period the Commission shall withdraw the assignments involved and shall make new petitions for changes in the Table. Thereafter, the Commission has conducted a rule making proceeding in which it amended or refused to amend said Table, no petition concerning the amendment adopted or denied may be filed within one year after the effective date of the Commission's final order amending the Table.
3. Except as provided under the five priority principles or paragraph 1 above, no application for a TV station in a community specified in the table will be accepted for filing if said application requests a channel which is not contained in the Table. Persons desiring a carrier channel not specified in the Table must first secure an amendment thereof through appropriate rule making proceedings.

The Commission explained it proposed (Continued on page 30)
Plans 2,000 TV Outlets (Continued from page 38) poses "the use of isooruce con- tours which express service in terms of the ratio between desired and undesired signal in decibels, or the minimum required signal levels in decibels above one microvolt per meter.

Respecting its proposed methods for describing service areas and interference, FCC said it is recog- nized that the propagation charts "cannot be revised from time to time as more measurements are made" and added "interested per- sons are encouraged to make as many measurements as possible and transmit them to the Commis- sion."

Data Sufficient
FCC said it "is satisfied that on the basis of the data presently available to it the data underlying the propagation charts are suffi- cient to afford a conservative basis for designing field intensities under average conditions, but it is expected that there may be substantial variations in individual areas."

"It is also realized that propagation to distances of the order of 500 to 1,500 miles via the sporadic E layer and to distances beyond via the F2 layer may occur in cer- tain of the channels," FCC said. "However, since such interference may only occur over extremely large distances, it is not possible to protect stations against such inter- ference unless operation on such channels is limited to one or at best a few stations."

"In order to provide stations for the various communities," FCC concluded, "the Commission has determined that the overall public interest is better served by not protecting television broad- cast stations against this type of interfer- ence."

Reducing station classes from three to one, FCC proposed the following power limitations:

**MINIMUM POWER**

Population of City (excludes adjacent Metropolitan areas) Minimum ERP* (in db above 1 kw)

| 1,000,000 & above | 17 db | 500 ft. ant. |
| 250,000 - 1,000,000 | 19 db | 350 ft. ant. |
| 50,000 - 250,000 | 21 db | 180 ft. ant. |
| Under 50,000 | 23 db | 90 ft. ant. |

**MAXIMUM POWER**

Channels Minimum ERP* (in db above 1 kw)

| 3-17 | 20 db | 200 ft. ant. |
| 12-15 | 22 db | 180 ft. ant. |
| 14-23 | 24 db | 150 ft. ant. |

FCC explained 17 db above 1 kw at 500 ft. is equivalent to effec- tive radiated power of 50 kw while 20 db at 500 ft. equals 100 kw power.

"Any station may be authorized on appropriate application to in- crease its power to the maximum set forth above without the necessi- ty of a hearing as far as inter- ference to other stations is con- cerned," FCC pointed out.

"Antenna heights greater than 500 ft. above average terrain are permitted as a means of im- proving the quality of service."

"ERP must be limited to that value which will avoid interference with- in the service area of any other station, however."

Respecting station separations (see table page 28), FCC observed that "on the basis of the evidence in the record, it is clear that con- siderations of terrain and other propagation factors will materially affect any of the theoretical com- putations."

"But, FCC noted, "much of the propagation data—although the best available—upon which the Commission relies is necessarily quite meager."

In view of the problem it cannot get data without stations and cannot allocate stations without data, FCC concluded it must go ahead and make assignments upon the "reasonable conclusion" of the data at hand, but with a safety factor provided.

FCC reduced its adjacent chan- nels to the minimum distances required adjacent channel interference "is so readily subject to being controlled by adequate design and production methods by manufac- turers" of receiving sets.

On the problem of oscillator radiation, FCC indicated it would not be necessary to consider this factor in VHF allocation since the Radio and Television Mfrs. Assn. has recommended a standard ERP of 41.25 db to minimize inter- ference. As to the large num- ber of VHF receivers now in use with an IF of 21 mc, FCC said "efforts have been added to mini- mize such interference without re- ducing the number of VHF assign- ments" in the allocation table.

FCC indicated, however, it has been necessary to limit the UHF assignments in certain respects be- cause of oscillator radiation, as well as intermodulation, image inter- ference, (picture and sound) and IF beat (see table page 28).

**Multiple Interference**

Regarding the problem of multi- ple co-channel interference, FCC said "it appears that interference from one more station may be accounted for satisfactorily by plugging common interference in the limited contour on the basis of the most severe limitation in each di- rection due to any single inter-fering station. This approxima- tion appears to be sufficiently accurate for the purpose of de- termining station separations and power limitations."

Regarding offset carrier oper- ations, FCC proposed methods of substantially favored offset operation and tests have indicated that such operation resulted in an improve- ment of approximately 17 db over the conventional. Through a question has been raised concerning possible frequency sta- bility of transmitters used in these operations it appears that this problem is not serious and that frequency stability can be provided which will ensure adequate and proper offset carrier opera- tions.

As to directional antennas, FCC said "if future data indicate that the performance of directional transmitting antennas can be more accurately predicted, particularly in areas where reflections occur, their use for interference protection can be given further consideration."

Controlling the educational re- servation issue, FCC said in its opinion "the need for noncom- mercial educational television stations has been amply demonstrated on the record."

The report con- tinued:

The Commission further believes that educational institutions of nec- essity must be prepared to get prepared for television than do the commercial interests. The only way this can be done is by reserving certain frequencies for educational use of non-commercial educational stations.

"Finally, the period of time dur- ing which such reservation should exist is very important. The period should be such as to enable educa- tional institutions a reasonable op-portunity to do the preparatory work that is necessary to get authorization for stations. The period must be such that no station frequencies remain unused for excessively long pe- riods of time."

The Commission will survey the general situation from time to time to determine if the above objec- tives are not lost sight of.

FCC explained the following method was employed in making the educational reservations:

"All communities having three or more assignments (whether VHF or UHF) one channel has been reserved for a non-commercial educational station. Where a community has fewer than three assignments, no reserva- tion has been made except in those communities which are primarily educa- tional centers, where reservations have been made even where only one community assignment exist. As a result be- tween VHF and UHF, a UHF channel has been reserved where there are fewer than those assignments, except for those communities which are primarily educational centers, where a VHF channel has been reserved. Where fewer than two VHF channels are assigned to a commun- ity, a VHF channel has been reserved. In the case where all UHF assignments have been taken up in those cases, a UHF channel has been reserved."

It was recognized that in many com- munities the number of educational institutions exceed the reservation possible on large. From these instances, various institutions concerned must enter into cooperative arrangements so as to make sure that the facilities are available to all on an equitable basis.
Comms' Views
(Continued from page 27)

ators or joint operators of a non-
commercial educational station, was
raised by Chairman Hennock.

He pointed out that there are TV
broadcasters who are now be-
ginning to make "substantial con-
tributions" towards educational
Endeavors of their communities, some
cases "upon the initiative of the television broadcaster.".

Conceding that many of these
programs are not in "choice" view-
hours; rather, in "emergency" or "week-
end" hours, Mr. Dixon said that since
commercial stations already provide for
periodic interruptions in commercial series for seasonal;
or other needs of sponsors, it
would seem, therefore, that arrange-
ments for educational pro-
grams to be substituted in choice
viewing hours for wider circula-

tion.

Cites Competition

"I don't want anyone to think that
I am satisfied that commer-
cial television stations are now
meeting or in the future can meet
to a large degree the needs of the
people of Rochester," Comr. Dixon
reminded, "however, I do know
that they can do much along this
line and it is my belief they will
do more...under the impact of
competition of the educational tele-
vision stations."

This competition, he emphasized,
will not be a reality merely by re-
suming channels, but it can be "if
there is a sense of "response" on
part of institutions indicating they intend to utilize television in the educational pro-
cess.

Chairman Coy, in stating his con-
currence on the proposed res-
ervation expressed his "hope" that
ensuing proceedings will give the
people of Rochester, and "in many "vital" respects and "certain-
tly not a sufficient recognition of the need and merit of educa-
tional television." Failing to give
schools a "sufficient share" of the
remaining TV spectrum will affect
the course of education for genera-
tions to come, he maintained.

Hennock's separate views:

Comr. Hennock, in her separate views,
touched a reservation plan
proposed, and "inadequate" in many "vital" respects and "certain-
tly not a sufficient recognition of the need and merit of educa-
tional television." Failing to give
schools a "sufficient share" of the
remaining TV spectrum will affect
the course of education for genera-
tions to come, she maintained.

Comr. Hennock described the values of TV to the educator and
cited its influence on child and
adult alike.

For this reason, the Commission has a special responsibility to
insure that these children, as well as adult listeners, have full access to the best in educa-
tional fare offered by commercial
broadcasters. In the same breath, she has "unparalleled instru-
ment for developing and spreading
knowledge and understanding of the
foundations of a strong and free Ameri-
can democracy and the democratic
values of this country...".

Inadequate provision for educa-
tional TV "primarily penalties, not the educators, but rather the
American people," she said.

Holding that provision for edu-
cational TV and "adequate" recognition of its needs must be made
"now or never," Comr. Hennock
maintained the reservoir of channels is "virtually being ex-
hausted by this allocation and for
all practical purposes, future pro-
vision for educational-television
channels is "now being foreclosed.

Pointing out that the Commission
is obligated to bear in mind the
future needs and demands of the
country, she admonished: "We must
not permit ourselves to be unduly swayed by the entreaties of those whose interest is the immediate
costal use of the medical use of the
culture."

"The true test of a technological
innovation lies in the ultimate uses
to which it is put for the public
benefit," Comr. Hennock observed.

She declared the Commission rec-
ognized the principle of reserving
channels for educational TV, but
had made "inadequate" provision for
it. She further expressed the
"hope" that the "defects" in this
proposal would be remedied before
the action is made final.

Pointing to "defects" in the pro-
posal that should be rectified, Comr.
Hennock observed, "If the proposal
has struck an imbalance of the
various interests here involved and
has not provided education with the
proportionate share of the
channels it deserves," she
continued.

The Commission, in resolving ap-
proximately 18% of the total assign-
ments in the 48 states, has failed to
provide facilities for education in a
large number of cities of substantial
size. Thus, there is no free channel
reserved in more than one-fifth of the
106 standard metropolitan areas in the
United States, although these cities
range from Pittsfield, Mass., with a
population of 60,900 to Youngstown,
Ohio, with a population of 525,000.

The absence of a reservation is particularly
serious in those cities where important
colleges and universities and successful
educational broadcasters are located.

Comr. Hennock said basis of FCC's action in "falling" to
serve one frequency for education
in the many cities where two fre-
quencies have been assigned, can
only be that such reservation would leave but one commercial
station in that city and "thus en-
courage a potential monopoly."
Comrs.' Views
(Continued from page 81)
educators on a commercial basis. 
"If an educational institution de-
sires to compete for a VHF channel in 
a given city it will have to do so 
and, if successful, could program 
its station as other educational in-
titutions are doing in aural and 
television broadcasting," he said.
WEBSTER DISSENT IN PART: 
Comr. Webster declared he did 
not agree, on the basis of the rec-
ord so far, that non-commercial educa-
tional purposes should be made. He said that 
reservation is warranted "only if a 
specific showing is made that there 
are reasonable probability, that 
if an educational channel is 
reserved it will be utilized in the 
reasonably near future." He pointed 
out, however, that if such 
showing is made in hearing (on 
community - to- community alloca-
tions), he would in favor of 
reservations in those communities 
where sufficient showing is made.

JONES DISSENT IN PART: 
Comr. Jones, for the reasons set 
forth in his dissenting opinion in a 
case by the network decided March 22, 1948 [BROAD-
CASTING • TELECASTING, March 29, 1948], dissented from the portions 
of the proposal which would re-
quire rule-making proceedings in 
order to make changes in the 
table, once it is adopted.

CALIF. GROUP
KFI Quits on NARBA Issue
KFI-AM-TV Los Angeles has re-
signed from California State 
Radio & Television Broadcasters Assn., 
believing the organization failed to 
nullify a reported unanimous mem-
bership approval of the proposed 
NARBA.
George Whitney, KFI general 
manager, said he had asked the 
association to nullify a resolution 
passed during the annual meeting 
in San Francisco [BROADCASTING • 
TELECASTING, Feb. 24]. He said the 
request was ignored. The assoca-
tion comprises broadcasters with 
varied interests and it should not 
act on such a controversial topic, 
he contended.

In a letter of resignation to 
William B. Smullin, KIEM Eureka, 
Calif., new CSRTBA president, Mr. Whitney said he felt the 
NARBA pact is not beneficial to 
California broadcasters. He added 
his belief that the membership 
would not have voted approval of 
the pact had they fully understood 
it.

"HOW Advertising Creates Employ-
ment" subject of fourth annual 
creative writing competition sponsored by 
Sales and Service Adv. Club among high-
school students. Tenth, 11th and 12th 
grade students have until March 31 to sub-
mit entries. Essays are limited to 
600 words.

WORTH'S Inc., Waterbury, Conn., department store, has begun sponsorship 
of 23 programs weekly over WBRY Waterbury. Present for the signing of 
the contract were, seated, Murray L. Grossman, WBRY account executive; Peter 
Trier, Worth's vice president, and J. Maxum Ryder, WBRY manager; standing, 
E. Chrisy Eil, WBRY newscaster; W. Howard Wendrodt, WBRY program di-
rector; Russ Sumpf, newscaster, and Bob Holzer, WBRY emcee.

GOlEWAY ISSUE
WEAM Arlington, Va., last Wednesday was barred from rebroadcast-
ing digits given by WWDC Washington in its giveaway "Lucky Social Security Numbers" announcements, unless proper credit is given WWDC.

A temporary restraining order 
station was issued by the U.S. 
District Court in Alexandria. 
WWDC in its suit alleged that WEAM was 
picking up the six-digit numbers— 
which earn prizes for WWDC listeners on the basis of social 
security numbers or drivers per-
mit—and was advising listeners to 
contact WEAM for further in-
formation on how to get the winnings. 
The suit said that no credit or 
mention of WWDC was given.

The restraint is effective until 
April 9 when final hearing will be 
held.

Howard Stanley, WEAM sta-
tion manager, following the court 
order announced that the station 
would continue to rebroadcast the 
numbers with mention of WWDC. 
He said that he hoped "nation-
wide" publicity in the matter would 
lead to the end of this type 
of giveaway program.

Ben Strouse, vice president and 
general manager of WWDC, de-
clared that the entire communica-
tions industry has always been on 
guard "against those who would 
infinge property rights and copy-
right laws." He further stated 
that though there were specific 
laws and rules to protect against "encroachment of 'pirates'," it 
seems that from time to time 
individuals in the industry "must 
take the initiative to smoke out 
those who would encroach through 
such means.

PAPERS VS. RADIO
Told to Postal Group
THERE is a radio-TV sidelight to the 
newspaper-magazine appeal that 
was put before the House Post 
Office Committee last week. It came 
bout in testimony on the adminis-
tration's proposal to double second 
class postal rates; the category 
that includes newspapers and mag-
azines.

A newspaper publisher said in-
creased postal rates would tend to 
give impetus to competition it 
receives from television but that the 
new competing drive would be met 
in the same manner, that the papers 
attempted to counter radio.

But it was a Congressman who 
point out that such things as the 
television of the Kefauver Crime 
Committee in New York tend to 
keep up newspaper sales since the 
public wants to read about what it 
sees and hears. It was admitted in 
testimony that radio-TV and 
newspapers "complement" each 
other but also compete for the 
advocating dollar. Postmaster 
General Jesse A. Donovan had told 
the committee that the U.S. has 
been picking up a check for $200 
million a year on second-class mail 
— the deficit in reality a subsidy to 
newspapers and magazines and 
other publications.

Supports NARBA
Missouri Group resolves
MISSOURI Assn. of Broadcasters, 
following a meeting fortnight ago in 
Jefferson City, unanimously 
passed a resolution in support of 
the new NARBA treaty now in 
the Senate pending ratification [CLOSED CIRCUIT, March 19].

The resolution was forwarded to 
(D-Ro.), and Sen. Frank Carlson 
(R-kan.). Sen. Kim placed the 
resolution in the March 19 Congres-
sional Record.

March 26: FCC Emergency Meeting for Broadcast Licensees. Open, Interde-
partmental Forum, 19 a.m., Washington, D. C.
March 26: Oral Argument on Color Television Com- 
mission Case, Washington, D. C.
March 27: MBS Regional Affiliates Meeting, Minneapolis, Minn.
March 27: Annual Membership Meet-
ing, NARBA, New York.
March 27-28: MBS Regional Affiliates 
Meeting, Jacksonville, Fla.
March 28: National Television Film Com-
mittee, New York.
March 28-31: Assn. of National Adver-
tising Agencies, New York.
March 29-31: U. of Illinois, 10th Sec-
ond, 604 Springs, Va.
March 29: MBS and Assn. of Broad-
casters, Sales and Program Clinic, 
Springs Hotel, Lyme, Conn.
March 29-30: Am. Assn. of Broad-
casters, Programming Clinic, Seaview 
Hotel, Charlotte, N. C.
March 30: MBS Regional Affiliates 
Meeting, Detroit, Mich.
March 30-31: Lions and Assn. of Broad-
casters, San Francisco.
March 31: Spring Clinic, Hotel-
 faire, Los Angeles, Calif.
March 31-April 1: Ad C. How ard, 
Advertising Federation of America, Eastern AFA Inter-
state, Hotel Statler, New York.
April 1-2: Premium Advertising Assn. 
Sponsored by the American 
Association of Paper Cir-
culars, Chicago.
April 2-9: Premium Advertising Assn. 
Sponsored by the American 
Association of Paper Cir-
culars, Chicago.
April 2-5: Sixth Annual Georgia Radio 
Institute, Henry W. Grady School of 
Journalism, University of 
Georgia.
April 2-6: AWT Convention, Hotel 
Stevelos, N.Y.
April 3: McFarland Bill (S 658) Hear-
ings, New York.
April 4: WBT Convention, Hotel 
Stevelos, N.Y.
April 5-7: Sixth Annual Georgia Radio 
Institute, Henry W. Grady School of 
Journalism, University of 
Georgia.
April 5-7: Six Month Spring Annual Tech-
nical Conference, Cincinnati Section of 
The Broadcast Engineers Society Head-
quarters, Cincinnati.
April 5-14: MBS-IFPB Public Relations 
Assn., Midyear Meeting, Dallas, Tex.
April 15-19: NARTB 8th Annual Con-
vention, Hotel Statler, Chicago.
April 16-18: United States National Commit-
tee of the International Radio Union and 
Professional Group on An-
neradio, National Bureau of Standards, 
Washington, D. C.
April 14-16: IRE 39th Annual Meet-
ing, Greenbrier, White Sulphur 
Springs, W. Va.
April 18-21: Armed Forces Communica-
tions Convention, Drake Hotel, 
Chicago.
April 20-21: Southwestern IRE Con-
vention, Hotel, Denver, Colo.
April 21-22: Educational Management 
Convention, Hotel Statler, 
Dallas.
April 21-24: New England Radio Engineer-
ning Meeting, Copley Plaza Hotel, 
Boston.
April 24-26: American Newspaper Pub-
lishers Assn., Annual Convention, 
Statler, Chicago.
May 2-4: AIEE Northeastern District 
Convention, Statler, New York.
May 2-4: Ohio Assn. of Broadcasters 
Annual Management Meeting, Neil 
Hotel, Columbus.
May 17-19: AIEE Great Lakes District 
Convention, Hotel Statler, 
London.
May 31-June 2: National Sales Execu-
tives Convention, Waldorf-Astoria, 
New York.
June 10-13: Advertising Federation of 
America Annual Convention and Ex-
hibits, Hotel Statler, Park Hotel, 
St. Louis.
June 10-13: AFA Council on Women's 
Advertising Clubs Convention (with chairman, Arlene "Sue" Woman of the Year), St. Louis.
June 12-16: National Assn. of Radio 
Program Directors Convention, 
Statler and Lafayette, New York.
June 17-21: Advertising Assn. of the 
Northwest Annual Convention, Con-
ference, Hotel Statler, Detroit.
the call came in—to WOR

It was from Vera Brennan, crack radio timebuyer for the Duane Jones Co.

Said she, "Look, I've got the Hudson Pulp and Paper Corp. account. They'd like to increase sales. What've you got that'll work quick?"

Said we, "Oh, there's some good time on the station."

Miss Brennan said, "Thanks."

We said, "Thanks."

then it broke!

The account executives were Paul Werner and Philip Brooks, at the Duane Jones Co. They saw and had quite a talk with Richard C. Staelin of the Hudson Pulp and Paper Corp.

They said jointly, "Let's go."

It was November, 1942. It was a time when people were a little addled; things weren't, if you'll recall, "just right".

But the Hudson Pulp and Paper Corp. went on WOR.

the results —

1. Hudson Pulp and Paper Corp.'s paper napkins now outsell all other napkins—combined—in metropolitan New York. (And, incidentally, the company gives WOR 90% of the credit for lifting Hudson from the rank of a "private label" to the #1 name in the paper napkin field.)

2. Hudson Pulp and Paper Corp. expanded its distribution far beyond metropolitan New York due greatly to the help of WOR.

3. Hudson Pulp and Paper Corp. found that WOR produced the largest audience at the lowest cost-per-thousand of any media used.

4. Hudson Pulp and Paper Corp.'s program pulled 46,000 requests for pictures of John Gambling—not free, mind you; each request was accompanied by 15¢ and proof of purchase of a Hudson product. It was the greatest return Hudson had ever had from any magazine, newspaper or other media used in its advertising history.

   We could tell you lots more, but you get the idea. Hudson Pulp and Paper Corp. is still on WOR. But here are the major points:

WOR

Sold more products for the Hudson Pulp and Paper Corp. than any media it had ever used.

At less cost.

Reached more retailers.

Enthused Hudson's salesmen (because it increased their—the salesmen's—incomes!).

Did the job fast.

And Hudson is on WOR today.

NOTE: If you want to sell anything fast, WOR suggests this: Hire a good agency (maybe Duane Jones). Get a good radio station (maybe WOR). And you'll be on the road to making more sales than you ever did for less money.

our address is WOR

that power-full station

at 1440 Broadway, in New York
Chicago Court Heats Argument

A FEDERAL Grand Jury in Chicago last week heard opening arguments in the government's case against ABC Newscaster Paul Harvey, who is alleged to have illegally entered Argonne Lab, atomic energy workshop near Lemont, Ill., Feb. 6.

It was a champagne bath for these three at the launching ceremonies of a new tugboat named for the late Ellis A. Gimbel, uncle of Benedict Gimbel Jr., president and general manager of WIP Philadelphia. L to r: Benedict Gimbel; Sam Soroets, WIP director of special events, and Philadelphia Mayor Bernard Samuel.

Dr. E. Clark Jones, theoretical physicist of the Polarcorp, Cambridge, Mass.

Based on the frequency and abruptness of the pauses which distinguish speech from music, the device "listens" for the pauses, measures their length, "remembers" pauses of the preceding few seconds, and decides accordingly. Singing commercials are characterized, among other things, by clearer enunciation than non-commercial singing, and thus they activate the device more readily.

Dr. Jones does not consider his invention a threat to radio advertising. The estimated $15 or $20 cost of equipment the device would be put on the market would be paid only by people strongly disliking commercials and such listeners "could scarcely be considered a profitable part of the radio audience," he said.

Polarcorp, which has stated it will not manufacture the attachment because its facilities are fully occupied, has turned all rights over to Dr. Jones, who is looking for a manufacturer.

A new theory of communications, "The Information Theory," one of whose by-products may be enable existing television transmission facilities to carry a 10 times greater load, was briefly described by N. Marchand, engineer for Syvlania Electric Products Inc., Long Island, N. Y.

Although the extent of the theory and any devices which may have resulted from it could not be disclosed for security reasons, Mr. Marchand said research was directed toward the fact that much of what is currently transmitted is unessential. "Thus stationary objects in a television picture need be transmitted only once until they are moved, or some change takes place. Only an estimated 10% of the ordinary band width is required to transmit essentials," he said. In radio broadcasting, likewise, noise as well as information is transmitted.

Studies have proceeded, he continued, with an eye upon the human brain, considering it as an electronic machine. Everything coming into the brain is an impulse, possibly chemical, which is compared with what has been previously stored in memory. Then by cross-correlation, the brain sifts the essential from the unessential.

In the electronic spectrum, individual magnetic waves are recognized in the same way as brain impulses. What was sought, therefore, was a machine to receive "everything," separate out the unessential, and store the essential. What once has been needed need not be transmitted again, only the changes to it. Three color signals already can be telecast simultaneously, but then separated at the receiver, he said.

"We really are on the brink of a whole new broadcast design," Mr. Marchand said.

Chief Engineer R. A. Isberg of KRKN-TV San Francisco, described for a late-night economy and efficiency obtainable by TV stations from systematic design.

"With conventional equipment layouts, a transmitter man, a video man, a sound man, and possibly a camera man would be required to do the work which two qualified technicians easily accomplish at KRKN-TV," he said. Then was done, he continued, through initial planning of station layout, equipment and program structure. All "adjustments" were brought within arm's reach of two men in an "X-shaped" console, which include the control and studio facilities at the transmitter and in a "U-shaped" console, he said.

On display at Grand Central Palace from March 24 to 27, 267 exhibits of military and civilian equipment valued at more than $7 million, and representing firms responsible for more than 30% of total radio products.

No Threat

The exhibits were somewhat less extensive than those in previous years, however, because of defense-production activity on the part of manufacturers and their uncertainty as to the extent conversion to defense production will have to go.

Winner for 1951 of the Medal of Honor, IRE's highest award, was Dr. Vladimir K. Zworykin, vice president and technical consultant of RCA Labs, and famous for his invention which include the iconoscope.

Cited for his contributions to electronic communications, Dr. Zworykin, speaking at the annual banquet Wednesday evening, called upon his fellow scientists to make electronics serve mankind through medicine.

"The range of problems in medicine to which electronic methods are applicable is extremely broad, embracing both diagnosis and therapy," he said. "Increased emphasis on this objective would enhance the service of our profession to mankind and broaden the..."
"Let's get back in the radio business..."

SAYS ROSS MULHOLLAND—Hollywood Top Disc Jockey

"Let's get back in the Radio Business. Audiences can buy any phonograph record easily and they are as perishable as lettuce. I try to give them something they can't hear by twisting the dial to every other radio station. Nor can they play it at home and tune me off. For a balanced program directed to all audiences I use the Standard Library daily. The commercial requirements of participating programs frequently necessitate short but complete arrangements and Standard's got them."

MARK L. HAAS—Vice-President in charge of broadcasting for KMPC—SAYS:

"We feel that the Standard Program Library, in addition to its use by Ross Mulholland, furnishes KMPC with a firm foundation for excellent musical programming and use it extensively throughout the day. More and more of our program people are specifically requesting that Standard discs be used in their productions."

CHARLES COWLING—National Sales Manager of KMPC, Hollywood—SAYS:

"Mulholland's approach and programming are new and different in this market and are adding new listeners every day. Sales results prove his point and I am happy to endorse his use of Standard."

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.
140 N. La Brea, Hollywood • 360 N. Michigan, Chicago
665 Fifth Ave., New York
AMERICA's radio "Voice" is ringing throughout the world in stronger, sharper tones today because of substantial technical improvements and a "closer integration" with U. S. foreign policy, top-ranking Congressional members were assured last week.

As a result of America's greatly expanded "campaign of truth," "Kremlin-controlled Communism is being exposed as vicious, phony and reactionary."

This was the picture painted to a Joint Congressional Public Affairs subcommittee last Monday by key State Dept. officials, headed by Edward W. Barrett, Assistant Secretary of State for Public Affairs.

The occasion was a hearing designed to apprise Congressional members of Voice progress in recent months. Co-panelists were Sen. Brien McMahon (D-Conn.) and Rep. A. J. Carnahan (D-Mo.), members of the Senate Foreign Relations and House Foreign Affairs committees.

Secretary Barrett traced events which had transpired since last spring: (1) recognition by military leaders of the need for a "more militant" information program; (2) President Truman's request for a stepped-up drive; (3) designation of 25 key countries as targets for increased radio and other activity, and (4) need for closer consultation with American embassies on the psychology and media to be utilized in each country.

Campaign Stress

When the campaign got under way, Mr. Barrett told the subcommittee, the Voice set out to emphasize the breach between Soviet promises and actual developments, build up "spunk and resistance" of Soviet-controlled countries and those within the USSR periphery, inculcate the desire for undermining USSR domination and build up psychological obstacles.

Progress has been reflected in a closer working arrangement among officials and representatives of the State Dept. language desks, the Psychological Strategy Board, U. S. embassies and panels in related fields of radio, science, motion pictures and printed media.

Secretary Barrett lauded President Truman's wisdom in appointing these panels and also noted that various specialists have been recruited as special consultants. Specifically, he singled out Thurman L. Barnard, executive vice president of Compton Advertising Inc. [BROADCASTING • TELECASTING, March 19, 12], and Joseph B. Phillips, former New York Herald Tribune foreign editor, new policy coordinator.

Personnel Issue

Speaking of problems, Secretary Barrett referred to one of personnel recruitment, particularly in the foreign language and radio technician fields where there are shortages. The program, however, has recruited 1,200 new specialists and hopes to obtain another 1,600 for these activities, he said.

The State Dept. official observed that, while Russia had "almost jammed us out" 18 months ago, there has been "substantial improvement." Today slightly over 20% of all transmission is getting through to Moscow, and from 60% to 80% to neighboring areas. The improvement resulted from a greatly strengthened Munich transmitter (now six times more powerful) and mass program transmission with BBC and other countries.

Secretary Barrett declared that Soviet Russia previously had allocated funds 10 times in excess of those for the Voice, now reduced to five-fold, but pointed out that their propaganda frequency is too "weak and extreme" and has begun to backfire.

Sens. William Benton (D-Conn.), Theodore Green (D-R.I.) and Sen. McMahon wanted to know whether our truth campaign has stressed the positive rather than negative side of political themes explained by the Voice, and were assured by Secretary Barrett that they did. Sen. Benton, strong Voice advocate who sat in as an observer, felt this question posed the "ideal dilemma. And Sen. McMahon inquired whether the fact of Soviet jamming was being pressed home to its peoples.

Mr. Phillips replied the Voice plans to impress the "reckless course" of Soviet actions and U. S. good will on Russian people, and that the jamming factor was part of that plan. He said there is evidence the broadcasts are getting through "better and stronger," and that reports in recent months from embassy officials and Soviet listeners indicate the Voice is "attracting more attention."

Secretary Barrett said the Voice is reported as "the greatest single information activity being tied in" and that the State Dept, plans to increase Polish programming when it obtains sufficient personnel.

Secretary Barrett expressed the hope that he conferred with Voice officials in New York and pointed out that budget limitations necessarily mean priorities in the order of U. S. Truman's comments. As more expenditures, the Voice could air short plays on democracy, he noted.

Secretary Barrett also revealed that a group of 22 scientists have been working with the State Dept. recently on "new and improved methods of increasing" Voice effectiveness, including counter-jamming techniques. Additionally, officials are also preparing new transmitter plans. Latter was slated for discussion in executive session of the committee with State Dept. representatives.

Other Congressional members attending were Reps. Chet Holifield (D-Calif.) and Robert B. Chipperfield (R-III.). Sitting in with Secretary Barrett were Charles Hulten, general manager of the U.S. information and educational committee on them, and Howard Barsegian, deputy assistant secretary for Public Affairs.

The State Dept. contingent also aired recordings of actual Soviet jamming and ran a documentary film of Gen. Dwight Eisenhowf, designed to bring American democracy home to foreign countries. Officials also submitted documents showing editorial and listener commentaries on them, and a resume of radio operations.

Earlier, there was a proposal in the House advocating an international broadcasting agency comprising allied nations and bearing the title, the Voice of Freedom. Rep. Edith Nourse Rogers (R-Mass.) urged formation of the agency to replace the Voice of America and the radio services of other countries on an integrated scale. The Voice in America and elsewhere, she declared, has not been effective and is "too closely associated with the foreign departments of their respective governments."
Look what's KOOKin' in BILLINGS

MONTANA

KOOK

serving the Midland Empire

5000 WATTS
970 KC.
CBS Network

ready to serve APRIL 1

REPRESENTED BY
George P. Hollingbery Company

ROCKY MOUNTAIN BROADCASTING SYSTEM
BROADCASTING • Telecasting

March 26, 1951 • Page 34-C
By JOEL SCHEIER
PRESIDENT & GENERAL MANAGER
WIRY PLATTSBURG, N. Y.

WE LIKE local business. As a matter of fact we like all kinds of business but the local boys are the mainstay—the meat and potatoes, the backbone, the steady customers, the payroll. And when we sign a group of advertisers who several months ago did not even seem to be prospects we feel we have cause for celebration.

Take what happened recently (other stations may want to take it too, and if they do it hope it works as well and as profitably for them).

For several months we've been seeking the right idea to offer the Clinton Street Merchants who are not associated in any way other than through location. These merchants are all small advertisers, a shoe store, appliance shop, florist, radio repair, ladies' ready to wear, food market, dry cleaner, photographer, jeweler, drug store, hobby hangar, etc. The area is not a focal point. Therefore, any advertising suggested must serve the double purpose of helping to inject more life into the area itself and also to bring each merchant additional business.

At this fortunate time, two contiguous MBS co-ops opened up for sale—Robert Hurlegh with the news from 9 to 9:15 a.m. and Tell Your Neighbor with household hints, poems, anecdotes, and the Golden Rule Award from 9:15 to 9:30 a.m.—both Monday through Friday.

The Clinton Street Merchants were invited to our studio for an audition of these two programs which had been taped that morning. Then we broadcast a preshow announcement inviting the radio audience to listen to Robert Hurlegh and Tell Your Neighbor with the compliments of the Clinton Street Merchants. This announcement began at 8:59 a.m.—we then switched to Robert Hurlegh and on the three cut-ins we backed up to four of the merchants' messages allotting not more than 25 to 30 words to each.

EXPLAINS ATOMIC ENERGY

WLS Inaugurates Educational Program

ATOMIC ENERGY, complex for even a mature mind, is being delineated simply and dramatically for minds of Midwest youngsters in a series of nuclear fission stories broadcast by WLS in Chicago. The program, New World and Its Energy, was conceived last May by Mrs. Josephine Wetzler, WLS education director.

Because of the subject have been written for elementary school children, teachers and educational supervisors in the station's four-state primary area urged Mrs. Wetzler to incorporate a series on atomic energy in the regular School Time period. Classroom broadcasts are aired Monday through Friday, 1:15-3:30 p.m. during the school year, and have been an integral part of the service programming since 1937.

Parents and educators on the School Time Advisory Council requested a program keyed to the learning level of middle and upper elementary grades. WLS General Manager Robert Hurlegh and Program Director Harold Safford gave the go-ahead for an 11-week series. Mrs. Wetzler called in Science Writer Marcella Albert and they conferred in detail with Lester C. Furney, assistant to the director of Argonne National Lab, at Lemont, Ill., and Dr. Harvey B. Lemon, special consultant to the laboratory who was a member of the group conducting initial atomic explosions in New Mexico. The format was acceptable to the Atomic Energy Commission, and it was worked out with the aid of Charles Heslep, chief of the radio-TV section.

New World of Atomic Energy—broadcast on Friday—explains how mankind stands on the threshold of a new world, as did his ancestors when the discovery of fire was followed by its control. That sense of discovery, blended with mystery and adventure, is inherent in the dramatic sketches as the factual scientific material. Scripts deal with the steps leading to the finding of atomic energy, its present uses and its potential. Each is checked by the AEC and Argonne.

Interest Adults

The broadcasts, in addition to reaching more than a million children in parochial and public school classrooms, command a vast audience of adults who find the simply and expressively written series understandable and enjoyable. The series may be transcribed for member stations of the National Asan. Broadcasters' and Announcers' Association, and waivers are being sought from the American Federation of Radio Artists and the American Federation of Musicians. Scripts will be available from the U. S. Office of Education.

As the author most ably expresses it, local business is "the meat and potatoes" for the average community station. Joel Scheier's recipe is to attract the advertisers by offering group radio buys on the "more for your money" theme. His tenet is expanded and developed in this article on how WIRY Plattsburg, N. Y., of which he is president and general manager, makes the concept pay off.

Tied Together With Cut Ins

Then at 9:14:30 we cut in and told the audience that they had heard Hurlegh with the compliments of the Clinton Street Merchants and invited them to stay tuned to Tell Your Neighbor under the auspices of WIRY. We then cut in on the three announcements airing Tell Your Neighbor in the same way winding up at 9:29:30 with a "listen again" sign off with the compliments of the Clinton Street Merchants.

The sponsors' messages are rotated each day so that they never come in at the opening, middle or end of the show two days in a row. We have written five varieties of general announcements for the 8:59, 9:14:30 and 9:29:30 breaks so that the copy is fresh in its effect. The sponsors all pay an equal share of the total cost and we can handle up to 20 sponsors, all of whom sign up for a 13-week period.

By assisting these people to get more business both for their neighborhood and themselves, by allowing them to participate in two network programs to gain some six, eight or more of them after the expiration of this sponsorship as larger sponsors on the station. A worthy aim on our part.

To offer the chance we are taking for the effort expended, we have printed a show card in two colors to be placed in the show windows of each store and in the store proper. These cards advise window shoppers and store shoppers of the fact that these merchants are co-sponsors of Robert Hurlegh and Tell Your Neighbor, Monday through Friday, and invite them to listen to the station—a good promotion for sponsor and station alike.

The extra fort on our part has already paid off as we can see—five half-hours a week to a group of merchants no one of whom at this moment could have bought radio time by himself.

Right now, we have no other group in mind—smaller in number—to whom we offer Poole's Paradise (another MBS co-op from 3 to 4 p.m., Monday through Friday) if I can get eight of them to purchase a one-minute announcement per day.

Plans Expansion If Successful

If successful, the station will include in this hour of network entertainment the 3, 3:30 and 4 o'clock station breaks to make the package complete, just as we did for the Clinton Street Merchants. We are naturally charging one-time rate for spot announcements in order to cover the talent fee and station spots.

Group plans such as this help us pick up local business we could get in no other way. And, as I said before, we like local business. Other stations which may not have tried this idea yet may be able to profit from our experience.

How WIRY Sells To Local Groups

CANCER CRUSADE

Programs Set April 1-20

AMERICAN CANCER Society Inc. has announced as part of its plans for the 1951 crusade, April 1-20, kick-off shows on the Parke-Davis radio network. The radio kits for local radio and TV stations, a specially transcribed all-star revue and various "interest" programs will be broadcast throughout the drive.

The radio kits include transcribed appeals by famous personalities, and a script book compiled by the society for special use of program. The TV materials include three 20-second films with Fay Emerson, Rex Harrison and Lillie Palmer, and a one-minute interview by Bill Rogers.
What's bad about profits now?

1. During the past 20 years, a great many uncomplimentary things have been said about profits. In fact, profits have been so thoroughly lambasted by left-wing propaganda that a great many honest Americans were beginning to wonder if maybe there wasn't something evil about them after all.

2. Today the answer is plain. The oil industry, as one example, has had some profitable years since 1946. Now, in 1961, America is faced once again with the prospect of all-out war. In war, as in peace, petroleum is the lifeblood of a nation. (During World War II, 60% of the tonnage required to supply our armed forces consisted of petroleum products.)

3. Today the U. S. oil industry has from 1/3 to 1/2 more capacity than it had in 1940. Profits, and profits alone, have made this possible. First, 88% of that increased capacity has been paid for out of profits. Second, what new capital has come in to make up the other 12% was attracted by the earning record of the industry.

4. As a result, the industry today is producing 30% more crude each day than it was in 1940. (Union Oil produces 71% more.) The industry has 42% more refining capacity. (Union Oil has 84% more.) And finally, in spite of all the oil we used up during World War II, the industry has 50% more underground crude oil reserves today. (Union Oil's reserves are 49% greater.)

5. So, next time anyone starts ranting to you about profits remind him of this: Only 40% of the average oil company's net profits go out to the stockholders in dividends. The bigger share goes into replacing and expanding facilities. Without this expansion in the oil industry—and other industries as well—America's productive capacity could never have grown big enough for the tasks that lie ahead.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

Manufacturers of Royal Triton, the amazing purple oil.

March 26, 1951 • Page 35
You won't need a fortune teller to convince you that your future is assured with Mayfair's new profit package... "Movietown Radio Theater."

Want "Star names" for listener appeal? "Movietown Radio Theater" fairly sparkles with top-drawer performers to zoom up your Hooperatings.

Want Variety from week to week? Here's a package to add zest and life to your programming. Love, Romance, Comedy, Drama, Adventure, Mystery... a well-rounded listener diet of fast moving 30-minute shows.

Want Network-calibre at low-budget costs? You get exactly that in this expertly-produced, written and executed series of transcribed shows.

But even more important! Here's a package that makes selling as easy as, 1-2-3...

You get all of these 4-STAR FEATURES on Movietown Radio Theater

TOP STORIES by foremost film and radio writers: Each show reflects the creative talents of these high-regarded, successful writers; Budd Lester, Gerry Day, William Fife, Seeley Lester and Merwin Gerard, Joseph Cochran, Robert G. Vinsen and David Karp—all top-flight in their field!

TERRIFIC SUPPORTING CASTS: Not only are the leading roles portrayed by top-name movie and radio stars, but supporting roles are also capably handled by many award winners. Names include: Jeff Chandler, William Waterman, Gloria Blondell, Barbara Fuller, Francis X. Bushman, Hans Conried, Barbara Elton, Ted von Eltz, Olan Soule, Herb Butterfield, Betty Lou Gerson, Carleton Kadel and Arthur Q. Bryan.

FULL ORCHESTRAL ACCOMPANIMENT: Brilliant orchestrations of Del Castillo, who composed the incidental and background music and conducted the orchestra for Movietown Radio Theater, add a high quality to the musical accompaniment of each show.

EXCELLENT PROGRAMMING for sustained, high-listener interest. Aware that even a steady diet of steak may become boring, the producers of Movietown Radio Theater painstakingly arranged a diversified programming schedule, cleverly mixing comedy, drama, adventure, romance, with an occasional dash of mystery to keep listener interest high, week after week!
pleasant as your lunch hour . . . makes it as easy to get your problem account's signature on the dotted line as downing your breakfast coffee. And it's good for your pocket-book, because any way you look at it, Mayfair's "Movietown Radio Theatre" can play a pretty tune on your cash register and add some curved figures in the right place on your P & L Sheet.

Unfortunately—we can only sell to one outlet in each market area. So we'd suggest, for our mutual advantage, that you tell your gal "Friday" right now to phone, write or send us a wire—and we'll arrange for you to have a free sample audition—but fast!

Mayfair also has a "gold mine" of a package for you in Alan Ladd and "Box 13" Damon Runyon Theater; "The Unexpected" and Knox Manning in "Behind the Scenes." Free sample audition disc available on request.
HILL REPORTS

Kefauver Discs Louder

RADIO reports to citizens of Tennessee from the Nation's Capital via recordings by Sen. Estes Kefauver (D-Tenn.) have evoked enthusiastic response from a group of broadcasters in the state, who point up the public service rendered.

Sen. Kefauver was one of a group of Senators mentioned last month as illustrative of legislators who record discs for use of radio outlets in their home states [BROADCASTING • TELECASTING, Feb. 26].

The article in the ensuing weeks has stirred considerable discussion, particularly in the home state of Sen. Kefauver. Upon solicitation of Charles G. Neese, the Senator's administrative assistant, additional comment has been made available to BROADCASTING • TELECASTING.

F. C. Sowell, WLAC Nashville, former president of the Tennessee Assn. of Broadcasters, has stated that "WLAC considers it a most important feature of our public service programming" [OPEN MIKE, March 12].

Here are further comments by broadcasters relayed by Mr. Neese: Frank J. Proctor, WTJS Jackson, said his station was "very happy with it (recording)." Pointing out that if WTJS did not feel the program was a service to its listeners, "we would not devote the time and expense of bringing it to them."

Harold Krelstein, WMPS Memphis, noted "Sen. Kefauver's weekly report ... is more than sufficiently interesting to justify your charge to us for production ..." And F. J. Corbett, WGAP Maryville: "... we do not consider [your program] a political broadcast in any way. Rather we find it entirely in the public interest. ..."

A high degree of listener interest, as measured by mail and comment, moved Louis C. Wrather, WENK Union City, to reflect, "we would recommend that its critics listen to it regularly ... it is not 'politics' ... but uncommon public service for the 'folks back home.'" Mr. Wrather cited an occasion when a recording did not arrive in time for the broadcast: "... We were swamped with phone calls from listeners," he said.

F. L. Crowder, WHST Harriman, observed the programs have been favorably received by the listening audience, "... the public seems to appreciate your letting them know just what is happening in Washington in these crucial days."

PHIL BAKER

WITH To Open Daily Series

WITH Baltimore, beginning April 2, will present Phil Baker in the Phil Baker Show from 2-4 p.m., Monday through Saturday.

The station operates on 1320 kc with 250 w. Thomas G. Tinsley Jr. is president and general manager; Robert C. Embry is vice president and commercial manager.

Nelson Gidding, New York radio and television writer, has been hired to work with Mr. Baker on both the introduction and the commercials.

In addition to the WITH show, Mr. Baker replaces Jack Parr as emcee of NBC's The $64 Question. He was the original star of this show, then under the name of Take It Or Leave It.

The show reportedly will cost WITH slightly in excess of $50,000 a year. It is understood that WITH plans eventually to syndicate the program as a packaged series.

Mr. Baker is to service accounts personally in Baltimore but will tape the program in New York.

On each program, he will do the opening and closing and also make all introductions to the musical selections. In addition, he will do all the commercials. Headley-Reed is station representative.

S-H APPEAL

Court Heirs Argument

SCRIPPS-HOWARD Radio Inc.'s appeal from FCC's preference of Cleveland Broadcasting Inc. as grantee of a new AM station at Cleveland (WERE) was heard in oral argument last Wednesday before the U. S. Court of Appeals for the District of Columbia [BROADCASTING • TELECASTING, Feb. 26].

The Commission decision, made final in January 1949 after lengthy hearings, granted the application of Cleveland Broadcasting for 5 kw fulltime on 1300 kc, directional night, while denying the competitive bid of Scripps-Howard. Cleveland Broadcasting also is operator of WERE-FM there while Scripps-Howard operates WEWS (TV) Cleveland. The latter is under common ownership with the Cleveland Press.

Scripps-Howard charged FCC failed to give full consideration to all factors of comparison between the two applicants and claimed it should have received the grant on the basis of being the better qualified applicant in the majority of these factors. Scripps-Howard argued FCC neglected consideration of all but those factors favorable to Cleveland Broadcasting, namely resident stockholders, ownership, operation integration and diversification of the control of media of mass communication.

FCC and Cleveland Broadcasting, however, told the court full consideration had been given to all relative factors and that no "sharp differences" actually existed between the applicants except on those factors cited by the Commission as grounds for its choice. FCC emphasized the court previously has affirmed the Commission's policy in these issues, including that of preference for the non-newspaper applicant in a comparative case, other things being equal.

WFOX To Move

CHARLES J. LANPHIER, president, WFOX Milwaukee, announced last week that on May 1 the station will move into new quarters in the Bankers Bldg. "The new space is adequate for anticipated television facilities," said Mr. Lanphier, adding that the WFOX-AM tower atop the Bankers Bldg. will be used for TV also.
These Same Seven Names are inscribed affectionately in many a (timebuyer's) little book

As a matter of fact, all seven... peerless saleswomen on the Westinghouse stations... are dated up well in advance, because they've proved their ability to move merchandise economically into millions of homes.

They offer large and loyal audiences in six of the nation’s leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon. And the programs they represent are so flexible that you may use one or all, from once to five times a week. You may concentrate your promotion in a single day or maintain it over a full year!

Pertinent facts are related in a new, 16-page booklet entitled "Help Wanted." If you want to move your product into more homes, better get a copy now! Ask Free & Peters.

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

March 26, 1951  •  Page 39
A-BOMB ATTACK
Radio, TV Stations Help Prepare Public

IN quiet resolve, radio and television stations last week continued to take the lead in preparing inhabitants of America's cities for action in the event of an atomic attack. [Broadcasting & Telecasting, March 12.] Here are further reports of stations' efforts to alert the public.

Six top officials of the Atomic Energy Commission, headed by Chairman Gordon Dean, are participating in a thorough survey and visual roundup on the work of the ACE on a special CBS-TV series. The series, The Facts We Face, originates in the studios of WTOP-TV Washington. It is presented each Sunday afternoon and is a continuing series dealing with the many aspects of the nation's expanding mobilization effort.

Visual material for demonstration use on the programs includes a model atomic reactor and vegetable plants of various types, showing effects of soil treated by radioactivity. Other by-products and uses of atomic energy also will be shown.

WWDC Feature

Also in the nation's capital, over WWDC, Dr. Daniel L. Seckinger, chief of the D. C. Civil Defense Medical and Health Services, warned that a surprise A-bomb attack on Washington's downtown area would produce 120,000 casualties.

Dr. Seckinger outlined what dangers to expect in an interview on the WWDC public service program, Civil Defense and You.

In Philadelphia, city, state, and national civil defense leaders took part in a special half-hour WFIL broadcast. The program climax was a three-day civil defense meeting and was recorded by WFIL for the use of other local stations. Representatives of most of the 48 states attended the meeting.

WFDZ (FM) New York has for the past two months been carrying a sponsored program, Civil Defense Reporter. The WFDZ series emphasizes A-bomb dangers and is conducted with the Red Cross so that the public is able to tell of everything happening and why.

Colorado's Director of Civil Defense, Lt. Gen. Henry L. Larsen, USMC (ret.), outlined disaster plans in a speech before the Denver Advertising Club which was broadcast over KOA Denver.

WSB-TV Atlanta is conducting a nine-week series of weekly, half-hour, first aid lessons using qualified Red Cross instructors. Although television will not get diplomas, they will know how to behave competently in an emergency.

WDTV (TV) Pittsburgh, Pa., began this month to devote premium time to a monthly series entitled, Prepare to Survive. The series, to run indefinitely, is being produced in cooperation with the Office of Civil Defense. Guest authorities will inform television how to protect themselves under atomic attack.

LIBERTY SIGNS

Two Midwest Stations

ONE-YEAR contracts have been signed with Liberty Broadcasting System by WWQA Gary, Ind., and WOPA Oak Park, Ill. [Broadcasting & Telecasting, March 19], which began scheduling network programming last week.

WWQA, which has been on the air a year, and WOPA, which went on last October, are carrying exhibition baseball games until April 14, after which they plan to broadcast recreations of major league games. Station managers Dee Coe of Gary and Egmont Sonderling of Oak Park carried full Liberty schedules last week to determine audience reaction as a basis for final show selection.

AD AWARD

Goes to 100% Radio Drive

HIGHEST merit certificate in the annual Mae Wilkins Memorial Advertising Award Contest, conducted annually by the Oregon Advertising Club, has been awarded for the first time to a 100% radio advertising campaign.

The 1950 award in the $1,000-$5,000 budget classification was presented to Milton L. Levy, advertising manager of KBBK Baker, Ore., for his campaign on behalf of Levering's Rexall Drug Store, in Baker. The store, using three half-hours and one-quarter-hour weekly, plus announcements, on KBBK, has built a gross volume in excess of all other drug stores in the area, it was stated.

Full credit for this volume was given KBBK by Henry Levering, Rexall owner in Baker.

Gagwriters Convention

SIXTH annual Gagwriters Convention will be held April 4 at the Gagwriters Institute convention hall, 225 W. 46th St., New York. This will be part of the observance of National Love Week, April 1-8.

Jan Murray, CBS contract star, will be principal speaker in a session devoted to bettering relationships between comedy writers and comedians.

WHO WHAT WHERE WHY

WASHINGTON, D.C. (AP) - The nation's highest farm market survey average of 50.8% tuned every hour to good listening.

WHAT a SPOT TO BE IN

The Nation's Richest Farm Market

WASHINGTON, D.C. (AP) - Survey average of 50.8% tuned every hour to good listening.

BROADCASTING • Telecasting
Sea-going “islands of oil” boost U. S. Naval power

Striking power of the U. S. Fleet today has been extended thousands of miles by refueling at sea from specially equipped oil tankers.

These fast, modern tankers are one of the many peacetime developments of the U. S. oil industry now being used to strengthen America’s defenses.

On the home front, they have helped step up the efficiency and cut the cost of oil transportation—so that it now costs less to ship a gallon of gasoline from Texas to New York than to mail a penny postcard.

This is one important reason why the high quality gasoline you buy today costs about the same as gasoline did 25 years ago—only taxes are higher.

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

This has come about because free men, competing vigorously over the years, have out-distanced the world in their race to out-distance each other. The benefits of this competition go to you and the nation.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50 St., New York 20
FACSIMILE

RADIO INDUSTRY'S first multiplex facsimile network, programming from Columbia U.'s Graduate School of Journalism, New York, expanded its schedule to five hours daily for participants in the Farm and Home Week program. The network is a joint venture of Columbia, Hogan Labs, Rural Radio Foundation and WOR-FM New York, WHVA (FM) Poughkeepsie, WQAN-FM Scranton and WHCU-FM Ithaca. The programs originate at Columbia, are sent by land-line to the WOR-FM transmitters, and are relayed in turn by the Poughkeepsie and Scranton stations.

The facsimile receivers produce a 9 by 12 inch page every three and one-third minutes, and a five-hour broadcast is equivalent to 20 standard newspaper pages. The equipment being used was designed by Hogan Labs, which is headed by President John V. L. Hogan and Vice President Elliott Crooks. It was manufactured by General Electric Co. GE was reported ready to redesign and produce, upon FTC AD CHECK

Sets Aside 2,457 in Feb.

TOTAL of 2,457 radio and periodical advertisements were set aside during February by the Federal Trade Commission, according to a report issued last week. Thirty-nine percent was referred to Radio & Periodical.

Referring to the disposition of the advertisements, FTC said the referrals had been broken down into the following categories: Bureau of Antideceptive Practices — Litigation Div., 14; Radio & Periodical Div., 761; Medical Opinion Div., 544, and Investigation Div., 487. The Industry Cooperation Bureau received 415 advertisements (Trade Practices Conferences Div.) and 236 specimens (Stipulations Div.).

The Radio & Periodical Div. now is integrated with FTC's Investigation Div., under the supervision of Donald B. Gatling, acting director, who had been serving as radio-periodical chief [Broadcasting • Telecasting, March 12].

MULTIPEX NETWORK EXPANDS PROGRAMMING SCHEDULE

Henry Named

WILLIAM (BILL) HENRY, MBS news commentator, has been named by the Radio Correspondents Assn. of Congress to handle its political plans for the 1952 Presidential campaign. He will work with the Democratic and Republican National Committees on arrangements relating to radio, including facilities at convention sites, according to Bill Shadel, association president.

New York station may be commenced.

Theodore C. Streibert, president of WOR, said that "in view of the cooperation of WOR with Hogan Labs in the development of the present facsimile system, starting in 1944, we are always interested in assisting in any practical application of facsimile to a public service or commercial use."

The facsimile network now has almost a score of recorders in use —two at each of the relay points, eight in Ithaca and five in New York.

EDITOR ON NBC

David Lawrence Sets Show

AFTER an absence of 18 years, David Lawrence, editor of United States News and World Report, returns to radio April 1 with a regular Sunday news program on the full NBC network, 3:30-3:45 p.m. David Lawrence From Washington will be sponsored by the American Dairy Assn. and will feature "news ahead of the news" from the nation's capital.

Mr. Lawrence founded the United States Daily in 1928, changing it to a weekly, the United States News, in 1933. World Report was founded in 1946 and merged with the News in 1947. He had a regular radio program of semi-educational talks on the federal government and its relation to the citizen, Our Government, on NBC from 1939 to 1938.

To that end, he was heard frequently on that network, covering political conventions and other special events.

In addition to his magazine interests, Mr. Lawrence writes a nationally syndicated newspaper column, appearing daily in more than 200 papers. He also has written several books, among them The True Story of Woodrow Wilson, published in 1924, and The Other Side of Government, Beyond the New Deal, Stumbling into Socialism and Diary of a Washington Correspondent. His newspaper career began in 1902 when he worked as a part-time reporter for the Buffalo Express at the age of 14.
IDMRIN CASE

FTC Appeals Court Ruling

ACTION of a Chicago Federal Court in dismissing a suit against the Rhodes Pharmacal Co., Chicago, for allegedly false advertising of Imdrin is being contested, the Federal Trade Commission has announced.

The commission said it had instructed its general counsel to appeal the decision of the U. S. District Court for Northern Illinois, which previously denied the agency's request for a preliminary injunction against the medicinal manufacturer [BROADCASTING • TELECASTING, March 5]. Notice of appeal was submitted to the court March 16.

FTC had sought the injunction against further dissemination of alleged misrepresentations in broadcast and published advertising copy pending final disposition of the case — presumably a cease-and-desist order. The claims originally were challenged by the government in August 1949. Since then, FTC contended its general counsel "failed to maintain the burden" of proof in support of its allegations, and has been delinquent in its prosecution of the complaints.

Dolcin Case

In another drug case last week, the commission held hearings on a complaint lodged against the Dolcin Corp., New York, for allegedly "false and misleading" advertising of Dolcin, a medicinal preparation. Hearing was held in New York on charges leveled by the government in the fall of 1949.

Officers of the Dolcin Corp. have steadfastly denied that the broadcast, advertisements were either false or misleading, though they admitted that the specimens cited by FTC were used on the air. Attending Tuesday's session were Abner E. Lipscomb, FTC trial examiner, and Joseph Callaway, government attorney supporting the complaint.

Strict prosecution of these and other cases are in line with a policy announced earlier this year by FTC, which served notice it would seek injunctions against food, drug, cosmetic and other related firms against whom it lodges charges of advertising misrepresentation.

In dismissing FTC's suit against Imdrin, Judge Walter LeBay of the Chicago Federal Court ruled that the commission had "failed to maintain the burden" of proof in support of its allegations, and has been delinquent in its prosecution of the complaints.

FTC still has the Imdrin case under advisement following completion of testimony given by Rhodes Pharmacal Co. A decision is not expected until April or possibly May.

TRIPLE THREAT

Dairy Spots on WKRC Trio

LIVE spot announcements on all three branches of the broadcasting tree — AM, TV and Transit Radio (FM) — will go a long way to ensure a successful campaign for Sealtest as a result of its present 13 week contract with WKRC-AM-TV-FM Cincinnati.

Besides arranging for cooperation between the media, the Matthew-Frectling Dairy, Cincinnati Sealtest distributor, did its best to encourage better understanding between the groups responsible for putting over the ice cream and cottage cheese sales drive. A banquet for the local dairy's salesmen and department heads was also attended by all talent from the WKRC stations who were to have a part in the intensive campaign.

Mr. Acomb's agency made the purchase for Sealtest. Concerning the banquet, Mr. Acomb said: "The dinner was a great success because Sealtest people know the WKRC people who will be helping them sell their products, and the performers know the kind of people who represent Sealtest."

WNBC New York honored by National Safety Council's Award of Merit for 1950, for special series of safe driving announcements, featuring James Melton, concert star.

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FRTC HEARINGS

Gov. Charges Price Plot

HEARINGS on a government complaint that Sylvania Electric Co. and Philco Corp. allegedly violated the Robinson-Patman Act through price discrimination in the sale and purchase of radio tubes have been held by the Federal Trade Commission in New York the past fortnight.

The government charges that Sylvania sold tubes to Philco Corp. for prices substantially less than those extended to 350 Sylvania distributors, and that Philco had accepted that arrangement in violation of the act. The effect, FTC said, may be to "lessen competition or tend to create a monopoly."

In a prepared statement, A. L. B. Richardson, Sylvania attorney, asserted that the company "denies it is granting discriminations in price" and that its prices "are here and have been in accordance with its stated schedules and conform to recognized trade practices."

Philco Corp.'s position is that the firm is "on the same functional level" as Sylvania and that it did not violate the act by accepting Sylvania's prices.

Atwater Kent Winners

ATWATER KENT auditions winners and runners-up will be presented over the ABC radio network April 7, 9:30-10 p.m. Winners are awarded $2,000 each, and runners-up $1,500, with third, fourth and fifth awards of $1,500, $1,250 and $1,000 respectively. Instituted in 1926 by the late Atwater Kent, annual auditions were continued until 1933 and later, after World War II, were reactivated. All non-professionals between 18 and 28 are eligible to compete.
TWIN CITIES TR
May Resume in St. Paul
TRANSIT FM service, suspended in the twin cities pending a revision of the existing contract with Transit Radio Inc., Cincinnati, may be resumed shortly in St. Paul, it was strongly indicated last week by R. C. Crisler, president of Transit Radio Inc., who said his firm is attempting to resuscitate the operation, which ran afoul of insufficient local funds; alleged sabotage of transit radio receivers, and an intra-company legal suit involving stockholders of the Twin City Rapid Transit Co.

Broadcast Services Inc., which operated the service, had a nationwide sales contract with Transit Radio Inc., via WMIN St. Paul as the originating outlet. TR reportedly is negotiating with the station for resumption of the service in St. Paul.

Mr. Crisler said that Transit Radio Inc. also had weighed the possibility of filing suit against Broadcast Services Inc. but thought it likely that his organization would try to get the transit FM operation on a working basis again. One obstacle in the path of resuming service in Minneapolis is a newly-passed ordinance which prohibits all advertising on public vehicles.

Women Ad Executives
Plans are well underway for the eastern conference of the Women's Clubs of the Advertising Federation of America at Washington's Shoreham Hotel March 31-April 1. The women advertising executives will meet under sponsorship of the Washington and Baltimore Women's Advertising Clubs. More than 200 delegates are expected from Maryland, New York, Pennsylvania, Alabama, Tennessee, Connecticut, Massachusetts, North Carolina, Virginia, West Virginia, Florida, Rhode Island and South Carolina.

KCBS San Francisco engineers are conducting extensive tests on broadcast impulses of station's new 50 kw transmitter and four-tower directional array at Novato, Calif. New transmitter, completed Feb. 1, will be ready for use late this spring when FCC performance tests are completed.

Study Awards Set
FELLOWSHIPS open to radio, magazine and newspaper correspondents who are now working abroad, or have worked abroad, for study from Sept. 15, 1951, to June 15, 1952, in New York, have been announced by the Council of Foreign Relations. The council headquarters in New York at 58 E. 68th St. Stipends, equal to salaries relinquished during the period, plus fees incident to study and research at universities in the area, will be provided to those receiving the awards.

NOW! WIKK IS 5000 Watts
Wilkes-Barre, Penna.
See Page 58-D

McCarthy Cites
Resolution on Agronsky

RESOLUTION by a Texas American Legion post, taking exception to certain broadcasts by ABC Commentator Martin Agronsky and asking that the network discontinue them, has been published in the Congressional Record.

The resolution was adopted by American Legion Post 52, Dept. of Texas, and inserted in the Record March 14 by Sen. Joseph R. McCarthy (R-Wis.), whose stand on Nationalist China has prompted criticism from Mr. Agronsky.

The resolution recommended to ABC and sponsors of Mr. Agronsky's program in the Houston area that "his services in that capacity be discontinued immediately" because of an alleged "left-wing philosophy."

Radio-TV Meet
Ga. U. Sessions April 5-7

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, a section of Muzak Corp., will speak at the sixth annual session of the Georgia Radio and Television Institute.

Sponsored by the Georgia Asso. of Broadcasters and the Henry W. Grady School of Journalism, the institute will be held April 5-7 at the U. of Georgia in Athens.

In the Show - without stealing the act
RCA's "Starmaker"

...a ribbon-pressure microphone that is 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 non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast...

RCA Corporation of America
SCBA Committee Set

FOUR-MAN nominating committee to make recommendations for officers of the Southern California Broadcasters’ Assn. for the coming year has been appointed by A. E. Josselyn, CBS Hollywood director and president of SCBA. Named were: William J. Beaton, general manager, KXKW Pasadena; Lawrence McDowell, commercial manager, KXKO Long Beach; Van Newkirk, co-owner KRNO San Bernardino; George Whitney, general manager, KFI Los Angeles. The committee will report its selections at SCBA’s April 12 meeting; elections will be May 10.

PROETZ AWARDS

Competition Now Open

OPENING of competition for the 1951 Erma Proetz Awards has been announced by the Women’s Advertising Club of St. Louis, which is sponsoring the contest for the seventh consecutive year.

A combined category of radio and television will be honored. The competition is open to any woman in the U. S., Canada, Mexico or Cuba who is engaged in advertising, whether she belongs to an ad club or not. Entries must be postmarked by May 1.

FORD FRICK (r), National League president, contracts to give MBS the broadcasting rights to Game of the Day for the 1951 season. Frank White (l), MBS president, and Paul Jones, network director of sports, approve the signing. The program will feature outstanding games of the American and the National Leagues beginning April 16 over 375 MBS stations. It will be available to local and regional advertisers for sponsorship. Last year 3,250 sponsors backed the games.

SUMMER DRIVE

KMOX Starts Campaign

EMPHTATIC example of individual station summer campaigning is provided by KMOX St. Louis, 50 kw CBS affiliate. SCBA is arming its salesmen with a 20-page folder for advertisers on the theme that the station’s listeners are as numerous in the hok-monthed season as in any other time of the year.

Basing its brief on The Pulse’s 1950 survey of the St. Louis market, KMOX presents these hard facts: Year-to-year average was 75.5, also the average figure for listeners May through August, or 97,871 persons tuned to an average daytime KMOX quarter-hour summer period. Another half-point was picked up from “out-of-home” radio listening, raising the audience count to 104,595.

Cites Retail Sales

KMOX also tells its advertisers that the area’s average retail sales in June, July and August equal the average for the entire year. Proving up a breakdown of products sold during this three-month period in dollars and cents, KMOX asks if the advertiser manufactures one of these products and if “how much of these sales are you getting?” On another tack, KMOX points to homebuilding and home ownership and figures showing craftsmen and industrial workers in the area taking an averaged “staggered” two-weeks vacation in the summer. Added to these considerations, says KMOX, are visiting vacationers and summer residents. Together, these factors culminate in “a sound, logical, receptive, seasonal market,” the folder concludes. For “suggestions,” the station capsules summaries of its local shows which have selling priority.
THE LATEST WCKY STORY

The Greatest Impact Medium in

CINCINNATI

HAS BEEN, AND NOW MORE THAN EVER

is

W C K Y

In 6 weeks, the "Jamboree" sold 44,128 Bronco Ponies at $2.49 each.

THE GREATEST NUMBER OF SALES BY ANY MEDIUM USED.

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK
365 DAYS A YEAR, WITH A NEW 1951 GENERAL ELECTRIC TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY
“WCKY ALONE ACCOUNTS FOR ALMOST 15% OF OUR TOTAL VOLUME”.

IN CINCINNATI

YOUR BEST BUY IS WCKY

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

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Faultless Reporter

TO EVALUATE the true significance of television as a spectator at public hearings like those of this Kefauver committee, it is necessary to ignore much of the emotional debate that rages on that subject these days and to view the arrival of this incomparable instrument in proper historical perspective.

To a large extent the evolution of government from the medieval authoritarianism of feudal times to the parliamentary democracy of today has depended upon the opening of government activity not only to public participation but also to public scrutiny.

The Star Chamber courts, whose dark secrecy protected the most unjust verdict, gave way to public trials and the jury system. Lawmaking was removed from the inaccessible throne room to the public meeting house of parliamentary bodies.

This evolution has been slow and at times painful (the U. S. Senate met behind closed doors until 1792 when forced by editorial pressure to admit the public), but it has been made inevitable by the very nature of democratic progress. True democracy requires that all branches of the government function in full view of the people.

In television, there is at hand an instrument that brings this evolutionary process to very near completion and into a stage of development. If one is to accept the theory that corruption and ineptitudes flourish in concealment and wither when exposed, one must also believe that television is the enemy of governmental chicanery and bullying yet invented.

In the debate that rages these days as to the propriety of television's presence at public hearings like those of the Kefauver committee the question has been raised (surprisingly, by some thoughtful persons) as to whether a witness' rights to a fair trial are abrogated if he is required to perform before an audience larger than can be accommodated in the hearing chamber.

We submit that his rights are not impaired. Indeed they are protected to an extent undreamed of by the great jurists who conceived and advanced the principle of public trial. If to some, the room for defendant's chances of fair trial, how much greater insurance is provided by an audience of millions?

There is another argument that says television injures the dignity of proceedings, that its lights demean a hearing room to the level of a carnival, that participants are apt to adjust their behavior in recognition of the fact they are being observed and so neglect the essence of the case at hand in their concern for making a favorable impression on the audience. This argument is faulty too.

The lights to which objections have been raised are not necessary to television, but are put there by newscast cameramen. In itself television provides no greater distraction to the sensible party than does the audience that is present in person.

The p ville of propriety in the conduct of a televised hearing is on the examiner and the witness alike. Television has an absolutely impartial eye and ear. It does not edit or interpret. It simply sees and hears. It cannot turn a hearing into a carnival unless the hearing itself is so conducted. It cannot make a man a bum unless he is one.

At every stage since feudal times there have been powerful men who for selfish purposes have endeavored to counteract reforms, to perpetuate the status quo essential to their own survival. There is no doubt that the introduction of television as a spectator at government proceedings represents an important stage of this continuing evolution, and as a consequence it has its enemies.

What are the enemies of television? They are those who cannot stand its merciless inspection.

Its friends are all those who believe the Star Chamber and the unquestioned king are obsolete and that the struggle toward democracy has been worthwhile.

Silver Threads Among Gold

IF HE is to get his money's worth out of his new 50-year NBC contract, Milton Berle will have to defy the statistics of insurance actuaries who put the average life expectancy at 67.2 years. If he expires on cue from the actuaries, Mr. Berle will have seen off 4.8 years of his fabulous income. Mr. Berle's timing is usually impeccable, but we'll bet that will be one cue he contrives to miss.

Today and Tomorrow

TODAY the nation's broadcasters and telecasters will learn of their responsibilities on the tomorrow they hope will never come. That tomorrow is the instant of enemy air attack. And at that instant, the broadcast services must alert and inform. This must be according to plan. The plan is being evolved by government, through the FCC and the military.

Every man-jack must know his assignment. That is the blue-print to be given the nation's broadcasters at today's unprecedented briefing in Washington.

It will become evident that radio's role is both fundamental and frightening. Radio (meaning all electromagnetic emissions) on the one hand must adapt operations to preclude possibility of enemy plane or guided-missile "homming." And the mass radio media (radio and TV) on the other, must inform and instruct the public ... and thwart hysteria.

It must be that way because only radio is possessed of the speed of light in reaching nearly all of the people at any time. There's no time lag, no presence to roll, no wire lines to be broken.

The mechanics are entrusted to the engineers. But the public responsibility is that of the licensed broadcasters.

More than a blue-print is needed. Provision must be made for adequate equipment and trained manpower. Both must be in depth—auxiliary or standby transmitters and men who can don essential assignments. Appropriate authorities must be authorized to recognize this. Otherwise the whole program is imperiled.

American radio will cooperate to the hilt. There may be heavy expenditures in modifying equipment to supply defense techniques. There may be entailed alterations of directive patterns. Whatever is required, it must be assumed, will be done. And it likewise must be assumed that the authorities will make provisions for reasonable compensation in hardship cases.

This planned approach by government warrants applause. Broadcasters are being mobilized as surely as those on the fighting fronts.

Every station will be turned out of 4.8 years. It assumes the role of commanding officer. It must be thus in a world engulfed in a war of ideologies today, and in which the tomorrow cannot be divined.

KENNETH FREDERICK SCHMITT

NEW managers have been in at the birth and have grown in stature with a station for a quarter of a century, as has Kenneth Schmitt of WIBA Madison, Wis.

Mr. Schmitt, who presides over one of the most resplendent broadcasting layouts in the nation, has had only two employers since leaving the U. of Wisconsin in 1925: The Madison Capital Times, original licensee of WIBA, and the Badger Broadcasting Co., WIBA licensee since 1930. (And he has had the same boss—William T. Evjue—who is and has been president of the Capital Times Co. and the Badger Broadcasting Co. Badger Broadcasting is jointly owned by the Capital Times Co. and the Wisconsin State Journal Co.).

Kenneth Schmitt joined the Capital Times as an $18-a-week reporter, but within a year had been given the duties of radio editor, along with his general news assignments. When the newspaper bought a half-interest in a home-made radio station in 1926 (investment: $900) Mr. Schmitt was called upon as a parttime announcer.

"The station was operating parttime, too," he recalls, "so it would take the air (sometimes) for a couple of hours—usually two or three nights a week."

In 1927, WIBA went fulltime and Mr. Schmitt went along "whole hog." He was an announcer and program director and, before long, "when we realized people would pay for some of the things they could hear," he became a salesman. He has been at WIBA ever since.

Every chapter of WIBA's history contains some reference to Kenneth Schmitt. He assisted William T. Evjue, editor of the Capital Times, in launching his famous noon newscasts, which have been an institution in the Madison area for 24 years. Mr. Schmitt was at the mike himself for about 14 years.

He helped set up Phil LaFollette's statewide radio campaigns for governor from WIBA, as well as daily remotes from the state legislature, and weekly chats from the governor's office. He handled some of the arrangements for Young Bob LaFollette's radio campaigns for U. S. Senator.

Under Ken Schmitt's direction, WIBA became one of the first stations in the country to broadcast police bulletins direct from squad cars, and his early listing of lost pets became a permanent fixture. Originally designed to assist owners in finding their lost dogs, it has helped run down errant horses, cattle, goats.

(Continued on page 51)
3,163,033 Different People Listen to WOV at Least once a week!

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

YOU CAN BUY:

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

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

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

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

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

National Representative: John E. Pearson Co.
Nautical Aid
WJTN Jamestown, N. Y., has been helping pilots on their scheduled daily flights into Jamestown on their route between Buffalo and Pittsburgh. Simon Goldman, WJTN manager, said that whenever an All-American pilot requests identification of the radio station as an additional navigational aid, the station interrupts its program long enough to identify itself by its call letters.

School Closings
KJFF Webster City, Iowa, has been cooperating this winter with school officials in announcing school closings due to inclement weather. Heavy snows have created a need for this public service. Wayne J. Hatchett, general manager, said that on March 12-13 alone, the station carried more than 350 public service announcements each day.

Silent Prayer
KXOK-FM St. Louis each noon broadcasts to radio listeners an invitation to spend a few moments in silent prayer. The announcer asks passengers to join in offering silent prayers for “the protection of our men who are fighting overseas... and for the fulfilment of our hope for lasting peace.” A station spokesman said, “We know there are hundreds of relatives of servicemen on board the busses that hour and we feel we are bringing them closer to their loved ones during the period of silent prayer.”

Hospitalized Children
KGO-TV San Francisco has brightened the lives of hospitalized children by humorous drawings. The station is decorating wards at children’s and shriners hospitals with drawings and cartoons produced on Jolly Bill’s daily TV program. Drawings are sent to hospitals following each day’s telecast; letters of appreciation have been received from children and from directors of hospitals.

Nervous Groom
WSB Atlanta wore Capid’s mantle last week and assisted at a wedding. A nervous groom had dropped the wedding band while in a florist’s shop on his way to the nuptials. The florist called the station newsroom. Could anything be done? The unknown groom’s plight was featured on a 6 p.m. newscast. A few minutes after the broadcast the harried groom claimed the ring and the wedding went on as scheduled.

Blood Donation
FRED WOOD, general manager of WZTV, N. J., gave a practical demonstration of blood donation in a Vineland theater before 2,000 persons. Mr. Wood donated a pint of blood, making a tape recording throughout the process. He interviewed the nurse taking the blood and several World War II veterans who had received plasma during the war. Tape was used on the air, and resulted in more than 100 pledges from prospective donors.

Heart Association
WKY-TV Oklahoma City and the Oklahoma Heart Assn. co-sponsored a stage show and auction and in an hour raised more than $5,000 for the association. The stage show, comprised of WKY and WKY-TV talent, was free to the public. An association official said that the publicity thus received would be worth more than the respectable amount of money raised.

Corn Club Contest
KCMO Kansas City, Mo., is jointly sponsoring a Community Corn Club Contest to better land use, increase soil fertility and for higher yields of quality corn. Directing the station’s efforts are C. W. (Jack) Jackson, KCMO agricultural director, and Bruce Davies, KCMO associate agricultural director and farm markets reporter. Cooperating are local agricultural groups.

Lost Soles
NEIL R. BAIRD, KGWA Enid, Okla. newsmen, covered three major blazes in Enid with such zeal that his water-soaked, fire-eaten shoes were a complete loss. Mr. Baird, however, reportedly did an outstanding job of covering the fires.

Radio Results
A. E. ANSCOMB and Bill Maser, both of WKWB Buffalo, enjoy telling how the station was able to help locate the mother of a lost little boy.

4-H Clubs
WCCO Minneapolis-St. Paul has a plan to work with 4-H clubs to better world understanding. WCCO assisted in the observance of National 4-H Club week and spotlighted the greatly expanded 4-H program. Gene Wilkey, WCCO manager, said that this was the ninth annual 4-H WCCO get-together.

RED CROSS CAMPAIGN
Radio, TV Stations Donate Time, Talent
THE Red Cross fund drive moved into high gear last week with the nation’s radio and television stations accelerating their support.

In Philadelphia, several stations joined forces to sponsor a series of noon rallies on behalf of the campaign.

Clyde Spitznagel, WIP commercial manager, who heads the rally committee, said the series is receiving full backing from WFIL-AM-TV, WCAU-AM-TV, WFTZ, KYW and WIP.

In Charlotte, N. C., three staff members of WBT-AM-FM and WDTV (TV) are contributing time and abilities to aid country drives.

Kenneth I. Tredwell Jr., WBT program manager, is serving as voluntary chairman for the Mecklenburg County Chapter of the Red Cross; Ben McKinnon, of the WBT-WBTV sales staff, is a member of the public information committee, and James Adams, of the promotion department, is a captain in charge of solicitations.

WGL Revue
Staffers from all departments of WGL Fort Wayne, Ind., aided National Guard units and the local Red Cross chapter in staging an 11-act revue, starring Yolande Bibeau, Miss America of 1950.

Crosley Div. of Arco Mfg. Corp. is cooperating on TV in the drive by linking the fund campaign in commercial announcements on programs it sponsors.

A special broadcast honoring volunteer workers and campaign contributors was broadcast over KNBC San Francisco March 18.

KNX Los Angeles, Calif., went all-out on an energetic promotion campaign that included remotes, studio programs and even sound trucks cruising streets. Sponsors donated announcements and time to the drive.

North of the border, CFPL London, Ontario, Canada, sparked the Canadian Red Cross fund campaign by presenting 12 dramatic programs characterizing Red Cross activities.
Respects

(Continued from page 49)

and blackbirds over the years.

Mr. Schmitt was one of those who selected Blue Mounds Hill, 30 miles west of Madison, as the site for WIBA-FM's transmitter. (This is the second highest hill in the state.) WIBA-FM serves nearly the whole of southwestern Wisconsin, and Mr. Schmitt thinks "FM still is the best broadcasting medium."

Much of the excellent planning for WIBA's Radio Park, a four-acre plot on one of Madison's highest knolls where modern studios were opened in March 1949, was Mr. Schmitt's. The property will accommodate TV installations, for which WIBA has applied.

"We hope to have TV some day," says Mr. Schmitt, "but there is no question as to the great future of radio. Radio provides a distinct medium of entertainment that TV does not always enlarge or enhance. Radio is basic, and while TV adds sight to programs, the seeing is not always necessary, or desirable. Where the picture is necessary, or supplemental, TV is certainly what we want. But I think radio and television will complement each other for a long time to come."

Studies Engineering

Born in Janesville, Wis., July 23, 1902, Kenneth Frederick Schmitt was supposed to be an electrical engineer. At least that is the course his father, a plumbing contractor, picked out for him when he went off to the U. of Wisconsin in 1921. Perhaps the elder Mr. Schmitt, a former Wisconsin department commander of the Spanish-American War Veterans, was influenced by the knowledge that his son had made some of the highest grades in physics ever recorded at Janesville high school. But young Ken- neth had other ideas and, although he originally enrolled in the School of Engineering, switched to a general college course within two years.

A campus romance with Norwe- gian-born Carol Docken, of Mount Horeb, Wis., blossomed into marriage within a few months after

THREE years of peace for networks and AFM [BROADCASTING • TELECASTING, March 19] produce smiles from (l to r), standing, Frank Stanton, CBS president; Joseph H. McConnell, NBC president; Mark Woods, ABC vice chairman; sitting, Theodore C. Streibert, WOR New York president; Robert E. Kintner, ABC president, and James C. Petrillo, AFM president.

Mr. Schmitt joined the Capital Times. There are two sons: Ken- neth Jr., 23, student of dentistry at Northwestern U, and David T. Schmitt, 21, in training with the armed services at Camp Gordon, Ga. The family lives in a century-old house near Madison's beautiful Lake Mendota, where Mr. Schmitt has a priceless collection of antiques. Her husband's only hobby is bridge, "the only thing that takes his mind away from radio."

Mr. Schmitt, who has been station manager of WIBA since March 1, 1945, was one of those responsible for bringing the old League of Wisconsin Radio Stations (now Wisconsin BroadcasterS Assn.) back to life about five years ago. Originally organized in 1929, the LWRS was inactive for many years. Ken Schmitt has been secretary of the association for the past four years.

TOTAL of 55,000 radio announcements, 13,000 TV announcements, 77 radio, 56 television network shows were donated by Los Angeles area broadcasters on behalf of safety campaigns according to Jim Bishop, retiring president of National Safety Council, Greater Los Angeles Chapter.

Nelson Dinner

Given by Avery-Knodel VETERAN Timebuyer Linnie Nelson, J. Walter Thompson Co., New York, was given a farewell dinner March 13 at the Biltmore Hotel by Avery-Knodel Co., station representative firm. The JWT radio and television timebuying staff and Avery-Knodel representatives were present. Miss Nelson retires the end of this month after 24 years of service.

Those attending the dinner were: Lewis H. Avery, president; Arthur H. McCoy, treasurer; Pierce L. Re- maine, John J. Tormey, F. G. Neu- berth Jr., Thomas J. White Jr., N. R. Madonna, John F. Wade, director of TV sales, all from Avery-Knodel Inc.; and Maurice J. Corken, commercial manager WHBP-AM-TV Rock Island, Ill. From JWT were: Anne C. Wright, J. T. Shannon, James O. Luca Jr., William Wren, William H. Thom- as, Mario Kircher.

CBC International Plans

INTERNATIONAL SERVICE of Canadian Broadcasting Corp. will have $1,925,600 to spend in fiscal 1961-62, starting April 1, according to estimates tabled in Parliament at Ottawa March 12. This is down from $3,292,361 in fiscal 1950-51, which included capital expend- itures on purchase of the new Radio Canada building at Mon- treal. Some curtailment of interna- tional programs is expected this year. CBC International Service is similar to Voice of America service, and is operated by CBC for the Canadian Dept. of External Af- fairs.

SPOT SATURATION SALES KIT for 1951 describing use of radio for special retail selling events, being sent by BAB to member stations. Kit con- tains releases based on reports by four department stores which were named winners in the Spot Saturation Campaign Division of NEDGA's 1950 radio program contest.

BERDING TO ODM

Named Information Chief

APPOINTMENT of Andrew H. Berding, deputy director of information for ECA and veteran newspaperman, as chief of public in- formation for the Office of Defense Mobilization was announced March 16 by Mobilizer Charles E. Wilson.

As PI director, Mr. Berding will coordinate for policy releases from all government defense agencies under a procedure set earlier this year by ODM officials and imple- mented in recent weeks [BROAD- CASTING • TELECASTING, Feb. 19].

He will work with Howard Chase, top consultant to Mr. Wilson; Scott Heshey, transferred from the Na- tional Security Resources Board information division, and others.

Louisiana Meet

TWO-DAY meeting of the Louisi- ana Assn. of Broadcasters will be held Friday-Saturday, March 30-31, at the Evangeline Hotel, Lafayette, La., according to Tom E. Gibbens, WAFB Baton Rouge, LAB pres- ident. Sales clinic will be held Friday afternoon with a program clinic scheduled Saturday morning. LAB members will direct those panels. A cocktail party will be held Friday evening, preceding the banquet, with Sen. Dudley J. Le- Blanc, president of LeBlanc Corp. (Hadasol), as host.

IN BIG AGGIE LAND

"tv MEANS 'tain't visible!"

This 267 BAK county area—with $2.9-billion in retail sales—can be sold by WNAX alone.
AMBERT B. BEEUWKEES appointed general manager WRMS Boston, effective April 2. Was general manager WDas Philadelphia and prior to that was affiliated with Westinghouse Radio Stations Inc.

JACK TUBB, advertising salesman KOME Tulsa, resigns.

ART THOMAS, general manager WJAG Norfolk, Neb., since 1932, retiring from radio. ROBERT E. THOMAS, his son and assistant manager, appointed manager of station.

GLENN CALLISON, chief engineer LBS Dallas, elected vice president in charge of engineering for network.


RAY BARNETT, KGO San Francisco, to KSMO San Mateo as sales manager.

ADAM J. YOUNG Jr., Inc., N. Y., appointed U. S. representative for British Guiana Broadcasting Co., Georgetown, B. G., (Radio ZFY) and Jamaica Broadcasting Co., Kingston, Jamaica (Radio Jamaica). The Young firm’s international division sales department will handle accounts.

WILLIAM A. ROBERTS, commercial manager, and ROY M. FLYNN, technical supervisor KRLD Dallas, named assistant general managers. Both retain their previous functions. Mr. Roberts, with station more than 20 years, is in charge of sales for KRLD-AM-FM-TV. Mr. Flynn, with KRLD since its establishment in 1925, heads technical department including 45 technical men.

DICK CAMPBELL, general manager KOME Tulsa for past four years, resigns [BROADCASTING • TELECASTING, March 19]. Mr. Campbell is a radio veteran of 15 years both as executive and outstanding news manager throughout Southwest. Future plans not announced.

DAVE MARGOLIES, sales staff WHOM New York, and GEORGE VOGEL, commercial manager, KZRM and KZRF Manila, P. I., to sales staff WLIR New York.

BEATRICE KENTZ, formerly media assistant BBDO, L. A., to Katz Agency Inc., L. A. Mrs. Kentz was supervisor media detail Roche, Williams & Cleary, Chicago.

Mr. Beeuwkes

Mr. Roberts

Mr. Flynn

Mr. Campbell

Mr. Sheriff

Mr. Buncher

Mr. Field

Mr. Campbell

Mr. Lambert

Mr. Thomas

Mr. Gross

Mr. Kentz

Mr. Parise

Harold Parise, salesman WEBC Duluth, appointed manager WILB Virginia, Minn.

JOSEPH F. QUINN, assistant general manager WJMA Orange, Va., resigns. Future plans not announced.

GORDON SHERMAN, general manager WMAX Springfield, Ill., elected president Lincoln Broadcasting Co., WMAY owner.

RA-TEL Representatives Inc. appointed to handle national spot sales for KLOU Lake Charles, La.

Mr. Parise

WILBUR HULICK appointed sales representative in six southern states for Palmetto Broadcasting System.

JOHN E. PEARSON Co., N. Y., appointed exclusive representative for KSDO San Diego, Calif.

RUTH P. MOODIE, research department CBS, to John Blair & Co., N. Y., as research assistant.

H-R REPRESENTATIVES Inc., S. F., appointed exclusive national representative for WMSC Columbia, S. C.

Personal...

HARRY BANNISTER, general manager WWJ Detroit, received award of Michigan Regional Conference of B’nai B’rith Anti-Defamation League “for giving constructive meaning to the ethical, cultural and spiritual concepts inherent in our American way of life.”

LOYD E. YODER, general manager KNBC San Francisco, elected to board of directors of Northern California Electrical Bureau.

LAMONT L. THOMPSON, radio-TV sales representative KCBS San Francisco, father of girl, Judith Ann.

JOHN M. OUTLER Jr., general manager WSB-AM-TV Atlanta, grandfather for third time. MAX GOLDMAN, assistant general counsel FCC, and Ruth Basset Calvin, announce their engagement.

CBB ACTIONS

Share Transfers Proposed

NUMBER of Canadian stations were recommended for share transfers at a meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa March 15-17.

CJNT Quebec, which asked for permission to go bilingual, was denied; that permission because "the license to establish this station was on condition that it would be an exclusively English-language station." (Listeners in Quebec reportedly have been complaining that the English used on the station is read by French-speaking announcers whose English pronunciation is too French).

Share transfers were approved for recommendation to the Dept. of Transport for CHLT Sherbrooke, CFYC Charlottetown, CCHLN Three Rivers, CFYF Antigonish, CKRD Red Deer, CGBB-AM-AM and CJCB (short wave) Sydney, CKPH Toronto and for CHOK Sarnia, with ownership of the station now in the hands of Claude R. Irvine, managing director, and two former majority shareholders, H. M. Hueston and A. D. McKenzie, holding no more shares.

CJISO Sorel was given permission to operate a permanent studio in nearby Joliette, "in view of the fact that there is no local community station in the Joliette area. If an application for a license to establish a local community station in the Joliette area is made, this matter will be reconsidered."

Realignment Farm Unit

FARM programming functions of the Radio & Television Service, unit of the Dept. of Agriculture's Information Office, have been realigned under Kenneth F. Gapen, assistant director of information.

Bob Crom, formerly of KGLO Mason City, and WMT Cedar Rapids, Iowa, is supervising single station activity. Milton Bliss, former extension radio editor at the Wisconsin College of Agriculture, is supervising network programming.

COMMERCIAl NATIONAL BANK, Santa Ana, Calif., as a courtesy to personnel and customers tunes in three KVOE programs daily—10 a.m. Alka Seltzer News, Folger's Coffee Noon-Day News and Frank Russell Show, an hour of early afternoon music.
NEW MOBILE research station, developed to obtain more comprehensive data on the ionosphere and to be incorporated into the existing chain of 60 world-wide permanent ionosphere stations, was announced by the Central Radio Propagation Lab. of the National Bureau of Standards. More than one-fourth of the world-wide stations are maintained by NBS.

The propagation of radio waves over long distances depends on their reflections from the ionosphere, a series of electrically conducting layers in the earth's atmosphere, NBS explained. Because these layers are continuously changing, knowledge of their characteristics is necessary for reliable communications. NBS collects and analyzes data from all over the world and publishes predictions of radio propagation between any two places at any hour.

With the new unit, ionospheric soundings will be made from points midway between two permanent transmitting-receiving stations. The caravan, a makeshift of two prime movers and two trailers, includes two gasoline-powered generators which will provide 10 kw each for the transmitters and receivers. With additional components the event commercial power is unavailable. One trailer has been converted into living quarters.

The system will be operated in the early fall.

THE LITTLE STATION WITH... THE BIG WALLOP!

THE GREATEST IMPACT MEDIUM IN CINCINNATI

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

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book reviews

PRINTERS' INK ADVERTISING IDEA BOOK. By "Printers' Ink" editors and consulting editors. New York: Funk & Wagnalls Co. 460 pp. $5.

CONTAINING 634 "tested" ideas written in capsule form for quick reading, Printers' Ink Advertising Idea Book presents ideas arranged in dictionary style for ready reference. The material was selected from many thousands of advertising ideas in the Printers' Ink files. This is the third in a series of "Idea Books" planned for the Printers' Ink Business Bookshelf.

RADIO IN FUNDAMENTAL EDUCATION IN UNDEVELOPED AREAS. By J. Grenfell Williams. UNESCO, Paris, France. 132 pp., 45 cents.

This paper-bound volume, Publication No. 600, of the United Nations Educational, Scientific, and Cultural Organization, is another step in the series of studies on specific problems of mass communication. J. Grenfell Williams, the author, is director of the Colonial Service, British Broadcasting Corp.

The publication discusses the instructional possibilities of radio, particularly in 16 underdeveloped areas ranging from Algeria to the West Indies. It brings into focus such problems as radio and the aims of fundamental education, and broadcasting techniques in relation to a somewhat specialized audience.

UNESCO sales agent in the United States is Columbia U. Press, 2960 Broadway, New York 27, N. Y.


DESCRIBING fundamentals of the various, proposed TV systems, Notebook on Color Television has been prepared by Edward M. Nowi, author of Television for Radioamateurs and lecturer for the University of Pennsylvania, Philadelphia, Pa., for experimenters, hobbyists and TV servicemen.

The reference book includes descriptions of basic elements of color TV; the adaption of standard TV receivers for black-and-white reception of color signals; adapters and converters for color signals; CBS, RCA, Philco, and system; tricolor picture tubes; color wheel assembly and control units; tabular summaries of performance characteristics and a chronology of TV development. Drawings and photographs supplement the text.


NEW third edition of this basic text has been published in revised form, with three-fourths of the material entirely new. Current radio progress is included, together with substantial coverage of TV, FM and facsimile.

Prof. Abbot, associate professor of speech and director of broadcasting and manager WUOM U. of Michigan, offers the dual perspective of a station manager and veteran radio educator, and explains duties of personnel in all phases of broadcasting. Chapters on the business side of radio are included as well as news, sports, law and use of newest types of recording equipment.


BY the same authors of Opportunities in Radio, this latest in the Vocational Guides series is an up-to-date review of employment and career opportunities in all phases of the TV industry. Co-authors are Joel Ranson, WMGM New York director of publicity, and Richard Pack, WNEW New York program director.

Concise chapters on TV acting, writing, producing, directing, engineering, selling and promotion, research, programming, news and engineering servicing are supplemented by factual tables of actual positions with a national network, including the educational and experience requirements. Concrete salary information also is included throughout the book. Operation of networks and small TV stations is discussed in detail. A glossary of TV terms and slang is given.

ABC SPOT SALES

Lynch, McLaughlin Named

EDWARD LYNCH, former radio-TV salesman at ABC Central Division and WENR Chicago, has been appointed manager of the Central Division's national radio spot sales and WENR local sales, it was announced last week. Mr. Lynch has been with the network since 1947.

Mr. McLaughlin also appointed to a new post is Roy W. McLaughlin, manager of WENR-TV, who has been named to head the Central Division's national television spot sales department and WENR-TV's local sales. Mr. McLaughlin has been with ABC since 1943.

Kellogg on Mutual

KELLOGG Co., Battle Creek, Mich., for Corn Pops, will sponsor *Wild Bill Hickok* on the Mutual network starting April 1 through Leo Burnett Agency, Chicago [CLOSED CIRCUIT, March 5]. The radio version of the show, which Corn Pops sponsors on TV also, will be aired from Hollywood Sunday, 6-6:25 p.m. (CST) on 287 stations at the start. The half-hour video series will be introduced in 24 markets on a spot basis in mid-April [BROADCASTING • TELECASTING, March 19].

KFM-AM-TV San Diego has taken temporary offices and studios at Hotel San Diego while its permanent facilities at Pacific Square, destroyed in recent fire, are undergoing reconstruction.

Strictly Business

(Continued from page 16)

portunity to become associated with "the most penetrating medium of them all," and the name "Tom Peterson" has signified "Taylor-Chicago" ever since.

Thomas Hubert Peterson was born in Fort Dodge Oct. 2, 1906. As a young man, he had other jobs besides that of lamplighter. He progressed from "soda jerk to milk deliveryman to creamery worker." At Fort Dodge High School, he liked dramatics, debating and sports. He pursued liberal arts at Illinois, where he belonged to Alpha Delta Sigma. He met his wife, the former Meribah Mahie of Evanston, Ill., on the campus at Champaign.

The Petersens live in a Dutch Colonial house in Evanston, on Chicago's North Shore. Their daughter, Roxanne, 15, attends the local high school, where she recently won a scholarship in art. Mr. Peterson spends much of his spare time at home working in his well-equipped woodwork shop. But the difference between him and most "putters" of his ilk is that he turns out masterpieces of craftsmanship. Some of the most graceful occasional pieces in his home are "by Peterson." The family rumpus room is his creation.

Formerly active in the Chicago Kiwanis Club, Mr. Peterson now devotes much of his spare time downtown to the Chicago Executive Club, which he serves as vice chairman of the Speakers' Table Committee. He also belongs to the Chicago Athletic Assn. In Evanston community activities, he serves on the Fourth of July Celebration Committee, which each Independence Day stages an extravagant display of pyrotechnics at Northwestern U's Dyche Stadium. He also helps to promote the annual Evanston Community Concert.

Ad Week

GOVERNORS of eight Western states have designated this week (March 26-31) as "Advertising Recognition Week" with mayors of communities where there are ad clubs doing likewise. Dedicated to the part advertising has played and is playing in raising the standards of American living "Advertising Recognition Week" is sponsored by the Advertising Assoc. of the West.
air-casters

MERRILY BROOKS, continuity department WBT Charlotte, N. C., appointed to program department of station.

LEE HERBERT appointed to announcing staff WHEX Charleston, S. C., replacing TIM HAYES, recalled to Army.

WILLIAM C. BROPHEY appointed to announcing staff WTIC Hartford, Conn., replacing JIM STRONG who has resigned to program department of station.

ALEEN SANFTLEBEN, secretary KXQ St. Louis, and George Meyer, married.

GREGG CHANCELLOR, KOME Milwaukee, named anouncer-continuity manager; JOHN McCLENNON named assistant director WPEP Taunton, Mass., as announcer-continuity writer.

ROBERT HENDRICKS named senior transcription clerk CBS Hollywood, replacing RAY ANGONA, transferred to KTLV (TV) Los Angeles as assistant technician.

WILLIAM HEDGFEDTH, program director WIXN Washington, appointed assistant director of operations WTOP Washington, replacing ELMAC WILLIAMS, resigned.

BILL PETERS, traffic manager WICI (TV) Erie, Pa., to production staff WMFT-TV Greensboro, N. C.

SCHOOL of Radio Technique, N. Y., last week announced following personnel placements: RAY NANKIEY to WJWJ Niagara Falls, N. Y., as announcer-promotion manager; JOHN CALHOUN to WTLG Lansing, Mich., as announcer - continuity writer; RICHARD SIDEN to WBZ Lockhaven, Pa., as announcer-continuity writer; ALLEN PARSONS to WCIPA Clearfield, Pa., as announcer-continuity writer; THURSTEN STABECK to WPEP Taunton, Mass., as announcer-continuity writer.

ROBERT McNABB named senior transcription clerk CBS Hollywood, replacing RAY ANGONA, transferred to KTLV (TV) Los Angeles as assistant technician.

WILLIAM HEDGFEDTH, program director WIXN Washington, appointed assistant director of operations WTOP Washington, replacing ELMAC WILLIAMS, resigned.

BILL PETERS, traffic manager WICI (TV) Erie, Pa., to production staff WMFT-TV Greensboro, N. C.

BLY VAUGHN appointed women's director EJCK Junction City, Kan., replacing NANCY HARRIS, resigned. KEN THOMAS, graduate student, and DON DAUER, senior student Kansas State College, to station as staff announcers.

NONA LOU GREEN, WBAP-AM-TV Fort Worth personality, featured in article, "Meet These Interesting People," in March issue of The Fort Worth, Chamber of Commerce publication.

GRAHAM ARCHER, night-shift announcer KGW Portland, appointed announcer-producer House of House Party, replacing WAYNE ROBERTS, called to active duty with Marine Corps. BOB ROBERTS named announcer on night-shift. BOB ANDERSON, relief announcer, now on fulltime basis. RAY BENNINGSON and FRANK BILLINGS, staff announcers, resign.

JOAN LEWIS, continuity department KOLN Lincoln, Neb., to KMTV (TV) Omaha.

JOSEPH R. HANTIN appointed copy director WCIX Richmond, Va., replacing CARL BAREFOOT, resigned.

HAL FREDERICKS, disc jockey KKX St. Louis, elected to board of directors of Outdoor Writers Assn.

ED GLACKEN, news and sports director WERT Cortland, N. Y., to WBQC-AM-FM Salisbury, Md.


JAMES ORGILL, script chief WCGA Cleveland, presented award from Ohio State Safety Council for outstanding achievement in program of Help, It's The Truth.

MISS LUCKEY NORTH appointed staff announcer WBNBQ-TV Chicago. She was formerly with WNBQ (TV) same city.

MICHAEL RUPPE Jr., eneene Slocan Polla Party WEMP Milwaukee, inducted into Army.

VERNON CRAWFORD, announcer WJNO West Palm Beach, Fla., presented "Sailfish Conservation Trophy Award" by Sailfish Conservation Club of Florida for his work in that field.

TOM GROODY, research scientist California Academy of Sciences and emcee of Academy's Science in Action on KGO-TV San Francisco, presented San Francisco Examiner "Favorite Local TV Program" award.

ANN FOUNTAIN, traffic director KOME Tolus, Okla., resigns. Future plans not announced.

EDWARD A. BYRON, producer-director of Mr. District Attorney on NBC, presented citation from National Exchange Club, sponsor of National Crime Prevention Week, for his fight against crime.

RON COCHRAN, new director WCOP Boston, to news staff, CBS Washington.

CLYDE HESS, new analyst WTAG Worcester, had entire script from recent broadcast on gambling printed in Worcester Telegram-Gazette.

CHARLES SARMANT, news staff WCCO Minneapolis, named associate news director for station.

CLEM COOPER, announcer WGST Greensville, N. Y., named special events head replacing PHIL SPENCER, now in Armed Forces.

WILLIAM WINTER, news analyst KPIX (TV) San Francisco and recent winner of San Francisco Academy of TV Arts and Sciences award for best news presentation, leaves April 9 for six-weeks tour of Europe. He will film living conditions in Europe for later release on his TV program. Films will be offered for national syndication following local San Francisco release.

FORRESTE MASHBIR, director and production manager KPIX (TV) San Francisco, to KTTV (TV) Los Angeles as director of station's sports events, under contract of BOB BRENNER, executive director.

VON ORME, farm director KSL Salt Lake City, is recipient of annual "Friend of 4-H" title.

MAX ROBY, news editor KSL Salt Lake City, to edit Atom, a publication of standard committee, function of National Assn. of Radio News Directors.

DON ELLIOT, newssman, WSB-AM-TV Atlanta, and Sarah Owen, announce their marriage.
INQUIRY into alleged Communist influences within the entertainment field was last Wednesday on Capitol Hill, but the hearing failed to turn up any concrete evidence that radio and television are earmarked for separate study.

The hearing also was conspicuous by its absence of any television or newsreel cameras on the scene, or direct broadcast lines—a policy invoked by the House Un-American Activities Committee earlier in the week. Only tape recordings were permitted.

One witness, Actor Larry Parks, failed to throw any light on possible subversive infiltration into Hollywood's radio-TV broadcast industry. In fact, the two media were not mentioned during the session. Gale Sondergaard and Howard Da Silva also appeared.

Hearings were recessed to April 10, a tentative date, at which time authorities thought it likely that a number of celebrities would appear under subpoena before the committee. It was understood, though not confirmable, that between 35 and 60 entertainment personalities—some of them in radio-TV—have been slated for subpoena. Among them reportedly is Abe Burrows, CBS-TV star [Broadcasting • Telecasting, March 19, 12].

During Wednesday's hearing Frank Tavenner Jr., committee counsel, said the group has "succeeded to a marked degree in exposing Communist infiltration in labor organizations," and that present sessions are designed to accomplish the same objective in the entertainment world. "Past and present" party activities will be explored, he added.

Admitting that he joined the Communist Party in 1941 but had dropped membership in 1944 or 1945, Mr. Parks said there are Communists in the Actors Laboratory, a "showcase group" for actors, but stated he was not aware of any attempt to gain control of it. Mr. Parks asked that he not be required to furnish names of members.

The decision to bar TV and newsreel cameras from the hearing room was made earlier last week when Mr. Tavenner posed the question to Rep. John Wood (D-Ga.), committee chairman. The policy was adopted for Wednesday's session only, but Mr. Tavenner felt it likely that the procedure would be followed in subsequent hearings [Broadcasting • Telecasting, March 5].

Mr. Tavenner cited a committee agreement two years ago which served to place the problem at the discretion of the chairman when he felt it would hamper the work of committee members. After discussions between Rep. Wood and Mr. Tavenner, it was agreed to permit tape recordings or use of a sound track under a pool arrangement. The tape was used Wednesday evening by at least one Washington station.

The counsel revealed that television stations had requested permission to televise the hearing, but were turned down along with newsreel photographers.

New Business
(Continued from page 11)

points Publicidad Badillo Inc., San Juan, P. R., to handle advertising in Puerto Rico.


Adpeople . . .

DAVID C. KETNER, brand advertising manager, Lever's No-Rinse Surf, appointed vice president in charge of advertising for Pepsodent division of Lever Brothers.

J. L. MOORE, general sales manager Folger Coffee Co., S. F., elected vice president of firm.

ERIC P. ALYORD, Philippines Air Lines, named advertising and public relations manager Morris Plan of California, S. F.

Mr. Ketner

BRUCE W. WERT, sales promotion staff Goodyear Tire & Rubber Co., Akron, appointed director of advertising media, succeeding R. D. FIRESTONE, resigned.

LEWIS' ANSWER
To Tydings' Charges

FULTON LEWIS jr., CBS news commentator, testified last Tuesday before the Senate subcommittee on privileges and elections which has been probing last fall's Maryland senatorial election in which Sen. John Marshall Butler (R-Md.) defected former Democratic Sen. Millard F. Tydings.

Mr. Lewis challenged Mr. Tydings' statements delivered before the committee during earlier hearings which protested the manner and method of campaigning by Sen. Butler and his campaign staff. Mr. Tydings had attacked Mr. Lewis' role in the election, asserting that the commentator made political speeches against him nightly on free time supplied by Mutual. He had charged Mr. Lewis with being "more even-tempered with the truth" than Sen. Butler and protested that he was denied equal time to answer the commentator.

In answering the allegations, Mr. Lewis said the free time argument was "untenable" because Mutual sells his program to local stations who may broadcast it on their own or sell to a sponsor. The particular program in question, Mr. Tydings said, was sponsored on CBS stations in Maryland and that his broadcasts on the Tydings-Butler campaigns were not political speeches but "strictly legitimate, factual reporting and commentary."

Mr. Lewis said: "Ex-Sen. Tydings indited this committee in some romantic imaginings about some sort of a conspiracy between the Chicago Tribune, the Mutual Broadcasting System, the Washington Times-Herald and me, to violate laws prohibiting corporations from contributing to political campaigns."

The Tribune and WGN Chicago own approximately one-fifth of CBS.

Mr. Lewis added, "In so far as his radio experiences in the last campaign go, Sen. Tydings hit his own arm," asserting that the former Maryland senator member tried to allegedly "blackjack" CBS into giving him radio time.

The Senate group has been attempting to unfold claim and counter-claim lodged by opposing factions in the November election and preceding campaign.

DIZZY DEAN, (seated) baseball star, is happy over the contracts for his new program which have flowed into the offices of Colson & Co. Inc., Dela., so are Harry Colson (r.), president of the package firm, and Jim Gregory, vice president in charge of sales. Within two weeks after the transcribed series was announced, queries reportedly came from 43 states, Hawaii, Alaska and Canada. Two Men already signed up are KMOD St. Louis; KXXY Houston; KXOL Ft. Worth; KFDA Amarillo; KKXL Missoula, Mont.; WGN Chicago; KCSU Louisville; KCBT Lubbock, Tex.; KCFS Midland, Tex.; WALA Mobile, Ala., and WJJJ Montgomery, Ala.
POLKA SHOW

WEMP Milwaukee, Slovenian Polka Party, Sun. 10:10 p.m., complete show devoted to polka tunes. Program directed to young and old people of area playing tunes of noted polka artists. Show founded by Michael Rupp Jr., who wrote, produced and announced show, until called into Army recently.

MET FUND DRIVE

ABC presented special two-hour Metropolitan Opera Jamboree March 24, 8:15 p.m., in cooperation with the Met’s Fund Committee drive to raise $100,000. Operatic “I am session” was to feature performances by Broadway, Hollywood and Met celebrities to stimulate telephone contributions from across country.

FIRST LIVE SHOW

WOI-TV Ames, Iowa, program Show Without a Name, Mon., 6:30-6:45 p.m. Program featuring idiosyncrasies concerning garden, yard, landscaping, tree planting, care of houseplants, use of fungicides and insecticides, will be narrated by viewers. Dick Cech conducts show.

NEWS STYLE

KGO-TV San Francisco announced premiere of Eddie Lowe’s From Page Detective in promotion sheet to trade stimulating newspaper front page with pictures, stories, and headlines, news style, telling of various promotion and merchandising angles of Wine Growers Guild new TV campaign in Northern California. Station also sent bottles of Guild Wine and special press kit to newspaper and trade press representatives boosting program and sponsor’s product.

NEW TYPE OF FORUM

WOL Washington, Call The Forum, started Sun., March 5, audience at home asking questions of forum members via telephone. Calls are recorded and given to panel member for answering. Shows will feature members of Congress including Sen. Robert Taft (R-Ohio) and Rep. T. Millet Hand (R-N.).

NO PRIZE QUIZ

WNOR Norfolk, Va., reports successful daily quiz show which offers no prizes. Every morning, Dick Jockey Ted Harding asks his listeners “Daffy Riddle.” If he gets five correct answers over phone during playing of one record, his listeners win game; if not, Mr. Harding wins. Last month 250 riddles were sent in by listeners, station reports.

NATURE DISCUSSIONS

KRON-TV San Francisco, Stop, Look & Listen, Tues., 15:15 p.m. Program featuring Jeannette Dickert and group of school children in discussions of nature topics.

SCHOLARSHIP AWARD

WQAN Scranton conducting 13-week educational series with more than 100 local high school students participating. Students take elimination exams for six top ranking scholars who take part in series. Winner will be awarded one-year full-time post-graduate scholarship to University of Scranton, Marywood College, or Keystone Junior College.

THE BIG TOWN SHOW

WINS New York, Know Your Town, Thurs., 11:30-12:30, a weekly interview-type program to acquaint New Yorkers through representatives of city’s many clubs and organizations with what’s going on in town.

CORPORATE NAME OF CKPR Fort William, Ont., has been changed to H. F. Dougall Co., Ltd., according to the radio branch, Dept. of Transport, Ottawa.

BASEBALL SOUND EFFECT RECORDS

5 78/60 DEEDYO-DISC COVERS ALL REQUIREMENTS 810. or 12. ea.

Order C.O.D. Today White Supply Lasts

Charles Michelson, Inc.

66 ACACIA DRIVE

ATHERTON, CALIFORNIA

PAUL W. MCCOLLISTER, General Manager

Davenport, 3-3061

BROADCASTING • Teletcasting

CATHOLIC DRIVE

McCarthy Heads Fund Group

EUGENE J. McCARTHY, sales staff, CBS, has been appointed chairman of the Radio, Television and Theatre Div. of the Cardinal’s Committee of the Leity in the 1951 Catholic Charities fund drive. Vice chairman are William P. Gargan, of William Gargan Productions, New York, and James V. McConnell, NBC.

Revised Proposed TV Channel Allocations

FURTHER REVISION of FCC's proposed table of television allocations for the U.S. on a city-by-city basis, announced by the Commission last Thursday (see story page 19), is reprinted herewith. It provides for some 3,000 commercial and noncommercial (educational) VHF and UHF stations in more than 1,200 communities. "Illustrative" border allocations for Canada and Mexico also are given.

Heardings on the specific allocations begin May 23 while comments of approval or opposition must be filed not later than April 23, with replies thereto by May 8.

The new table completely supplants earlier tables proposed in 1948 and 1949. New table also specifies by asterisk (*) those 82 VHF and 127 UHF channels specifically reserved for educational stations on an "indefinite" period basis. All channels are of the same class, FCC having dropped earlier proposals to provide for more populous communities and rural classes of stations.

Revised proposed allocations are as follows:

* INDICATES RESERVED FOR "INDEFINITE" PERIOD FOR NONCOMMERCIAL, EDUCATIONAL USE.

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<td>Bessemer</td>
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<tr>
<td>Birmingham</td>
<td>6, 10a, 13</td>
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<td>Brewton</td>
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<td>Florence</td>
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<td>Fort Payne</td>
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<td>Gadsden</td>
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<td>Mobile</td>
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<td>Globe</td>
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<td>Hackberry</td>
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ROLL OUT THE POLKAS

Is Theme of Brewery Television Program

KRANTZ BREWING Corp., Findlay, Ohio, has keyed its TV advertising to polka rhythm and is dance-as a schottische over its success.

The brewery, maker of Old Dutch Beer, has capitalized on the tremendous regional interest in polka music throughout Northern Ohio and is producing a weekly one-hour TV show via WEWS(TV) Cleveland built around the polka theme. A few pop tunes creep in, but for the most part it's polka, polka, polka. A retailer tie-in is the Polka Fit Parade which features the top five polkas of the week as voted by post cards available at Old Dutch Beer outlets.

The Old Dutch Polka Revue features a different band each week and Jack Clifton, talented disc jockey, is on hand to roll out the polkas, in addition to rolling out a commercial now and then.

Another program over WSPD-TV Toledo, is a five-day weekly Monday night production featuring a girl and boy pianist and vocalist team. The format consists of playing requests and interviewing guests from local bistros. The half-hour program is called Old Dutch Nite Cap.

Both shows are produced by the brewery's Ohio, Adv. Agency Inc. of Cleveland. Herman Spero is account executive.

BROADCASTING • Telecasting

MARCH 26, 1951 • PAGE 58-A

It's Disc Jockey Clifton who suggests to Northern Ohio televiewers, "Let's have another piece of polka music and let's have another glass of Old Dutch Beer."
Revised Proposed TV Channel Allocations
(Continued from page 58-A)

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<td>A FORMER U. of Texas end and World War II combat pilot carried the ball for television in the Texas Legislature at Austin.</td>
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R. E. (Peppy) Blount, state representative from Big Spring, introduced a resolution to force state-supported schools to allow video rights to the highest bidder [BROADCASTING] Telecasting, March 5.

This added up to asking the Southwest Conference to defy the NCAA ban against live television of college football games. After being stalled at an all-committee, the resolution emerged as only a "suggestion from the legislature" instead of a semi-compulsory directive. In Austin, it is well-known that Rep. Blount does not easily accept defeat and Rep. Blount knows that the game is not over. He may try again.

Rep. Blount played on the Texas teams which defeated Alabama in the 1945 Sugar Bowl game, and crumbled Georgia in the 1945 Orange Bowl classic.
"FAMILY NIGHT ON CBS-TV"

Four Show Promotions From Friday Shows

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U.S. TERRITORIES

Puerto Rico

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GE VFH PERMIT

FCC Grants Modification

General Electric Co. was granted modification of the permit of its experimental VFH station KE2XXH by FCC last week to incorporate an additional experimental transmitter operating in the UHF bands from 480-880 mc. Effective radiated power up to 100 kw would be used.

FORTNHAG, a similar request for authority to conduct propaganda and other work in the UHF was made of FCC by Spiva's Electric Products Inc., Radio Tube Division, Emporium, Pa. [BROADCASTING • TELECASTING, March 12].

GE's KE2XXH at Electrons Park, Syracus, N. Y., has been authorized to operate on VFH channel 2 through 13 with peak effective radiated power of 60 kw and aural 26 kw. The new VFH transmitter, with power output of 5 kw, would feed into "an experimental helical four-day traveling-wave antenna having a calculated power gain of 20, so that the peak effective radiated power would reach the unprecedented value of about 100,000 watts," FCC said.

GE stated "It is proposed to make extensive propagation tests at this power level and frequencies in an effort to determine to what degree such a value of ERP would result in improved UHF television performance over that obtainable with previously available ERP's of the order of 10,000 watts."

GE currently is advertising to the trade its new power triode tube, GL-6019, claiming "for the first time in television" [BROADCASTING • TELECASTING, March 19]. The advertisement said the tube, involving ceramic construction, was on display at the IRE show in New York last week.

FCC also was told the new VFH transmitter would be used to test GE's newly developed helical TV antenna. The research program is being directed by J. E. Keister, section engineer in charge of TV and broadcast equipment, commercial equipment division.
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<td>Nelson</td>
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<td>New Westminster (see Vancouver)</td>
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<td>Prince Rupert</td>
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  Page 61

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  Page 63

- Latest Set Count By Markets
  Page 68

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...gather each Wednesday, to crack another exciting case, when DU MONT presents - The Plainclothesman:

Television's most unique mystery program - in which the camera plays detective.

Sponsored by Dutch Masters Cigars.

Presented every Wednesday at 9:30 PM EST, over

DU MONT TELEVISION NETWORK
60 affiliated stations...a division of Allen B. Du Mont Laboratories, Inc.
NOW AVAILABLE:

3 Choice TV News Strips

WHEN it comes to smart time buying, news is again very much in the news. People are following newscasts more closely today than at any time since the end of the war... and their interest is bound to increase as time goes on.

Now, for the first time in Philadelphia television, WPTZ has available for sponsorship three choice morning news slots—7:30 A.M., 8:00 A.M. and 8:30 A.M. Scheduled within WPTZ's sensationnally successful "Three To Get Ready"* program, these 5-minute news telecasts are edited in the WPTZ newsroom and are ably presented in a straight, reportorial style.

It is our considered judgment that in the early morning hours, the public want crisp, last-minute news with no frills or furbelows...news that will bring them up to the minute on what happened and what's happening.

These three news periods now available not only have a tremendous future as an advertising vehicle but they are an exceptionally sound, attractively economical, time purchase right this minute!

Moreover, we have the feeling that the wise advertiser who buys one or more of these news strips will find them an effective sales tool now and ten years from now.

For the complete story on these exciting availabilities—present ratings, the surrounding "Three To Get Ready" program and any other facts you need—give us a call or see your nearest NBC Spot Sales Representative.

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

*6.8 ARB rating during first week on the air

What's New in Television?
Take a Look at

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
ACTION-PACKED screens in millions of American television set homes attested last week to this prevailing sentiment:

The Kefauver Crime Committee telecasts had fired the imagination and captured the curiosity of the public. It had touched the citizen's sense of civic responsibility.

Television was promoted in one big sweep from everybody's whipping-boy—in the sports, a measure and even the retail world—to benefactor, without reservations. Its camera eye had opened the public's.

If one had attempted to measure the palpitation of the public's pulse (Hooper did take a sighting on the television audience) most set owners would have been too busy—watching the crimecasts.

Almost overnight the TV tones of the hearing reounded with press notices, cartoons, and radio-TV commentaries and Congressional combustion.

These were the shades and tints of this national TV story:

Special Survey

Special Hooperatings taken in TV homes in New York indicated the proceedings had up to 100% of the TV audience at certain stages, with ratings ranging up to 34.3, and sets-in-use going as high as 88.6 during some afternoon hours.

ABC asked the Senate Crime Investigating Committee to lift the ban against the televising of Frank Costello's New York crimecast. Chairman Estes Kefauver (D-Tenn.) said the restriction would have to stand since the right of Mr. Costello's request was undetermined by law and the committee wanted his testimony with or without an accompanying TV view of Mr. Costello's countenance.

James J. Carroll, St. Louis "betting commissioner," changed his mind about not testifying before the Senate committee when he flew to the capital city as the committee swung its setting from Gotham to Washington. But he won a committee conference that permitted no televising of his face.

This development eased Mr. Carroll from the threat of a contempt citation. The action also apparently indefinitely postponed a "test case" of the St. Louis incident [BROADCASTING • TELECASTING, March 12, 6].

Radio was drawn into the media scuffle. At one point in his New York "walkouts," Mr. Costello stated his reluctance to continue speaking in his laryngitis-wracked voice before either radio or television microphone. Mr. Carroll said he had "mike fright" and objected to its use. Neither witness won his point.

Ground swell of public interest in the crimecasts moved Rep. Jacob K. Javits (R-N.Y.) to cite in the floor of the House this television concentration as new material in support of his resolution (H Res. 62) to amend House rules to permit radio-TV coverage of important sessions in the lower chamber [BROADCASTING • TELECASTING, Jan. 15].

Senators began to speak about extending the life of the committee, which is slated to expire the last day of this month.

The Kefauver committee wound up its eight days of sittings before cameras and microphones in New York last Wednesday and the very next day, radio-TV was on the scene in Washington for further hearings.

Consolidated Edison Co. of New York officials said there was a "decided increase" in electric use during the hearings. They couldn't give details on the effect of increased viewing on electric consumption, but did say it was necessary to operate an additional giant generator—capable of supplying 80,000 customers with current—during the hearings.

Business activities in many offices were at a virtual standstill as personnel crowded around TV sets. The Brooklyn Chapter of American Red Cross found it desirable to install a TV set at its blood donor center in order to attract donors to their appointments. Traffic, which had fallen off to 18 donors last Monday, snapped back to 55 the day the set was installed.

TV coverage was originated by WPX (TV) New York and fed by WPX to WABD, WCBS-TV, WNB (TV) and WNJY-TV. ABC (WJZ-TV) sold the program to Time Inc., first on one station, then on four, and later on 19—with the 19-station lineup continuing under Time sponsorship when the hearings resumed in Washington last Thursday.

The DuMont network, owner of WABD, estimated its coverage of the New York phase had cost it

(Continued on page 64)

THE CRIME STORY

Widespread Praise for TV Coverage

By GRETCHEN GROFF

TV STEERING Committee of the National Collegiate Athletic Assoc. was reported last week to be ready to recommend a seven-game 1951 football schedule for four networks, with all NCAA schools limited to no more than two telecasts each.

Tom Hamilton, chairman of the committee, when asked to confirm the report, said only that the proposal was among several under consideration at this time.

"This is a new, wonderful medium," he added. "We have to live with it but we have to see if it is something too many of our schools don't get hurt.

The headlines were wrong when they said we'd banned television. The one-year moratorium we declared is for the purpose of studying all of its phases and effects. We will attempt to make useful recommendations on April 6 so that the networks can begin negotiations with advertisers."

The reportedly proposed recommendation came as a result in New York last Wednesday between members of the committee and the networks official to effect a solution to the NCAA's moratorium on football TV.

The period for negotiation between the networks and potential advertisers of the football telecasts is rapidly approaching and NCAA-network meetings have produced no workable agreement.

Representing the networks were: Sig. Michelson, CBS; Davidson Taylor, ABC; Tom Velotta, ABC, and Les Arries, DuMont network. Members of the committee, in addition to Mr. Hamilton, were Ralph Furey, Columbia U.; Max Farring, George Washington U., and Bob Hall, Yale U. Also present were representatives of two television TV firms: Nate Halpern, Fabian, and Robert O'Brien, Paramount.

The committee and the networks

Would Set Limit

first held a collective discussion, the outcome of which was four general points of agreement among the networks. According to one network's representative, the networks agreed: (1) To "continue to cooperate with the committee"; that (2) "plans proposed by the TV committee prior to the meeting were operationally and commercially unsound"; (3) "it appeared that there might be some legal questions to be resolved"; (4) "the committee was, in our view, an exploratory body but that we could now did not recognize it as a bargaining unit."

Plan Refused

The committee had previously proposed that only two networks be permitted a 20-game schedule which would carry games to areas outside of the NCAA district in which the network was placed. This was refused on the ground that it would double cable and crew costs.

(Continued on page 72)

NEW NCAA PROPOSAL

March 26, 1951 • Page 61
ONE of the final steps toward resolution of the long-raging color controversy will be taken today when the U. S. Supreme Court hears oral argument of government and industry.

On one side—in opposition to the FCC's adoption of CBS color standards last Oct. 10—is John T. Calhoun, Telecommunications Counsel, Simon R. Rifkind, counsel for RCA and Emerson Radio & Phonograph Corps, respectively.

In opposition, Solicitor General Philip B. Perlman will present the government's case with Judge Samuel I. Rosenman arguing in behalf of CBS.

Possibility exists that the color

**BOOKING UNIT**

**UTC to Release Nationality**

UNITY Television Corp. has been named by the FCC as a national booking organization for producers and owners of motion picture television rights. Archie Mayers, president, announced last week.

The new television organization is located in the Paramount Bldg., 1501 Broadway, New York. Robert Wormhoudt, former sales manager of Standards Broadcasting, has been appointed national sales director. Connie Lazor, formerly television director of Film Equities Corp., has been named national production director. Sid Weiner, formerly with Films International, has been appointed national television booker.

The report—which appears at first flush to be a skillful job of handling a highly complex and controversial project—actually is a compromise of sound engineering and expediency.

The fact that seven Commissioners went in five different directions renders that comment indisputable.

Madam Commissioner, who protests the inadequacy of the educational reservations, inadvertently feels a warm glow of satisfaction. She didn't get long-term reservations for educational stations. And she didn't get that Gargantuan 25% of the available assignments (or of the channels). But she did emerge with a trial for non-commercial educational applicants for at least a one-year period, and for about 10% of the available assignments.

The FCC appears to act wisely in avoiding rigidity, and in holding in reserve 13 to 18 UHF channels as "flexibility" assignments. These ostensibly are to be used for continued experimentation in Stravobrof and Polycasting, as well as to accommodate future requirements.

We take pause here. Could the FCC be setting aside these "flexibility" channels for an eventual move "upstairs" from VHF to an all UHF allocation?

That, to the chagrin of many, was perpetrated in FM a few years ago. There are those on the FCC, Chairman Coy included, who feel that some day all TV will move upstairs. Those "13 to 18" reserved channels, could certainly accommodate the stations assigned to the 12 VHF channels now allocated.

Provision is made for nearly 2,000 stations on what appears to be a generally equitable basis—actual for the educational facilities. Inequities exist, however. For example, it's incongruous to appraise Pittsburgh as a market with only two VHF stations (the third being car-marketed for education). It's just as extreme to appraise Chicago as a four-commercial station market, or Houston and Richmond with only two VHF assignments. There will be trouble in Boston, San Francisco and Indiananapolis. Other lesser markets appear to be surfeited, but these then are in the open spaces where nature has provided ample separations.

It is significant that the FCC particularizes that unless the non-commercial educational assignments are absorbed within a reasonable period (a year is implied) they will be thrown open for possible commercial occupancy, through appropriate rule-making procedures. Thus, the educators must meet this challenge.

With the anticipated demand for TV, it would be contrary to public interest and to our economic concepts to permit available assignments to remain vacant. The FCC would have been well advised, in our view, to have specified that future dates on the educational reservations, to block any malingering or use of dilatory tactics by educational aspirants.

Mr. Drescher

Mr. Hess

**Dumont Names Three Department Heads**

APPOINTMENT of three DuMont Television Network executives to new departmental directorates was announced last week by Chris J. Witting, network general manager. Clarence G. Alexander was named director of network operations; Norman W. Drescher, director of station relations, and Joseph W. Hess, director of budget and general services. All three had served as administrative assistants to Mr. Witting.

Mr. Alexander, who has been administrative assistant assigned to the DuMont production and promotion department, is a TV pioneer, having joined NBC in 1936 and assisted in setting up that network's television department. After wartime service as commanding officer of the Willow Run Bomber Plant, he rejoined NBC in 1948 and served as business manager of the television department until he joined DuMont a year ago.

Mr. Drescher, with DuMont for the past 18 months, formerly conducted his own management engineering business. He was appointed administrative assistant to the general manager during the latter part of 1950.

Mr. Hess, a certified public accountant, was an internal auditor for the Eclipse-Pioneer Div. of Bendix Aviation from 1943 to 1945, when he moved to Jacob Ruppert as head auditor. He remained in that position for five years before joining DuMont, where he was administrative assistant in charge of accounting and general services.

Coaxial Cable Ordered

WDSU Broadcasting Corp., New Orleans, announced last week that both ABC and NBC have placed orders for coaxial cable facilities to serve CBS-TV. Installation is expected to be completed by mid-1952. Robert D. Sweezy, corporation executive vice president, commented, "The extension of the cable to New Orleans will mean that the people of New Orleans will share with the eastern portion of the country all of the benefits of simultaneous reception."

**AN EDITORIAL**

Our view has always been that educational or religious or secular organizations should come before the license authority on an equal footing with commercial groups. For example, WWL New Orleans is an applicant for a commercial TV outlet. The fact that it is operated by Loyola U. did not deter it from applying for a TV facility which it probably will get, in view of the last act of Congress and its financial responsibility. There are dozens of other instances.

Withal, in view of the exigencies, we believe the FCC majority probably made as good a compromise in the educational field as engineering appears to be sound. Larger metropolitan areas are provided power adequate to cover their markets. UHF and VHF channels are intermixed to make possible sufficient outlets to meet public need. Except for the enigma of the educational aspect, the FCC zealously seeks to provide maximum use of the TV channels, even to the extent of utilizing directional antennas in certain departments.

The procedures outlined by the FCC are wide open. There's a time-table. The freeze could be thawed by the fall. But there's still a race against the defense time-table. The FCC, we believe, has developed a system that is not at variance with what it had. In due course, public opinion will decide the educational issue. (Could anything be more educational than the Kefauver crime investigation?)

Page 62 • March 26, 1951

**Broadcasting**
GOOD NEWS is the order of the day for WJW-TV, Detroit, as brothers Arthur and Richard Richman, who have formed Basic Video Systems, announced that they will sponsor a new daily newscast from 7 to 7:30 a.m. weekdays. By this move, Basic Video abandoned its affiliation with the Mutual Network and is now carrying the ABC prime time and the Mutual newsmagazine, "Eye on America."
The Crime Story

(Continued from page 61)

more than $30,000. It sent four hours of the daytime sessions to three affiliates and moved all of last Monday night's to 11 cities, apart from extensive daily coverage on WABD.

WTOP-TV and WNBW (TV), both in Washington, also took portions of the daily New York sessions.

Coverage of the hearings was praised by Sen. Charles W. Tobey (R-N.H.), a member of the investigating committee. In a tribute to TV, radio, and press during an interview on WMG New York—which carried the entire proceedings and whose coverage was picked up in part by radio stations outside New York—Sen. Tobey said the "marked feature" of the New York phase was "the most wonderful reporting of an event I have ever known."

Other New York radio stations carried highlights of the proceedings.

Sen. Kefauver expressed his "appreciation...to WMG, the radio station which furnished the facilities for the radio pool," and WPIX as originator of the telecasts.

The Senator in Washington, in rebutting anti-TV objections raised by Mr. Carroll, said the TV issue was the only one in the "case" concerning the "betting commissioner." He cited conditions in St. Louis as good and said concession to Mr. Costello was made because conditions were not so good in the New York hearing room.

"Sen. Kefauver said TV is a "great means of public communication," if the witness is not bothered by lights or physical conditions. He personally saw no difference between a television audience and the one actually in attendance. This latter reference to " differences" apparently referred to Mr. Carroll's former demand for recognition of his right of privacy.

Mr. Carroll, in complaining of "microphone fright," mentioned he was against rebroadcasts as well.

Mr. Costello smiled obligingly for the cameras at the close of his New York testimony, when Harry Brundage, WPIX announcer got himself a serene sofa.

Mr. John Halley, chief counsel for the committee, declared a "TV star" in meteoric fashion. As leading interrogator it was his face seen the most on TV screens.

WPIX estimated last Monday that 12 to 20 million persons were looking at the hearings on television. Figures for morning (9:30-12 noon) Hooperatings that day showed a TV rating of the 24.5 million sets in metropolitan New York, nearly twice the January 1.5 for average early day hours (8-10 a.m.). This rating covered the appearance of Ambassador to Mexico William O'Dwyer, former New York Mayor.

Three theatres in New York and one in Albany carried the telecasts. Some housewives gave "TV parties" for benefit of neighbors without sets. Two New York theatres canceled regular film programs now the telecasts are shown.

WSC-AM-FM Stamford, Conn., reported "top public interest" caused them to suspend regular schedules to re-broadcast a "running" of the greatest part of the proceedings. After the program was picked up via WMG, it was fed over Connecticut State Network lines to WTHT Hartford, where it was also carried.

Washington Coverage

In Washington, WWDC (Mutual) reported it was tape recording Capitol proceedings for a 45-minute nighttime playback, 2:45-3:30 p.m., in the choice commercial time segment. It also was sending a dial for WNEW New York's use for airing a day later. Dennis Sartain, WWDC's news editor, was in charge of the tape job.

On Friday WDFR(FM) New York said it was broadcasting all the Washington sessions and would continue on days hearing were held.

A U. S. Commissioner in New York saw Lewis Weber testifying and then saw and heard him arrested on a charge of perjury. In his office, Mr. McDonald presided at the arraignment of Mr. Weber and held him on $25,000 bail for hearing.

Sociology students traded their textbooks for a television set at Rutgers U. when their home assignment was to watch the hearings. Instructor Andres Lunde said, "The hearings provide an analysis view of criminology, social problems, and legal procedure."

In Philadelphia, a police patrolman watching the hearing on his set was unaware that his house was on fire. Flames ate through the kitchen, a second story bedroom and the roof before the officer noticed them.

Comment on the hearings bansomed nationwide in the editorial columns of the press.

A recent publication, Syracuse U.'s Daily Orange hailed video coverage as adding the medium to the status of a "ful-fledged member of the press," and as part of this nation coverage. It called the program to the same grants given newspapers and radio in coverage of news events.

The Washington Post, majority owner of WTOP-AM-FM-TV Washington, ran its third editorial on television coverage in a fortnight. It continued along a line a three Hearings investigations should no more be subject to TV than courtroom witnesses. It warned that the more hearings are regarded as "mere entertainment, the more easily organized crime can be sloughed off and forgotten."

But the Post reflected: "Certainly a major purpose of the Kefauver investigation is exposure, and in this it has met. The numbers of sets tuned to TV, radio and as well as the press—are extremely important."

Two editorials outlined the New York Herald Tribune's view of the TV proceedings. It called the program unprecedented," which indeed it was, and pin-pointed the telecasting: "Here is the perfect combina- tion of information and entertainment. Every bit of it is exciting stuff, and deserves all the presentation it is getting."

"Potential Staggering"

The Tribune went on: "The potential is, of course, staggering. If television can educate (and incidentally, entertain) the whole pop-ulation on crime and politics, why not take in Congress, the Legislature at Albany, or even our Board of Estimate and City Council?"

From Bay Area TV, it echoed: "In these times, it makes for a better informed citizenry is desirable..." and wound up its comment with an opinion that newspapers will play its companion hand with TV by telling "what the show was all about" after the public gets the dramas by video.

In other editorial comment, the Christian Science Monitor steered toward exasperation in one with the hearings as helping to "arouse Americans to the menace of the unholy alliance between or- ganized gambling and crime..." but, on the other hand, warned that unless TV lights and cameras are skillfully used they can become an impediment in such proceedings as in a courtroom. "New York Times looked at this "major phenomenon of our time" and came up with: "We are encour-aged by the extent and intensity of interest in this inquiry."

Max Lerner in the New York Post, commenting on right of privacy in investigations covered by TV, mused "...a man who engages in shady activities thereby opens himself to public scrutiny. His liberties must be guarded, but it is right to see that immunity from the TV camera is a greater liberty than immunity from the press. For some of them the ordeal by TV is undoubtedly unpleasant. But it may teach us a few things. This is one show that wakes us up."

Echoes from other corners of the country where the Kefauver hearings hit the television audience with a tremendous impact were still being heard by BROADCASTING-TELECASTING which has been printing the incoming reports with regularity.

Cites Reaction

For example, KPIX (TV) and KGO-TV San Francisco plus RSD-TV St. Louis told of unprecedented reach of viewers to telecast hearings in their cities.

San Francisco stations aired two full days of hearings, which brought thousands of enthusiastic letters and calls and drew favorable comment from Bay Area columnists.

St. Louis Post-Dispatch reprinted page of letters praising "out-standing public service" programs, telecast Feb. 23 and 24, and lauding industry in general for providing "ringside" seats.

Television—of World Series, UN fame—had crossed a new thresh-hold.

Phonevision Tests

ZENITH RADIO Corp., in its final fortnight of Phonevision tests in Chicago, last week began program-ming a midnight showing of movie films as a replacement for the regular afternoon feature. Saturday and Sunday matinees continue at 2 and 3 p.m., however.

The Problem of Readjustment

From New York Herald Tribune

Page 64 • March 26, 1951
WCPO-TV Rounds Up Bonus Listeners
From 70 Counties In Rich Ohio Valley

11,301 Entries In Daytime Contest Prove
WCPO-TV’s Continued Leadership in
Ohio, Indiana and Kentucky

WCPO-TV Piles Up Proof Of Audience

In a four week period of January, 11,301 entries were received in a contest to name a beagle hound pup, staged by Guenther, Brown and Berne, Inc., a Cincinnati advertising agency, for its client, Royal Furniture Company.

The program, Big Jim Stacy’s Mid-Day-Merry-Go-Round, drew contest entries from 70 counties of Ohio, Indiana and Kentucky, with many coming from towns 90 to 100 miles away, showing a WCPO-TV BONUS audience far in excess of even secondary coverage figures.

Here’s proof of WCPO-TV’s leadership. WCPO-TV has been 1st in every Pulse Survey for every month since it first went on the air, July 1949. WCPO-TV dominates day-time television listening in Cincinnati and the Rich Ohio Valley.

SHARE OF THE TELEVISION AUDIENCE,
MONDAY TO FRIDAY

<table>
<thead>
<tr>
<th>STATION</th>
<th>7 AM to 12 noon</th>
<th>12 noon to 6 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCPO-TV</td>
<td>59%</td>
<td>45%</td>
</tr>
<tr>
<td>STATION “B”</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>STATION “C”</td>
<td>10%</td>
<td>19%</td>
</tr>
</tbody>
</table>

WCPO-TV carries 9 out of top 10 programs seen in Cincinnati. . . February Pulse
How

How about that 19.0 Telepulse rating Happy Wilson's carved out for himself Sunday afternoons at 5:30? Small wonder his "Happy Wilson Show" on WAFM-TV is the most looked-at hillbilly program in town.*

about

About what you'd expect of Happy, though. Star of his own network AM show and personal appearances, ace mountain musician and recording artist, he's Alabama's best known and best loved hillbilly.

Happy's

Happy's show isn't the only one on WAFM-TV that cuts a fancy figure. Telepulse shows that all in all, WAFM-TV programs average higher ratings than the programs of the competition.

19.0

19.0 (and remember, that's a rating—not a share-of-audience) is just one measure of the success Happy can bring you. Another is booming Birmingham, where industry is buzzing and pay envelopes bulging.

WAFM-TV

"TELEVISION ALABAMA"

CBS in Birmingham - Channel 13
Represented by Radio Sales

BOOK on How To Make Television Commercials is being prepared by Nat Falk, for publication later this year by Alman Publishing Corp., New York. Mr. Falk is author of How To Make Animated Cartoons, published several years ago.

Security Session

(Continued from page 81)

necessary to serve notice that he intends to invoke that authority, it was felt.

Other authorities noted the Depression's previous request for control legislation at the earliest possible moment. The department had termed it a matter of extreme urgency, and considered the legislation was needed to enable it to further its planning on these phases.

On the other hand, there was some conjecture that the reported order, if it materializes, may touch on the possible creation of a three-man permanent government communications policy board. Under such a plan, which is reportedly before the President [BROADCASTING * TELECASTING, March 12], the board would not only absorb functions of the existing Interdepartmental Radio Advisory Committee (that is, allocate spectrum space to government services) but also embrace authority to command facilities under Sec. 606.

The military is understood to have some misgivings about such a proposal [CLOSED CIRCUIT, March 19], but is believed to favor the issuance of an executive order now which would solidify the Presidential authority over radio-TV stations. Originally it was disclosed, previously, the Defense Dept. had favored vesting such control in the Secretary of Defense but altered its proposal when it submitted it to Capitol Hill.

Meanwhile, the House Armed Services Committee, before which a similar military control bill pends, has referred legislation to a subcommittee headed by Rep. Carl Durham (D-N. C.), fourth-ranking majority member of that committee. Rep. Durham's subcommittee has taken no action on it, pending action by the Senate group, it was understood.

WTMJ-TV Tower

WTMJ-TV Milwaukee, as the first step in a two-part plan to expand its service and coverage, has filed application with FCC to install a new 1,000 ft. transmitting antenna. The station later, after FCC relaxes its TV freeze, plans to file for the supplementary power to be allowed by the Commission. In increasing its antenna from the existing 300 ft. to 1,000-ft., WTMJ-TV would reduce its effective radiated power from 16 kw visual, 10 kw aural to 0.925 kw visual, 0.678 kw aural, thus retaining the same actual coverage area until the freeze is lifted and greater coverage permitted.

BOSTON COLOR

CBS Demonstration Tomorrow

CBS, in conjunction with the 100th anniversary celebration of Jordan-Marsh department store, Boston, will demonstrate its color TV system March 27-31 at the store. Three receivers on Marsh's fifth floor annex will pick up nine daily shows, featuring Patty Painter, "Miss Color Television," fashion models and merchandise of the store.

The department store has scheduled full page ads in all Boston Sunday papers to advertise the color demonstrations.

Boston is the seventh city to view CBS color television, the networks being in Washington, Philadelphia, New Orleans, Atlanta and Chicago.

Jordan-Marsh also became the first store to purchase permanent color-TV equipment for in-store promotion. A Remington-Rand camera, control and receivers were ordered by the store, to present merchandise in color on sets placed throughout the building.

NAVY HISTORY

NBC To Produce Series

A MAJOR effort to chronicle history on television has been promised by NBC, which announces that it will produce a series of films recording U. S. Naval history, with the cooperation of the Navy. Announcement of the production was made by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, and reported on NBC-TV's Battle Report, Washington.

Mr. Weaver said the project "reflects NBC's attempt to tackle the problem of presenting contemporary history on a comprehensive, dramatic basis.

"The network plans to stress known visual techniques, over and above good pictorial documentary and news summaries of naval events.

"NBC and Navy technicians will screen thousands of feet of official unreleased Navy film for the series, scheduled to get underway late this year. Slated as a joint NBC-Navy-Marine Corps venture, the series will cover every major action since 1897, when the USS Panay was shelled, down through recent United Nation actions.

Mr. Weaver announced that the network would set up a special unit to coordinate and produce the new project, under supervision of Henry Salomon Jr., USNR officer. The Navy will use the first 26 weeks of the series for recruiting and education purposes.

SECOND Los Angeles television station to lease a motion picture theatre for television program showing, KTLA, has taken a 1-year lease on the 856-seat Beverly Hills Music Hall. KTLA (TV) Los Angeles not long ago leased Melvin Theatre for telecasting of its audience shows.

TELEVISION'S influence on the theatrical box office was at least tacitly acknowledged in a March 18 Philadelphia Inquirer advertisement for the Lawndale movie house. In announcing the showing of "At War With the Army," a picture starring Jerry Lewis and Dean Martin (who appear on NBC-TV's Comedy Hour), the theatre said: "You can just imagine how much funnier they are on our 65,000-inch screen."

IDEAL EXCHANGE

Urged by WTVJ Manager

A PLAN for interchange of ideas, policies and problems facing television station managers has been suggested to general managers of 14 southern TV stations in a letter written by Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami.

The plan calls for a letter a month from each station manager of the group to all other managers within the group. Subject will be designated in advance, and the letters are to be kept confidential.

Military Production

(Continued from page 86)

base of the electronics industry."

Other prize winners included: R. B. Dome of General Electric, awarded the Morris Liebmann Memorial prize for his television and frequency-modulation work; A. B. MacNee of the U. of Michigan, awarded the Browder J. Thompson Memorial Award; and J. E. Golay of the U. S. Army Signal Corps, given the Harry Diamond Memorial Award; and W. W. Harman of the U. of Florida, presented the Editor's Award.

Fellowship Awards

In San Francisco... The Station, of course, was KPIX

5 OUT OF 12 STATION AWARDS FROM THE ACADEMY OF TELEVISION ARTS AND SCIENCES

San Francisco’s pioneer television outlet

KPIX

BEST... children’s show
"Once Upon a Time"

BEST... live commercial
Acme Beer

BEST... personality
Ben Alexander

BEST... newscaster
William Winter

BEST... locally produced film
"Teletrips"

YOUR own award... more sales from fewer dollars... is sure to be found on

Plus Citations for
Sports Telecasting
Public Service
Engineering Achievement

Represented nationally by
The Katz Agency

AFFILIATED WITH CBS AND THE DUMONT TELEVISION NETWORK

March 26, 1951 * Page 67
AMONG members of a Good Housekeeping magazine consumer panel who do not now own television sets, and do not intend to buy one soon, the three principal reasons given for waiting to acquire TV were: (1) can’t afford it, (2) waiting for better pictures, (3) waiting for better programs.

A survey of the panel, which consists of subscribers distributed in proportion to the circulation of Good Housekeeping, showed that 19.4% own now TV sets, radio-TV or radio-phonograph-TV combinations.

Only 12.6% of non-owners, however, have not seen TV. The others, save for 1.2% who did not answer a question on the subject, have all been exposed to TV at least once or twice.

Of those who do not own TV, 4.9% intend to buy a set in the next few months; 24.9% in a year or two; 35.9% will wait longer. By income group there is sharp variation on these questions. Only 1.1% of those with incomes under $2,000 will buy in the next few months, while 6.3% of those with incomes over $5,000 intend to buy in that period.

Among those not intending to buy the next few months, 26.2% say they can’t afford it (another response that varied widely among income groups); 25.8% are waiting for picture quality to improve; 34.6% want better programs; 12.2% are waiting for color. Smaller percentages gave other reasons.

Among those who expressed an intention to buy, either soon or eventually, 31.7% thought they would purchase television-only sets, 22.8% TV-radio combinations, and 36.7% TV-radio-phonograph combinations. The others had not made up their mind or did not answer.

Among those who want a radio-TV combination, 47.8% want FM radio included, 16.4% want AM and 30.7% don’t care.

As to picture screen size, by far the most want 16-inch screens — 50.9%. Only 0.7% would be satisfied with a 10-inch size, 19% want 12-inch, and 18.9% want 19-inch.

**Videoex Comparison Atlanta, National Ratings**

The Videoex report for Atlanta, covering February viewing, was released for the first time by Jay & Graham Organization, Chicago, last week.

The Atlanta report, comparing Atlanta and national ratings, shows "how the network advertiser cannot assume similar audiences in different regions of the country," the research firm stated. The table below presents the Videoex (3S market) ratings and those in Atlanta for competitive network shows, "In each case the network shows."
Affiliated with
The Atlanta Journal and
The Atlanta Constitution

week in and week out
more Atlanta people see
more programs* on

ATLANTA'S
FIRST
TELEVISION
STATION

*Ask your Petry man about any current series
Your Top TV Sales Opportunity

**KRON-TV Policy**

KRON-TV San Francisco has addressed all licensing agencies that it no longer will accept mail order business where the account does not have a recognized local retail outlet. Existing accounts will not be renewed, Harold P. See, director of television, added. This policy in no way affects occasional use by dealers and wholesale dealers sponsoring programs of at least five minutes duration, the announcement said. Accounts affected include those that have no local retail outlets wherein the advertising message is used exclusively to secure direct viewer response to the product through the use of station mail facilities, or through use of phone numbers for ordering merchandise, the statement pointed out.

**‘Super’ Agency**

(Continued from page 88)

director of NPA’s Electronics Products Division, John Daley; (3) general manager of the Atomic Energy Commission; (4) representatives of the Defense Production Administration, Dept. of Defense, Munitions Board and the armed services.

Primary function of the top-group is to assure that “no electronic bottleneck symmetric element of the defense effort,” it was explained. To that end, the plan calls for greater attention to research and development, expansion of facilities, and production engineering. The board will determine overall requirements—military, civilian, industrial and foreign—for electro-products and recommend methods for distribution.

Widespread Growth

In announcing creation of the super-agency, Gen. Harrison pointed out that the use of electronic devices has grown to such widespread proportions in defense equipment and the nation’s communications facilities that failure to develop and produce sufficient products on schedule could affect the entire mobilization program. Basic components in radio, television, radar and other fields are also applied in other businesses, it was noted, with the result that the problem of adequate supply of components involves segments of industry not normally associated with electronics.

The new board will also recommend policies and procedures for insuring required production, including expansion, conservation and product standardization programs. NPA will remain, however, the liaison center for electronics industry on questions relating to components, production, materials and supply, it was explained.

The Controlled Materials Plan now under study is understood to be similar to that invoked by the government during the last war as a last step measure to assure equitable supplies in the various industries.

NPA has been working on CMP plans for a number of months and only recently high authorities disclosed that adequate provision would be made for new TV stations which would begin operation should FCC lift the freeze [CLOSED CIRCUIT, March 19].

As originally contemplated, FCC was designated as “claimant agent” for all electronics and communications equipment using vital materials. It is understood, however, that the Commission preferred to withdraw its participation, and NPA’s Electronics Products Division assuming the claimant’s role.

In that capacity the division will, under CMP operation, recommend a program for the expansion of the communications-electronics industry, in view of the freeze-lifting, and forward it to the Electronics Production Board, which will review and render the final decisions. Similarly, the division will follow the same procedure with respect to emergency equipment requirements set forth by the Civil Defense Administration.

At the present time, NPA’s Electronic Products group acts on individual cases when manufacturers petition the agency for specific adjustments on materials allocations. CMP will bear the entire cost of a situation up to a predetermined level, without recourse to particular requests.

Civil Defense Case

In the case of equipment needed for civil defense or other emergency purposes, it was explained, no blanket authority will be extended to the whole industry but cases will be judged on the merits of each on the basis of recommendations from the NPA board.

The problem of obtaining sufficient nickel for radio-TV receiving tubes was posed by L. H. Niemann, chief of the Tubes Section, NPA Electronics Products Division, to that end, he has recommended formation of an NPA tube industry advisory committee comprising tube manufacturer-members of RTMA. If approved, the group will hold its first meeting April 3.

Mr. Niemann disclosed that a proposed plan to establish a critical materials program for the radio-televisi on industry is now before top-level NPA officials. The plan would focus first toward the industry-wide Controlled Materials Plan.

“We have offered two basic arguments to maintain a reasonable going rate for receiving tube production,” Mr. Niemann said. “The first is designed to support radio-TV as an economic venture. The second would have manufacturers enough work to meet quantitative demand until such time as defense orders are stepped up.”

Cathode ray tubes are not a problem here, he added.

In effect, then, tube makers would be assured sufficient work to enable them to forestall oft-mentioned work slowdowns and take up the slack between decreased civilian fulfilment and military bookings. Mr. Niemann has sat in on Munitions Board and industry meetings dealing with receiving tubes.

Conservation Lauded

Meanwhile, an opinion that industry is cooperating wholeheartedly in conservation programs, particularly with respect to nickel, was voiced by Edward W. Glecy, who heads up the conservation section of the Electronics Products Div. He expressed hope the industry would make “great progress” in conserving nickel and that similar savings would ensue in the utilization of cadmium, which is used in power tubes.

There is hope that cadmium can be allocated in radio-TV set production and later, when the industry devises acceptable substi-

tutes, in television set output. At the present time, producers can continue to utilize the metal in television.

Under recent NPA amended orders, it may be used for parts inside electronic tubes, resistance welding electrodes, operating parts of electric controllers and switches, and in mufflers and exhausts, evidence which require good conduc-
tivity for radio frequency current and which must remain constant in electrical or radio frequency resist-

NPA officials also cited a Westinghouse product, Covar, which comprises about 18% cobalt and 29% nickel and is used in tubes. Conservation programs, such as those initiated recently by RCA and Philco Corp., among others, were singled out by officials as evidence of broad industry cooperation.

Cadmium also has been the subject of meetings involving NPA authorities and industry representatives from RTMA, since the metal is expected to be in short supply until 1946.

There also is an acute shortage of selenium for use in manufacture of rectifiers—a situation which prompted RTMA President Robert C. Sprague to appoint a special committee. The group met in Washington March 15 at RTMA headquarters and conferred later with Mr. Daley of the Electronics Division, and Donald S. Parris, deputy assistant.

**Re-design Problems**

Early study had indicated that the present month, TV sets, if adopted, will necessitate many times the number of selenium rectifiers that previously have been used. Reductions in supply are anticipated in the near future because of defense needs.

While some NPA officials were confident that a controlled materials plan for radio and television manufacturers might prove to be feasible, several equitable layoffs in certain component parts firms, some manufacturers—notably the smaller ones—evidenced concern lest skilled labor be lost in the interim period until govern-

ment orders start rolling in. Among them reportedly was Andrew Radio Corp.

An Andrea spokesman revealed that his firm will be interested at only 40% capacity unless it receives government contracts “in a hurry.”

Others, like Ernest Hall, executive vice president of the Pilot Radio Corp., feel the anxiety over the time lag between present civilian cutbacks and actual military order placement is unwarranted.

Meanwhile, the Defense Dept. has revealed that it has authorized mobilization of the $15.6 billion still available for contract under the 1951 appropriations, which will be spent in electronics and communications equipment, as well as other fields. Authorities estimate electronics’ share at approximately $2 billion.
Yes, KGO-TV is setting the pace in the fast-growing San Francisco-Oakland Bay Area television market. KGO-TV is San Francisco's "know-how" station...in programming...in production...in engineering...in sales...in promotion. It provides a comprehensive service and produces real results for its advertisers. Check ABC-TV Spot Sales for availabilities.

ABC's Television Station for the San Francisco-Oakland Bay Area

*Latest available NCEB estimate...
170,000 sets March 1, 1951.
New NCAA Proposal
(Continued from page 61)

be financially impractical, as well as discriminatory.

A provision on the proposal was that each network would be allowed five weeks a week on a 20-game schedule, but it was also met with defeat.

The legal questions of the networks revolve around the possibility of any agreement concluded with NCAA being viewed "in restraint of trade" and illegal. Network attorneys present at Wednesday's meeting were careful to avoid any act on the part of their clients which might make them vulnerable.

Following the general conference, representatives of each network met individually with the committee to submit their own plans and proposals.

When questioned as to the result of the conference, Mr. Hamilton said: "We have had talks with the networks; they submitted what they consider practical proposals. We will consider their suggestions and then submit them to the whole committee to be voted upon on April 6 and then submit our recommendations to the whole committee to be voted upon on April 11.

The networks showed a variety of responses. One report that it would consider only complete freedom of contract negotiation between the individual school without referral or approval by any district committee or national committee of the NCAA.

Another would agree to the seven-game football schedule which the committee was supposedly planning to recommend.

Still, it was all agreed in complete accord as to the need for removal of the committee as an intermediary for negotiations between the colleges and themselves.

OKLA. GRID TV
Justice Dept. Eyes Case

OKLAHOMA Senate bill to direct state schools to permit live football telecasts was shelved last week under a banishment-threat from the Justice Dept. of Oklahoma Conference, but the Dept. of Justice anti-trust division continued its investigation.

Both the Big Seven and NCAA had barred members from allowing live telecasts of athletic events for a year in the Big Seven Agreement. Big Seven representatives voted 6-1 to ban Oklahoma from Conference competition if it violated the television pact.

Sen. George Miskovsky, who introduced the state bill, called the Big Seven vote a "brash insult." Sen. Miskovsky, previous to the vote, telephoned the Dept. of Justice to ask if any civil or criminal action could be taken against the ban [CLOSED CIRCUIT, March 19].

Dr. Graham Morison, head of Justice's anti-trust division, said last week that the department is "actively interested" in the case. Also that Sen. Miskovsky's allegations were "pretty rough" and that the department is now only in the process of assembling and examining the facts.

DuMONT PLANT
Starts Shorter Work Week

ATTRIBUTING the move to production cutbacks resulting from government regulations, Allen B. DuMont Labs last Thursday announced that employes of the DuMont's TV receiver and electronics parts manufacturing plant at East Paterson, N.J., would go on a four-day work week effective today (Monday). They formerly worked five days a week.

Dr. Allen B. DuMont, president of DuMont Labs, said the company plants at Allwood, Clifton and Passaic, N.J., being engaged in government work, will not be affected, and that he hoped the change at East Paterson would be temporary. Several government contracts are in negotiation, he added.

Video Program Guide

THE Des Moines Sunday Register is promoting its new television supplement which gives complete weekly program listings. The four-page supplement is tabloid size and includes advertising feature stories and signed columns.
Look into this PROFESSIONAL Telecast Projector
and see years of Dependable Service

The GPL Model PA-100—a 16-mm Studio Projector

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

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

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

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

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

WRITE, WIRE OR PHONE FOR DETAILS

General Precision Laboratory INCORPORATED
PLEASANTVILLE NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

March 26, 1951 • Page 73
**GOLF MATCH**

Covered by AM-FM-TV

WHEN Golf Pro Sammy Snead slammed his opening drive of the Greater Greensboro Open Golf Tournament, March 23-26, a special filming speed process enabled WFMY-TV Greensboro to telescast the event.

Gaines Kelley, WFMY-TV general manager, said that within an hour after any important bit of play the station would telescast the highlights.

Pilot Life Insurance Co., Greensboro, purchased exclusive broadcast rights for the tournament, with WFMY having FM and TV rights and WOCG Greensboro having AM rights.

Sale was announced jointly by Dick Andrews, advertising manager of the insurance company, Mr. Kelley, and Henry Sullivan, WOCG general manager.

**TELE-MOVIE CASE**

**Files Bankruptcy Petition**

TWO-HUNDRED Chicago mothers, who planned TV careers for their children, filed the chambers of a federal referee Wednesday to hear the voluntary bankruptcy petition of Tele-Movie Pictures Inc., same city. K. L. Stoutenberg, president, listed assets of $2,100 and liabilities of $4,600.

He said his firm began shooting juvenile pictures for TV in 1949, and got $150 each from 600 children for training and casting them in parts. Casts were to get a third of the sale price of the films. Mr. Stoutenberg said 30 films were completed, but only one was sold for $1,500, which was never paid. He said video networks insisted on picture changes which were not financially or technically acceptable to Tele-Movie Pictures. Another hearing will be held April 5 by Federal Referee Austin Hall.

**TV REPAIRMEN**

RCA Home Study Course

RCA Institutes Inc. has announced that it will open to the industry a highly specialized, field-tested Television Home Study Course to help alleviate the shortage of TV repairmen.

A detailed course outline, together with further information, tuition rates and enrollment forms is available on request from the Home Study Div., RCA Institutes Inc., 350 W. 4th St., New York 14, N.Y.

EDDIE CANTOR, Jack Benny, Bing Crosby and Bob Hope are among those chosen as Hollywood’s Ten Best Citizens by a panel of 10 leading columnists in a poll for Modern Screen magazine. Selections made on basis of outstanding, unselsh Afghan civic activities.

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**TABLE TELESETS**

Admiral Reduces Prices

MOVE TO PUT table model video sets back in the “low-priced field” was made last week by Admiral Corp., Chicago as it announced lowered prices on three of its “most popular” receivers.

A 17-inch mahogany cabinet set, 1KX12, which formerly sold at $275.95, has been priced at $249.95. The 16-inch 16R12 went down from $249.95 to $209.95, it mahogany, and from $239.95 to $199.95 in ebony. This last price is the first time a 16-inch model made by Admiral has sold for less than $200 since before the Korean out break, the company reports.

Manufacture of these models has been stepped-up so that mass production will compensate for the lower prices, said President Ros. D. Siragusa. Seeing a “pressing public need for low-priced merchan dis,” he directed rescaling of prices on the low cost end of the line “to fill that need in these days of high down payments, excises, taxes and inflation in general.”

**PULSE RANKINGS**

**Show Program Preference**

TEN top-ranking TV program types for February, as reported by The Pulse Inc., were boxing 22.2 westerns 16.5, drama and mysteries 17.4, comedy (variety) 16.3, comedy (situation) 14.9, talent 12.4, new 12.3, kid shows 11.3 and musical variety 11.3. Gen. Eisenhowers and Charles E. Wilson, carried by all networks, rated 52.1 and 16.3 respectively.

During the week in February studied, available network time was 88% filled between 8-9 p.m. and 99% filled between 9-10 p.m., Pulse reported.

‘Mul-T’ Patent

“MUL-TV” has been approved by the U. S. Patent Office as a trademark for the multiple TV antennas of Jerrold Electronics Corp., Philadelphia, Pa. The firm announced that over 2,000 TV dealers are using Jerrold Mul-TV equipment to demonstrate large numbers of sets. The antennas are also used by apartment buildings and other multi-unit developments. Total sales of Jerrold Mul-TV equipment have passed the $1 million mark, the firm reported.
INS-TELENEWS last week anounced that interviews with individual fighting men in Korea would be filmed and presented in TV and theatrical news programs. The firm feels that this feature will result in better documentation of the war. Crossing the Han River was dealt with in the first release handled by Chief Far Eastern Camera man Wade Bingham. Same firm's production of The All Nations Symphonies has been signed for in Buffalo over WBEN-TV for May premiere by Manufacturer's & Traders Trust Co. and in Washington over WTTG-TV (Pat. Pending) for March 30 debut by DuMont TV sets and Campbell Music Co. Robert H. Reid, manager of the INS TV department, announced that additional deals are pending for the first series of films featuring the Santa Cecilia Rome Symphony and narration by Milton Cross.

APEX FILM Corp., Los Angeles, has completed two experimental Cavalcade of America TV films for duPont at an approximate cost of $20,000 each. The films are based on the NBC radio show of the same name. Agency is BBDO, New York.

KILLIAM SHOWS Inc., New York, is releasing The Edison Film Library for TV sponsorship. Series includes 1,500 subjects, dating back as far as 1898, chiefly one or two reel "vintage" dramas. Package is represented by Ruy Block Assoc., New York.

SNADE TELESCRIPTIONS Corp., Los Angeles, has completed filming of six variety acts for TV shorts. Acts featured Yonelli, musical clown; John Hjalmarson, acrobats; Ray Vaughan, musical bottle performer; Aubrey, magician; Hector and Pals, dog act; Paul Gordon, bicyclist performer; Johnson Brothers, jugglers; Unger Twins, dancers.

KLING STUDIOS, Chicago, has completed 34 video commercials for Admiral Corp., seven for Greyhound Bus Co., nine for Kellogg, six for Mitchell Air Conditioning Co., eight for Broadcast Corned Beef Hash and others for Ideal Dog Food, Japsy Potato Chips and the Chicago Tribune. New addition to firm is Ted Shargel, former animator with Disney Studios in Hollywood.

ZIV TELEVISION PROGRAMS Inc., New York, announces that Zico Kid, TV Western series, will be sponsored by Ward Baking Co., New York, on WMBR-TV Jacksonville, Fla, starting March 18; on WBCR-TV Birmingham, Ala, April 1; on WNBK(TV) Cleveland, March 31. Contracts are all for 52 weeks. Agency is J. Walter Thompson Co., New York.

BING CROSBY ENTERPRISES, Los Angeles, will soon start filming of half-hour TV sports programs, Show of Champions, based on published short stories of William Cox and featuring outstanding personalities in various sports fields who will act as narrators for programs concerning their particular sport. Scheduled for appearance are Jack Dempsey, Ben Hogan, Joe DiMaggio, Jack Kramer, and "Gorgeous George." Each of the films is budgeted at from $15,000 to $25,000. Secretary-Treasurer Basil Grillo will supervise production.

UNITED TELEVISION PRODUCTIONS, which will handle distribution of the Crosby firm's Show of Champions, has been signed to distribute projected series of half-hour TV mystery films, Hollywood Affair, to be produced by Parcelt-Levis, New York. Pilot film is completed but top motion picture actor is being sought for lead role. UTP also will distribute projected series of weekly half-hour programs, Medicine on the March, featuring panel of four doctors from staff of St. John's Hospital, who will discuss medical subjects in lay language and answer questions put to them by prominent movie personality. All proceeds from show will go to the hospital in Santa Monica, Calif., to be used for completion of new wing. RKO Producer: John Beck will produce series.

March 18, 1951

CATALOG LISTS

U.S. Films For Television

A CATALOG of U.S. government motion pictures cleared for television has been compiled by Soerley Reid, assistant chief, visual aid to education section, Office of Education, Federal Security Agency. The 49-page volume lists by title 392 government films available for TV. A short synopsis of releases accompanies each title.

Films from these government departments are included: Agriculture, Commerce, Defense, Interior and the Treasury. Also, RCA, FSA, TVA, VA and the Institute of Inter-American Affairs.

WTVB (TV) Richmond, Va., has pur chased half of city block for future growth and development of TV facilities. Wilbur M. Havens, owner-manager, said that in near future it is planned to build another $750,000 addition to present $110,000 addition now being completed.

Floating Action! 'BALANCED' TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Write for further particulars
KOREAN NEWS

'Double Censorship' Hit DISPUTE over "double censorship" in the Korean war theatre drew fire last week from five primary news agencies, who complained that copy is being screened at two focal points and cut sharply before transmission to America and other world capitals.

Request for a single censorship was presented orally at a conference of wire service officials and Col. E. C. Burkhard, chief of Gen. Douglas MacArthur's press advisory division. Dispatches have been censored both at 8th Arm. Headquarters in Korea and in Tokyo in the past 10 days.

Bureau officials asked for a review of the troublesome censorship situation, which has eroded periodical since last fall. Col. Burkhard said the petition would be studied, but could offer no indication whether the dispute may be ironed out. Representatives of AP, UP, INS, Reuters and Agence France Presse attended the meeting.

Among other complaints, newspapermen protested ironing of the dispatch. "Scrap the discretion whether the dispute may be ironed out." Representatives of AP, UP, INS, Reuters and Agence France Presse attended the meeting. A few days later, dispatches have been censored both at 8th Arm. Headquarters in Korea and in Tokyo in the past 10 days.

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LAN LIVINGSTON, vice president in charge of packaging and merchandising records, Capitol cords Inc., Hollywood, named head Artists & Repertoire Div. He replaces JIM CONKLING, resigned to n. Columbia Records. FRANCIS OTT, assistant to Mr. Livingston in sum merchandising, named director album repertoire. ED NIELSON appointed head Los Angeles branch of pitol distribution, replacing VOYLE LMORE, transferred to Artists & perator Div. (BROADCASTING & TELECASTING, March 5).

DEN POWELL, sales staff KFI-TV Angeles, to associated T-V Film producers, Burbank, as account ex- tive for commercial spots.

ALFRED E. ECKSTADT, assistant manager electronic parts department Krick-New Jersey Inc., Newark, RCA Victor Northern Jersey distributor, named industrial sales engineer of department. He will direct promotion and sale of electronic equipment and parts to broadcast stations, industrial accounts, government agencies and similar organizations.

NEW YORK—Chicago stations—KKEA, KFI-TV, KLMK-TV, KSBZ, KTTV—announced new sub- clerks to Los Angeles TV Hooperat- , it was announced last week by E. Hooper Inc. Uniform move was de- to eliminate the "confused pro- rating situation," according to opera- firm.

UR MORE Canadian stations have sight Teddo-Pal package of Walter swimmer Productions, Chicago. They j CCKB Quebec City, Que.; CHLO Thomas, Ont.; CKSO Sudbury, Ont.; and CJWR Summerside, Prince ward Island.

RICHARD BAYARD SWOPE Jr., tele- vision production director, NBC New York, has acquired rights to complete runs of Sax Rohmer, author, for 14-hour TV series to go into pro- duction in fall. Writings comprise 400 short stories, novels and ays. First two of planned series Ilbe Sax Rohmer Presents, with Mr. inner narrating, and Fu Manchu. ILLIS COOPER, radio-television writer, 11 adapts stories to television. LER SEARFOSS, commercial man- der WSAI Logansport, Ind., and WRB EAGENBERG, head of his own siness, to sales staff of Harry S. odman Productions, New York.


FRED SLINKER, engineer ABC-TV Chicago, father of son.

D. H. HAWLEY named chief of com- mercial operations Canadian Telegraphs, Toronto.

RUSS HUNT named technical direc- tor on Don McNeil's TV Club on ABC-TV from Chicago.

JAMES J. KRAKORA Jr., chief engi- neer WFIL (FM) Chicago, resigns to join experimental color laboratories operated by Motorola Inc.

TRUCK SETS

ICC Studies Problem

A PROPOSAL governing the loca- tion of TV viewers and screens in trucks, buses and other vehicles is under study by the Interstate Commerce Commission in the wake of a deadline on objections to that and other suggested "safety" regu- lations.

The rule was advocated by the commission's Motor Carrier Divi- sion and will be reviewed by the agency along with other measures applying to all vehicles operating in interstate commerce.

At the same time, it was disclosed that the commission is "nearing a decision" on another recommendation that household movers of the American Trucking Assn. be given specific authority to haul television sets in interstate commerce.

With respect to TV receivers in vehicles, a suggested rule (5.3421) would provide that any motor vehi- cle so equipped "shall have the viewer or screen located at a point to the rear of the back of the driver's seat, if it is in the same compartment as the driver, and shall be located as not to be visible to the driver while he is driving the motor vehicle."

Similar provisions are set forth in laws passed by some state legis- latures in the past year.

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WASHINGTON 6, D. C.

Walter F. Keen
AM-TV Broadcast Allocation, Prod & Reid Eng.
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Riverside, Ill.
(A Chicago suburb)

March 21 Decisions
BY THE COMMISSION EN BANC
Designated for Hearing
WBET Brockton, Mass.—Designated for hearing in Washington on May 9, re application to change from 1400 kw to 1400 kw 250 w D, with application of KUNO to change from 160 w to 250 w (unl. on 1400 kw); made KQBO Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding.

WHUN Huntingdon, Pa.—Designated for hearing in Washington on May 18, re application to change from 1400 kw to 250 w to 10 kw D and install new trans.

WRIP Milwaukee, N. C.—Designated for hearing in Washington on May 18, to increase power from 1 kw D to 5 kw D on 1500 kw, and install new trans.

Modification of CP
WKAP Alliance, Ohio—Granted mod. CP to change trans. location, type trans., and DA-N maximum expected operating value: cond.

VFHC Los Angeles, Calif.—Granted application for mod. CP for six-month's extension of completion date. (CP authorized increase in power from 10 kw to 50 kw on 710 kc DA-N).

Designated for Hearing
KIWW San Antonio, Tex., and KUNO Corpus Christi, Tex.—Designated for consolidated hearing in Washington on May 17 re application of KIWW to change from 1560 kw to 1400 kw 250 w D, with application of KUNO to change from 160 w to 250 w (unl. on 1400 kw); made KQBO Pleasanton, Tex., and KNAL Victoria, Tex., parties to proceeding. Denied petition of KUNO for reconsideration and grant of application without hearing.

Frisco City Broadcast Co., Monroe, Mich. and Ionos Stetco, etc., Ionos, Mich. and Seneca Radio Corp., Postoria, Ohio —Designated for hearing in Washington May 23, in consolidated proceeding, re applications for new stations all requesting Frequency 1430 kc; Frisco City for 500 w D DA; Ionos for 500 w D, and Seneca for 1 kw unl.; made WGRD Grand Rapids, Mich., party to proceeding with respect to Ionos application only.

VFHC Kinston, N. C. and WELS Winston, N. C.—Designated for consolidated hearing in Washington May 23, re application of WPTC to change...
Help Wanted

Managerial

Texas ABC station desires aggressive man for manager. Box 1853, BROADCASTING.

Salemen

Experienced man as sales manager to assume full charge of entire radio department. Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 1852, BROADCASTING.

Manager wanted immediately, combination engineer with emphasis on engineering. Must have good attitude. Have all correspondence addressed to Box 1853, BROADCASTING.

Salesmen

For old established network affiliated station in thriving southern market. Opportunities over immediate sales direction and ultimate management. Box 1852, BROADCASTING.

Manager wanted for opening in small Northern Ohio town. Requires complete history on managerial record. Salary to be negotiated. State full radio connections. Requirements are experienced. This job requires at least 3 years sales, actual sales record, etc. Confidential. Write Box 1421, BROADCASTING.

Newspaper salesmen or transcription men. Materially increase your weekly radio advertising. Most of our stations have a "must" for secondary as well as primary markets. No competition to your present job. Excellent remuneration. Write in confidence to Box 1851, BROADCASTING.

Managers

Experienced salesman-copywriter. Guarantee $75.00 minimum right away. Old established ABC affiliate single station in the middle west. Box 941, BROADCASTING.

Opportunity for top salesman with proven ability established station in one of south's best radio markets. Combination basis offers opportunity up to $1000 per month. Additional long range sales promotion possibilities. Applicants must have proven ability and excellent business judgment. References will be required. Applications will be considered. Send photograph, personal and business references, and sales record to Box 941, BROADCASTING.

Sports-announcer. Reliable 1000 watt station has opening for experienced man capable of handling all types of sports and handling other sports assignments as they occur. Must have good contact and have ability to send platter and photo. State experience and salary requirements first letter. Box 2073, BROADCASTING.

Announcer with ticket. One year announ- cing experience in six months. J. B. McNutt, KEBD, Atchison, Kansas.

Wanted.—Combination man April 1. Emphasis on announcing, network required. Possibly sales, give draft status. KCOC, Centerville, Iowa.

Manager who knows broadcasting, who can MC a western musical unit, and who can handle an immediate opening at this 10 kw. ABC network station. Must have complete background information on your background and background. This is an excellent opportunity. Box 1099, KPHL, P. O. Box 1609, Whiting, Indiana.

Wanted: Rush disc, photo and particulars to KVVU, 2015, 5th Ave, Las Vegas, Nevada; you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Box 1093, BROADCASTING.

Managers

Management position with established ABC affiliate. Must have experience. Excellent opportunity. Paul Koch, WORO, New York.

Chief engineer, supervision and maintenance of all engineering equipment. Excellent opportunity with exceptional future. Send detailed resume and space requirements, Radio Station KWUL, Waterloo, Iowa.

Immediate opening for transmitter engineer. Hazleton, Pa. Five day, forty hour week. WAKL, Lakehurst, New Jersey.

Chief engineer and transmitter operator. State salary, experience, references first letter either job. WABA, Havre de Grace, Maryland.

Wanted by May First. First class engineer to supervise engineering side of his trade. This is a new 10 kw field operation directional antenna. Opening at all-electric stations in mountainous area. This is a good connection with a future. Contact Milo Peterson, KGEM, Boise, Idaho.

WANTED: Salesman for undeveloped area. Opportunities available with ABC network and affiliated stations. Family benefits. Salary plus commission. Box 1852, BROADCASTING.

Chief engineer-anonymous. Need man to take charge of engineering. Requirements: Between 25-35 years, college radio engineering degree, knowledge of ABC network facilities. Send complete resume to Box 1851, BROADCASTING.

Chief engineer, supervision and maintenance of engineering. Excellent opportunity with exceptional future. Send detailed resume and space requirements, Radio Station KWUL, Waterloo, Iowa.

WANTED: Manager available 4 weeks. Experience desired. Can produce profits. Box 883, BROADCASTING.

Announcer

Progressive southwestern kilowatt has immediate opening for combination position. Excellent opportunity, start at $200. Salary, and opportunity for right man. Send resume and take phone call at once. Rent-a-shot to Box 2237, BROADCASTING.

Wanted: Announcer-disc jockey for small independent station. Must be available immediately draft exempt. Box 2015, BROADCASTING.

If you're a good announcer with first class ticket, you're worth seventy-five starting salary. Opportunity to work in Pennsylvania, independent. Give experience and full disc and first letter reply. Box 80J, BROADCASTING.

Wanted: Experienced announcer. Three 250 wattter. Give full details, experiences, salary required. Box 1553, BROADCASTING.

Announcer wanted. Immediately—Dependable, ex- perienced announcer, 2000 watt morning show. New medium 500,000 first year. State all details. Box 1453, BROADCASTING.

Mormon man who is friendly and just "likes himself." Must have first central network station. Send experience and resume to Box 1456, BROADCASTING.

Wanted: Announcer-morning DJ. Experience, strong voice, good contact, plus news and weather. Good starting salary, graduated pay scale. Talent, experience, photo and salary expected to Box 1456, BROADCASTING.

Wanted: Announcer with 1st class license must not be drifter. South net- work station. Man with auto desired, not necessary however. Immediate opening. Excellent opening on established station for trained announcer. Lyvre south central top market. Top salary scale for those who can qualify. Successful background at an established station must be considered. Send personal and business references, and state what you can do. Box 1456, BROADCASTING.

Sports-announcer-engineer. Reliable 1000 watt station has opening for experienced man capable of handling all sports and handling other sports assignments as they occur. Must have good contact and have ability to send platter and photo. State experience and salary requirements first letter. Box 1456, BROADCASTING.

Announcer with ticket. One year business experience in six months. J. B. McNutt, KEBD, Atchison, Kansas.

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Wanted: Rush disc, photo and particulars to KVVU, 2015, 5th Ave, Las Vegas, Nevada; you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Box 1093, BROADCASTING.

Announcer, straight staff, minimum one year experience. Established ABC affiliate single station market. Must have good background information on your background and background. This is an excellent opportunity. Opening at this 10 kw. ABC network station. Must have experience in advertising and sales. Box 1851, WFRO, Pittsburgh, Pennsylvania.

Chief engineer, supervision and maintenance of all engineering equipment. Excellent opportunity with exceptional future. Send detailed resume and space requirements, Radio Station KWUL, Waterloo, Iowa.

Immediate opening for transmitter engineer. Hazleton, Pa. Five day, forty hour week. WAKL, Lakehurst, New Jersey.

Wanted: Manager available 4 weeks. Experience desired. Can produce profits. Box 883, BROADCASTING.

Announcer

Help Wanted (cont'd)

Experienced announcer for small town where hours are your own. Salary to right man. $50.00 week. Contact manager. Location: Youngstown, Ohio.


Immediate opening for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

Combination man for network station. Weekly. WKLV, Blackstone, Virginia.

Wanted—Combination announcer-engineer by 1000 watt ABC affiliate. Send resume and experience. Good prospects. Box 1553, BROADCASTING.

This is your last chance! Immediate opening for an experienced announcer. Southern man preferred. WLAP, Nashville, Tenn.

Immediate — Combination man for network station. State experience and salary requirements first letter. WLYF, Miami, Florida.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for right man. Write to John Fahaline, Jr., WPGC, Sharon, Pa.

We're looking for an announcer who can control his voice like a pro. We want a good job on disc shows. If you have a DJ'ing job on disc shows, and if you can think of yourself as a DJ at a good local station, here's an opportunity for you to get a good job on disc shows. Send complete and details and audition disc to Mer- ritt, Program Director, WEAF, Quincy, Illinois.

Technical

Operator for Texas station. Give full details. Box 543, BROADCASTING.

First phone, willing to learn announce- ment. Send references, advancement, plus extras. Full details and letter. Box 1653, BROADCASTING.

Wanted: Man or woman engineer to do transmitter work. Write Box 1543, BROADCASTING.

I want a transmitter engineer interested in a job at his trade. This is a new 10 kw field operation directional antenna. Opening at all-electric stations in mountainous area. This is a good connection with a future. Contact Milo Peterson, KGEM, Boise, Idaho.

Chief engineer, supervision and main- tenance of all engineering equipment. Excellent opportunity with exceptional future. Send detailed resume and space requirements, Radio Station KWUL, Waterloo, Iowa.

Immediate opening for transmitter engi- neer. Hazleton, Pa. Five day, forty hour week. WAKL, Lakehurst, New Jersey.

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WANTED: Manager available 4 weeks. Experience desired. Can produce profits. Box 883, BROADCASTING.

Managers

Network executive offers highest ceo station management position. Ability to design and maintain radio network promotion manager; sales and development head, leading national representative. Consultant to management of 30,000+ station. Excellent terms; team recorded. Box 15, BROADCASTING.

In eighteen months increased gross 3 times. Ready to move up. Completely experienced, with extensive radio experience. B. 73J, BROADCASTING.

Good, sober, experienced station manager who can really sell, produce a program that people want. Bring per- manent, decent salary. B 73J, BROADCASTING.

Manager available 4 weeks. Experience desired. Can produce profits. Box 883, BROADCASTING.

**Situations Wanted (Cont'd)**

**Manager-sales manager, 16 years experience radio, television, newspaper, emphasis in human relations, computer programming. Background includes 9 years as newspaper manager, 7 years as television sales manager, 3 years television. Presently with a Midwest representative. 3 years advertising experience. Best references will vouch for ability and results. West Coast location desired but will consider a Midwest location. Available May 1. Box 155J, BROADCASTING.**

**Salesmen**

Salesman, 25, married, draft exempt, 3 years experience. Prefer Midwest. Box 251, BROADCASTING.

Radio, newspaper, agency background. Family man, married, experienced. Box 160J, BROADCASTING.

Salesman, desires south or southeast. Position $75.00 minimum start. Box 162J, BROADCASTING.

Salesman-announcer, resonant voice. Strong on commercials, news, good DJ. Sales background. Some experience. Will reside. 25 years, vet, married. Harold K. Smith, 346 Franklin Street, Paterson, N. J.

**Announcers**

Baseball play-by-play man experienced in live and recorded broadcasts available for any station. Excellent references. Box 564J, BROADCASTING.


Announcer—Ambitious sportscaster seeks opportunity to gain practical experience in small live wire station. Veteran, single. 23, hardworking. Creative, reliable, and turntable. Call anytime. Details on request. Box 112J, BROADCASTING.

Versatility the keynote. Announcer, strong on commercials. Will work any time, any frequency. Box 113J, BROADCASTING.

Married, vet, 25, 4 years experience. Sportscaster, DJ, staff of TV, news, programming, desires position with reliable station. Excellent references. Box 114J, BROADCASTING.


Announcer, experienced, interested in work with on-announcer. Very low rates. Box 116J, BROADCASTING.

Announcer wanted. Phone immediately. Box 117J, BROADCASTING.

Experience is not necessary. A new Announcer. Box 118J, BROADCASTING.

**Situations Wanted (Cont'd)**

**Engineer, young, experienced both broadcasting and engineering. Good knowledge of spectrum and antennas. Excellent references. Box 151J, BROADCASTING.**

Technician, experienced, transmitter, console, remote units. Will work in any location. Box 152J, BROADCASTING.

Combination engineer-announcer, presently employed desires job. Note: Married, draft exempt and experienced. Box 153J, BROADCASTING.

Engineer with first class phone, veteran, sober. Some experience recording and transmitter receivers (portable). Can relocate. Box 154J, BROADCASTING.

Combination engineer, 27, single, Walter M. Dahlberg, 562 N. 21 St., Superior, Wisconsin.

Engineer, any size station. Thirty years experience. Go anywhere. Formerly with FCC. John F. Lamont, Seven Creek Avenue, Cranston, Rhode Island.

Technician, experienced broadcast engineer desires position with any station. Some experience with radio, TV, and recording. Box 155J, BROADCASTING.

**Television**

Salesmen

University graduate desires position in TV sales. Best qualification, results. Box 156J, BROADCASTING.

**Production-Programming, others**

March graduate one of finest TV production schools in east. Six months experience. Exempt, married and sober. Box 157J, BROADCASTING.

**For Sale**

**Stations**

Successful 1 kw daytimer and class D FM in large eastern metropolitan market. Well run. Experienced staff. Box 158J, BROADCASTING.

Equipment, etc.

Best offer takes 3 kw Federal FM transmitter. Andrew 4 bay side mounting antenna with 280 ft 1/4 inch cable. BROADCASTING.

Principal only. Box 159J, BROADCASTING.

GE 3 kw FM transmitter and monitor. Box 160J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-1A station monitors, 2 bay GE antennas, reasonable. Box 161J, BROADCASTING.


Price $50,000.00. 8 ft rack open end, $12.06. In good condition. Box 163J, BROADCASTING.

**Producer-Directors Wanted**

for foreign language programs, New York and Germany. Must have minimum three years experience directing live programs network or large commercial station, and working closely with network producers. Send resume. Information plus references should be available immediately. N.Y.C. Send detailed resume to Box 164J, BROADCASTING.

**Situations Wanted (Cont'd)**

**Producer-Directors Wanted**

for long distance programming, New York and Germany. Must have minimum three years experience directing live programming network or large commercial station, and working closely with network producers. Send resume. Information plus references should be available immediately. N.Y.C. Send detailed resume to Box 165J, BROADCASTING.

**Professional home economist desires position as women's director with active, established station. One year behind the scenes, Home Economics and teaching background. Thrives on pressure. Must be used to working late. Box 166J, BROADCASTING.**

**Young woman desires position in program department of northeastern station. Trained in all phases of radio. Experienced. Greatly interested in children's and women's programs. Will move. Dorothy Gayle, 15 Spencer Street, Lyons, New York.**
**HELP WANTED (Cont'd)**

Net affiliate in major market needs competent director of women's programs.

Minimum four years experience in Twenty Minutes and excellent commercial history. Must be able to assume full direction of women's studio. Absolutely necessary opportunity for qualified person. Experienced, high talent. Send all information, photo, plus disc or tape to

Box 247, BROADCASTING

**EXECUTIVE PLACEMENT SERVICE**

Confidential, nation wide service placing qualified, experienced managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and employees.

Edward S. Pease
TV & Radio Management Consultants
73 Bow Bldg., Washington 5, D. C.

Register Today
BOROM RADIO PERSONNEL SERVICE
708 S. Vernon • Dallas 8, Texas
Licensed and Bonded

**FOR RENT**

Television, Radio or Theatre Use

Rendezvous Room of the centrally located Hotel Victoria. 73'6" long, 23'6" wide, 16'1" high. Accommodates up to 100 people. Fully air conditioned. Beautiful decor.

Phone or write:
Mr. Wm. M. Munson
Hotel Victoria
7th Ave. & 51st St.
Circle 7-7800

**NEW WJR UNIT 100 Kw Possible If Needed**

A FULL 100 kw signal can be supplied by WJR Detroit, if required, in the event of a national emergency, it has been announced. The station dedicated its new 50 kw Western Electric transmitter March 19, 1939 by radio net ceremony and Chairman R. G. Neff, Board of Directors, and Owner G. A. Richards, WJR announced that the former 50 kw unit is being maintained as a supplement or replacement unit to the new transmitter.

Mr. Richards, also owner of WAG Cleveland and KMPC Los Angeles, dedicated the new unit to the preservation of American freedoms. Over 100 congratulatory wires and letters reported were received by Mr. Richards from Sen. Ferguson, Sen. Nixon, J. Edgar Hoover, Gen. William Bull, Harold Lloyd and others.

In his wire to Mr. Richards, Sen. Ferguson (R-Mich.) said, "The new facility is another example of the progressivism which has made WJR and the Richards a symbol of public service in radio and gives real meaning to your good will and free speech mike slogans. Your own anniversary is a milestone—the life of a man who is among the foremost of a hardhitting exponent of Americanism, who was fighting on the home front against Communism long before it was popular to be doing so."

**PAGE 1 AWARD**

WFDR Wins Special Laurels for its ANNUAL "Page One" awards of the Newspaper Guild of New York will be presented April 15 to Tallulah Bankhead, Sid Caesar and Imogene Coca, and WFDR (FM) New York, at the Page One Ball, Astor Hotel, New York.

Miss Bankhead, New York's Big Show mistress of ceremonies, was chosen by the newspapermen for "putting new life into radio in her sparkling performance on the Big Show," and Mr. Caesar and Miss Coca, stars of Show of Shows, NBC-TV, for their TV comedy.

Selection of WFDR for a special citation was based on its "consistent position championing liberal and labor's rights, for its adult liberal approach to the field of radio, and for its responsibility to the public." Station is the outlet for the International Ladies Garment Workers Union.

**AD BUDGET**

Canada Ups Expenditure: CANADIAN GOVERNMENT is doubling its expenditures on advertising recruiting drives for the armed forces. The estimates for the fiscal year starting April 1 are an amount to $3,836,000 as compared to $1,956,000 in 1960-61 fiscal year. No breakdown was given in the estimates tabled at Ottawa last week by the Dept. of National Defence as to how much of this amount will be spent on radio advertising, but recruiting drives on radio are to be intensified.

The Canadian Army will spend in the coming fiscal year $1,181,000 as against $1,100,000; the Royal Canadian Navy will spend $500,000 as against $180,000; the Royal Canadian Air Force $1,480,000 as against $710,000; and the Defense Research Dept. $15,000 as compared to $5,000.

CROM are call letters of a new 250 kw station on 1340 kc recently authorized for Saskatoon, Sask.

**SOUTHWEST INDEPENDENT 50000.00**

Only station for TWO very attractive and growing southwest markets. This facility has been on the air several years and the installation is above average for a local station. It has operated profitably but never with the benefit of a capable owner-manager devoting fulltime. An excellent opportunity for two working partners who know radio.

**CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES**

BLACKBURN-HAMILTON COMPANY

**SOUTHWEST INDEPENDENT 50000.00**

**SOUTHWEST INDEPENDENT 50000.00**

**SOUTHWEST INDEPENDENT 50000.00**

**SOUTHWEST INDEPENDENT 50000.00**

**SOUTHWEST INDEPENDENT 50000.00**
WASHINGTON song contest was crowned March 19 when the District of Columbia Commissioners accepted the winning entry as the official song of Washington. The anthem, "Washington," was written by Jimmy Cross, of Hollywood, who won over 3,600 entries. Celebrating are (1 to r) Henry J. Kaufman, Henry J. Kaufman & Assoc., agency which planned and placed all advertising in connection with the contest; Howard Mitchell, National Symphony Orchestra conductor and contest judge; Dr. Sigmund Spaeth, nationally known music authority and contest judge; William F. Sigmund, agency partner; Philip Graham, publisher, The Washington Post, principal owner of WTOP-AM-FM-TV Washington; Mr. Dodd, James H. Simon, Washington-Baltimore Motorola distributor who originated the sons song idea; Jeffrey A. Abel, agency partner, and Sam Kaufman, Specialty Services, Capitol Theatre orchestra, which made the first recording of the song.

Kobak to Preside

Edgar Kobak, chairman of the AB board, will preside at the meeting. Mr. Ryan will tell what AB is doing, how it is doing it, and what's to be done in the future, analyzing radio from a sales promotion standpoint. Past radio advertising officials of NAB invited to take part. A factual outline of radio's national position is named, with a research specialist speaker.

Washington is designed to be a complete broadcasters' meeting on radio advertising. Delegates will have a chance to say what they want from BAB in the way of sales help, rate protection and competitive promotion. Attempt by the NAB, of National Advertisers to eat down radio rates because of TV's impact may gain more prominence.

After Gen. Bradley's luncheon address, the convention will split into two sections, a labor-management panel and a sports panel. Main topic in the sports section will be baseball broadcasting, with a review of NAB's participation in major and minor league promotion.

Taking part in the meeting will be Richard P. Doherty, director of the NAB Employee-Employer Relations Dept.; Lawson Wimberly, executive assistant to the international president, IBEW; A. Frank Reel, executive secretary, AFRA; Ernest de la Osa, NBC director of personnel; Philip G. Lasky, KPIX (TV) San Francisco. Several board members will participate.

An FM meeting feature the Wednesday morning convention agenda with Ben Strouse, WWDC-FM Washington, presiding as chairman of the FM Committee. Merrill Lindsay, WSOY Decatur, Ill., will head a panel on selling FM time. With him on the panel will be Raymond Green, WFLN (FM) Philadelphia, on value of research; Robert Dean, KOTA-FM Rapid City, S. D., on building and selling the FM audience; Josh Horne, WFMA (FM) Rocky Mount, N. C., on selling FM to networks; Michael R. Hanna, WHCU Ithaca, N. Y., and Rural Radio Network, on FM networking.

A panel on specialized services will be headed by Frank E. Port- grinn, of H-R Representatives Inc. With him will be Stanley Josselof, Stonecast Corp. of America; Howard Lane, Field Enterprises, functional interest; Albert de la Osa, Jr., WKRC-FM Cincinnati, transits radio.

FM Discussions

A discussion on progress of FM, and its future, will be directed by Everett L. Dillard, WASH (FM) Washington. With him will be Morris Novik, consultant; Leonard Marks, attorney, and one or two others. Ed Sellers, PM Dept. director of the association, will take part in the morning meeting.

Following the Wednesday luncheon address by Chairman Cloyd the convention will split into research and legislative-legal panels.

Leading research figures will take part in the panel covering that subject. Included will be Kenneth H. Baker, director of the association's research department; Arthur C. Nielsen, of A. C. Nielsen Inc.; C. E. Hooper, of C. E. Hooper Inc.; Sydney J. Roslow, of The Pulse Inc.; James W. Seiler, of American Research Bureau.

Henry P. Johnaston, WSGN Birmingham, will take part as chairman of the Broadcast Audience Measurement board. He will discuss the status of that organization, formed following dissolution of Broadcast Measurement Bureau to investigate and develop a plan for industry-wide measurement.

Agenda for the legislative-legal discussion is still in the formative stage.

The annual banquet winds up the Wednesday program.

Thursday will be television day. As now planned there will be co-chairman for the proceedings—Harold Hough, WBAP-TV Fort Worth, who headed the Jan. 19 TV meeting at which video stations decided to organize under the NAB banner; and Robert D. Sweeney, WDSU-TV New Orleans, chairman of the association's TV committee and an important figure in developing the video unit.

Interest in the TV program jumped last week as FCC came out with its proposed TV allocations (in the VHF and UHF bands (story page 19). The day's program will include a sports panel, with leading sports figures taking part, and a panel on TV programming during morning hours. A feature of the day will be the contest on "Profitable Program Ideas for TV, 1951." Awards will be made to stations for best programs suitable for local telecasting. Advertising agencies can participate in the contest through local stations but the stations will get the awards.

A TV business session winds up the day's program and closes the convention. Mr. Thomas will preside as chairman of the TV board of directors.

THE GREATEST IMPACT MEDIUM IN CINCINNATI

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

HOUSE for SALE

Douglas Manor Center hall, pool room, unusual living, dining room and kitchen. Four master bedrooms, two bathrooms, two rooms and third floor. Basement room, built-in bar, refrigerator, laundry, frost hot water oil heating. 129 N. Hollywood Avenue at Center Drive, block from club, one minute to exclusive beaches and golf with tender service. Construction complete, will be ready in time for Fall. 30 minutes to New York. Radio executive transferred out of town will sacrifice $17,900. 9-6902.
FCC Actions

(Following page 98)

Decisions Cont.
from 1230 kc 250 w untl to 1 kw unl.; 980 kc install DA-N, designated station, for besting, subsequent to application for license, with application of WELS to change from 1 kw to 5 kw, 1-kw DA-N and 5 kw DA-DN AMENDED to change license from 1 kw to 5 kw DA-N. 

Clarksdale Broadcasting Co., Clarksdale, Miss.-Designated for consolidated hearing in Washington on March 21, 1951. (Applicant requests new station at 1350 kc 500 w D.)

AM-1900 kc

WIVX Jacksonvile, Fla. - CP to change from 1900 kc 1 kw D to 1800 kc 1 kw D, 1 kw WAPC, change to new station.

License for CP

WIVX Jacksonville, Fla. - License for CP new vertical antenna, and change power levels. Location: 1900 kc, WIVX, location date and change type tune.

WHO-FM Des Moines, Iowa. - License for CP new FM.

AM-740 kc

WTAO Cambridge, Mass.-CP to increase power from 250 w to 1 kw and install new trans.

License for CP

WHTQ Newton, Mass. - License for CP new vertical antenna, and change power levels. Location: 740 kc, WHTQ, location date and change type tune.

WHO-FM Des Moines, Iowa.-License for CP new FM.

March 21 Applications . . . ACCEPTED FOR FILING

AM-1900 kc

KYA San Francisco-California to change from 1900 kc 1 kw D to 1800 kc 50 w unl., install new trans, and DA-DN etc. AMENDED to change license from 1900 kc 1 kw D, 1 kw DA-N, 5 kw DA-DN to new station.

Order Adopted

Radio Bakersfield, Bakersfield, Calif.-Adopted an order amending issues in order of Sept. 6, 1950, designating new application to include following as issue 5: "To determine whether the installation and operation of the proposed station would constitute a hazard to air navigation."

Grant New License

WEWO Clinton, Iowa, Granted license for new station at 1510 kc 1 kw unl. DA.

Order Granted

KTED Laguna Beach, Calif.-Denied request for reconsideration of FCC action March 21, 1951, both denied request for reconsideration of action taken Dec. 16, 1950; referred case for new station KXTD to remain silent.

Order Granted

Aurora Broadcasting, Inc., Ketchikan, Alaska-Designated for hearing in Washington on May 23, 1951. (Applicant requests new station on 580 kc 500 w N 1 kw D until)

CP to Replace CP

WOAKW (PM) Oak Park Ill.-Granted CP new non-commercial FM station for extension of completion date.

License Renewal

Following stations' current renewal of license: KNX Los Angeles; KCOA Pasco, Wash.; WTOP Washington; WBBF St. Paul; WLBK Milwaukee, Wis.; WCBL New York; WJUO Livermore, Calif.; WCBO Roca, Iowa; KXCH San Antonio, Tex.; KCGB Galveston, Tex.; KGVP Pittsburgh, Pa.; KSJH Shenandoah, Iowa; KSL Salt Lake City.

APPLICATIONS RETURNED

David N. Craig, Kansas City Mo.-Returned application for CP new AM station on 1380 kc 1 kw D.

March 22 Applications . . . ACCEPTED FOR FILING

AM-830 kc

WEBO Great Falls, Mont.-CP to change from 1 kw D to 500 w N on 830 kc and change trans. equipment.

Court House Bestg. Co. Washington Court House, Ohio.-CP new AM station on 1380 kc 1 kw D, AMENDED to change from 250 to 500 w etc.

AM-800 kc

KKNJ Deadwood, S. Dak.-CP to change from 800 kc 500 w to 1400 kc 1 kw D, 500 w, 1 kw WAPC, change to new station.

KZAM-FM Minneapolis, Minn.-License for CP new FM station.

WHO-FM Des Moines, Iowa.-License for CP new FM station.

KREL-FM Dayton, Tex.-License for CP new TV station and specify ERP 15,000 kw, antenna 160 ft., faced to 18.5 kw sir, 14.8 kw aur. etc.

Modification of CP

WMIN-FM St. Paul, Minn.-Mod. CP new FM station for extension of completion date.

Box Score

Summary of Authorizations, Stations on the Air, Applications

Class On Air Licensed CPs Con'd Apps

AM Stations 2,238 4,212 134 285 15

FM Stations 107 66 43 369 171

* On the air.

CALL ASSIGNMENTS: WDKE Lawrenceburg, Tenn. (Lawrenceburg Bestg. Co. License AM-520 kc, 1 kw D, 1 kw DA-N, unlimited); KUCP Walnut Ridge, Ark. (Southern Baptist College, 1 kw D, 1 kw DA-N, unlimited); WFRK Quinlan, 1250 kc 1 kw. 1 kw DA-N, 1 kw DA-DN, MKEP Minden, La. (Patrick Bestg. Corp., 1240 kc 199 w unl., unlimited); WJET Erie, Pa. (Myron Jones, 1570 kc, 250 w, day); WCWH Charlotte, N. C. (Surety Bestg. Co., 255 kc, 5 kw-day, 1 kw-night, directional); WPAC Patchogue, N. Y. (Patchogue Broadcasting Co., 1 kw F, WCLY New York changed to WALK (FM) (Alliance Bestg. Co., Inc. 222, 93.3 mc), 11 kw, antenna 321 ft. WMTX (FM) Clingman's Peak (Yancey, N. C.) (Mount Mitchell Bests., 2 kw, 1 kw night, directional). WRTF-FM San Antonio, 1 kw, 5 kw night.

Docket Actions . . .

OPINIONS AND ORDERS

KICK of FCC Grant Memorandum Opion and Order reconsidered action March 21, 1951, for hearing application for renewal of license for the period.

Non-Docket Actions . . .

AM GRANTS


Gage, Mountain Bestg. Co. Granted 1 kw, day, on 1250 kc. Estimated construction $2,000.

Fuyalup, Washington Bcstg. Co. Granted 100 kw, unlimited, on 1260 kc. Estimated construction $100,000.


Dorothy, Columbia Bcstg. Co. Granted 1 kw, unlimited, on 1260 kc. Estimated construction $1,000.

NEW APPLICATIONS


WECE-FWMA (PM) Rocky Mount N. C. Granted 1 kw, new CALL, 5 kw, unlimited, on 1260 kc. Granted March 11.

WBAY Green Bay, Wis.-Granted a sign of grant from WHBY Inc. Norberter Pattons. Granted March 11.
CBS Gross Billings
(Continued from page 26)

The policy of the newspaper is that all news and editorial content is the property of the newspaper and may not be reproduced without permission.

Halifax - Nova Scotia
Our List of National Advertisers Looks Like WHO’S WHO!

THEY WANT the BEST!

Ask JOS. WEED & CO.,
350 Madison Ave., New York 17, N.Y.

The Maritimes Busiest Station
5000 WATTS - NOW!

Broadcasting • Telecasting

CBS Gross Billings
(Continued from page 26)

ing audience is of vital importance. This is the great tuned-in part of our population that can respond to any instant emergency. This is the audience we pay to hear and heed messages of public import.

"In peace or war, or in between, all the programs of CBS are special, their audience unique, just as all the people in the world want to be entertained, programs that command the biggest audiences will continue to assume the greatest importance in the year 1950, and they will continue to be available as primary carriers of urgent public information."

CBS programs in 1950, the report continued, "climbed to a new height of public and sponsor acceptance," with an average of 14 radio programs in the "top 20" reported by the Nielsen Radio Index. "And even disregarding the top 20 programs completely, the average CBS program audience in late 1950 was still 13% larger than on any other network," the report added.

CBS-TV shows, the report said, "attracted so many new advertisers to the nighttime schedule that all seven stations are now virtually filled with sponsored programs." In the 12 city Multi-Market Telepulse reports, "CBS had more programs in the 'top 10 more than any other network," it was reported.

Network Owned Show
Reviewing its "long-range plan of talent and program development," the network pointed out that "programs that have been developed by CBS are owned by CBS; they can be scheduled at times that are best for their own maximum growth, and, once established, they be held at strategic points throughout the week's schedule . . ."

As a result of these plans, CBS said that during 1950, "CBS-built radio programs accounted for approximately one-third of the week's commercial time," and, in TV, "the major part of our nighttime commercial schedule."

Exclusive talent contracts signed during the year included those with Arthur Godfrey, Sam Levenson, HarryPearcy, Frank Sinatra, Ed Sullivan and Alan Young.

Public affairs programs included, among others, 110 hours of telecasts and numerous radio programs from the United Nations.

Educational Channels
Mid-Century White House Conference on Children & Youth in a report last fortnight urged FCC to reserve channels for non-commercial educational programs. Also mentioned was wide use of television by educational, health and social agencies in carrying out their mass educational aims.

ORAL ARGUMENT
Asking of Proposed Denials
ASKING reversal of FCC's proposed denial, Kansas City Broadcasting Co., seeking a new station in Kansas City, and the Reorganized Church of Jesus Christ of Latter-day Saints, applicant for Independent, Mo., requested oral argument before the FCC. Both seek 5 kw daytime on 1380 kc.

Commission issued its original decision in July of 1950, and in a revised proposal last Dec. 29 [BROADCASTING • TELECASTING, Jan. 1], held among other things, that granting the Mormon's Independence application would be a violation of the First Amendment in that church bodies may not be licensed for stations if their radio purposes includes furthering their religious interests.

In its brief last week, the applicant contended the Constitution has no such interpretation and that they had planned diversified program service with time for other religion.

The Kansas City brief last week took issue with FCC Examiner J. D. Bond's views on the qualifications of a stockholder.

Congressional Immunity
CITING rapid news dissemination which can publicly defame an individual, Rep. Emanuel Celler (D-N.Y.) asked Congress last week to re-strict a Congressman's right to insert libel-immune statements in the Congressional Record. Chairman Celler's House Judiciary Committee already has before it a bill by Rep. Winfield K. Denton (D-HI) to allow persons libeled in Congressional debate to sue the govern-ment.

AMERICAN Medical Assn. releasing, through its state and local medical societies, experimental series of 12 TV scripts on various medical topics, for use by local stations without charge.

When TV’s BMI has its Hit—Published by Acuff-Rose

SHENANDOAH WALTZ

On Records: Temnor Tucker—MGM 10897; Richard Hayes—Mer. 5599; Jack Pleis-Alben Sis-ler—Vick. 985; Lulu Belle & Scotty—Mer. 6304; Lawrence Walk—Coral 60405; Dinning Sisters—Cap. 1429; Charlie Monroe—Vic. 20-2657; Clyde Moody—King 619; Bucky Tibbs-Jimmie Dale—Cap. 1425; Baron Elliott—Dec. 27488.

March 26, 1951 • Page 85

350 Water St., Brooklyn, N.Y.
NARTB PRESIDENCY GROUP MEETS IN WASHINGTON

SEVEN of eight members of NARTB (NAB) special committee authorized to select and sign contract for association presidency to meet this afternoon (Monday) in Washington. Doubt expressed James D. Shouse, WLW Cincinnati, would be back from Latin American inspection trip for State Dept.

At least half-dozen names of candidates to be considered at meeting, which will be held at secret site. Committee may designate one member or subcommittee to handle actual negotiating, if agreement is reached on one name.

Known to be receiving serious attention is Byron Price, assistant secretary general, United Nations, and wartime Director of Censorship. [BROADCASTING & TELECASTING, March 12]. Though William B. Ryan, president of Broadcast Advertising Bureau, has been considered, it’s known he prefers to remain at BAB. Selection of Mr. Ryan would have left vacancy at BAB. Gene E. Mitchell, vice president of Associated Music Publishers and former BAB director, said to have indicated he would not be available for BAB presidency.

Eugene S. Thomas, WOR New York, actively mentioned for NARTB presidency as well as head of NARTB’s autonomous TV section. He has been mentioned for BAB’s presidency should Mr. Ryan be drafted for NAB post.

Selection committee has been doing informal screening job by telephone on long list of presidential names. Three FCC members have been discussed—Chairman Wayne Coy and Commissioners Rosel Hyde and Robert F. Jones. Most attention has been directed outside NAB headquarters but name of Robert K. Richards, Publix affairs director, has received serious attention. In government field, committee has considered Lewis Allen Weiss, director of Office of Civilian Rights. Mr. Weiss is former NARTB and Don Nichols board chairman. Frank White, MBS president, another candidate seriously discussed.

Selection committee includes Ben Strouse, WWDC Washington, secretary; Allen W. Thomas, KSHU Savannah, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Robert D. Sweezy, WDSU New Orleans; William A. Fay, WHAM Rochester; Patt McDonald, WHMH Memphis; Harry R. Spence, KXRO Aberdeen, Wash., and Mr. Shouse.

DUMONT TAKES STEPS TO MOVE TV STOCKS

INTENSIFIED advertising and merchandising programs to move merchandise from dealers’ floors, including new half-hour television program, planned at Allen B. Dumont Labs. Quarterly regional sales managers meeting in East Paterson, N. J., Walter L. Stickle, national sales manager, announced Friday. Outlines of program were not announced, but it will be used to back up dealer efforts. For first time in Dumont history, dealers were authorized to make trade-in offers for old television sets, to be tied in with Dumont’s 20th anniversary.

AGGRESSIVE SELLING URGED TO MOVE TV RECEIVERS

DECLINE in TV set sales is seasonal, follows established pattern, and can be met by “aggressive, competitive” selling and sales promotion, according to H. G. Baker, vice president and general manager, RCA Victor Home Industries, KMTC. He cited TV’s real “inches” sales, face the fact that we cannot expect forever that the customer will beat a path to the television dealer’s door.

If that time has come, he added, industry can go far to offset sales decline “by employing its established talent for sales promotion, . . . without falling back on pricing measures.” He cited RCA Victor’s current set advertising campaign as “a prime example why RCA’s current TV sales rates are higher than in same period last year.

SEN. JOHNSON TO OPPOSE NEW FCC LEGISLATION

SEN. EDWIN C. JOHNSON (D-Col.), opponent of the Hoover Commission’s recommendation to reorganize FCC vesting additional powers in chairman—measure rejected by Senate in 81st Congress—last Friday told Broadcast & Telecasting he will oppose new legislation introduced last week (see story, page 12). New bill apparently would effect even greater concentration with chairman. Senator said floor hearings are called by Senate Expenditures Committee and if he is called to testify, he will strongly state opposition. If bill goes to Senate floor without hearing, Senator said he most likely would enter debate and exert whatever argument he could to defeat measure.

CONVERSION INTEREST HIGH

ADVANCE registration for NARTB (NAB) convention in Chicago April 15-19 is in Chicago increased last week, with 332 registered for management sessions, 71 for engineering and 132 for TV. Addition made to engineering agenda Friday (early story, page 28). Mal F. Mokbel, KMTC Los Angeles, will read paper on “Recording Co-Channel Skywave Interference.”

MAYOR LAUDS HENNOCK

PITTSBURGH Mayor David L. Lawrence, president of U. S. Conference of Mayors, Friday wired congratulations to FCC Comr. Frieda B. Hennoek on reservation of TV channels for non-commercial educational use, as reflected in Thursday proposal. Declaring he would seek to have all universities and schools in Pittsburgh area make application for city’s one educational allocation [channel 13] on competitive basis, Mayor Lawrence added, “Moreover . . . I shall urge all mayors to back a movement to secure non-commercial educational TV stations in every city possible.”

FCC DENIES APPLICATIONS

NEW STATION bids of Lemoyne College, Memphis, and Aaron B. Robinson tr/s at Ripley Broadcasting Co., Ripley, Tenn., each seeking 250 w fulltime on 1400 kc, denied by FCC Friday in final decision. Denials based on engineering grounds, FCC said.

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Closed Circuit
(Continued from page 1)

even, with polls closing end of week.

NBC is understood to be reviewing its sur-
mer hiatus structure with one possibility being elimination of usual hiatus penalty.

Those disposed to look askance upon UH as necessarily secondary in TV to VHFM have surprise coming. Technical view at FCC is that UHF will provide finer quality because there’s no tropospheric interference, no F layer and no serious sporadic E, which, with anticipated refinements, should provide better pictures even if station coverage ranges would be more restricted.

WHITHER Phonevision now that FCC doesn’t propose additional commercial VHF alllocations for Chicago? One answer is that Zenith’s McDonald sees Phonevision on existing stations for specialized hours—not for time pay-as-you-use TV stations.

BIOW CO., New York, has taken an option on half-hour dramatic show Congressional In-
vestigation owned by Rockhill Radio, for presentation in both radio and television to one of clients.

JACKSONVILLE may get its second VE TV hands-down as by-product of FCC’s proposed TV allocations. Station was denied Channel 2 after CP had been issued, on ground of undue delays, but city-owned WJAX co. has applied for funding by city government. FCC Chairman Coy’s comments on educational allocations underscore necessity of awaiting budget authorization from state legislatures, which meet interimly.

WILLIAM H. WEINTRAUB Co., New York preparing $250,000 campaign to promote Am.
’n Andy show on CBS-TV, sponsored by Bla-beer, starting June 28.

BYMART INC. (Tintair) to take over sponsor-
ship of Sam Levenson show, Saturday 7-7:30 p.m. on CBS-TV, when Oldsmobile drags program tosy. Cecil & Freshney, New York, is agency.

While Members of FCC were non-conm-
ittal after viewing Skatron’s “subscription,” there did not appear to be great enthusiasm evinced by either its technical or lay members. It’s presumed that Skatron quest for authority to enter subscription TV field may be considered by FCC along with Zenith’s Phonevision, now undergoing practical test in Chicago.

ABC NET INCOME $84,605

ABC and subsidiaries in calendar 1956 had net income of $84,605 after Federal income tax company reported Friday. Income figure con-
sumes with loss of $1,190,000 after reduction of $1,327,000 for recovery of Federal income taxes under Internal Revenue Code’s carry back provisions. Estimated useful life of certain equipment was lengthened, based on engineer estimates that present book value for depreciation was reduced by $300,000 to $1,190,000 for 1950, ABC said.

ARKANSAS OUTLET FAVORED

NEW AM STATION on 700 kc with 1 kw da; 500 w night directional at Texarkana, Ark would be granted to Gateway Broadcasting L., in initial decision reported by FCC Friday.
THE KANSAS CITY MARKET
Does Not Run in Circles!

It's a Rectangle...
and Only The KMBC-KFRM Team
Covers It Effectively
and Economically!

During the past year The KMBC-KFRM Team has substantially increased an already comfortable lead audience-wise in the great rectangular Kansas City Primary Trade area. Proof lies in the result of a late 1950 survey made at the Kansas and Missouri State Fairs and at the American Royal.

The KMBC-KFRM Team has built effective and economical coverage of the territory without waste circulation but more important, the building continues!

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your best buy in the Heart of America.
...according to Mr. Hooper’s scoreboard...

**WJR** leads in 29 out of 40 daytime periods

(W4 hour periods—Monday thru Friday

8 A.M. to 6 P.M.—Hooperatings December, 1950—February, 1951)*

And after 6:00 P.M. **WJR** leads in 38 out of 63 evening periods

(W½ hour periods—Sunday thru Saturday

—6 P.M. to 10:30 P.M.—Hooperatings October thru December, 1950)*

*Detroit Radio Hooperatings only—Detroit has 525,000 of the
3,263,000 radio homes within the WJR ½ MV/M primary area.

score with **WJR** in leadership and listenership

CBS 50,000 Watts