Station WHO SUGGESTS
A SIGNIFICANT NEW APPROACH TO TIME-BUYING

The Five-Point System of Programming Evaluation

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

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

During the next few months, these WHO pages will describe and prove WHO’s outstanding achievements in each of these five programming departments—which, in turn, help explain WHO’s foremost position as a public facility and as an advertising medium. We suggest that you tear out and file these pages. They will offer significant contributions to your time-buying procedures.
Look at the
HIGH
SETS-IN-USE
28.4%
afternoon average

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

IN LOUISVILLE

LOCAL LIVE AFTERNOON TV SHOWS
(including Nos. 1, 2, 3)
ARE WHAS-TV PRODUCED

Look

THIS IS TELEVISION IN THE WHAS TRADITION

WHAS-TV
Louisville, Kentucky

Basic CBS interconnected Affiliate

Serving a market of more than 85,000 television homes

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
YANKEE gets your story over to the Family Shopper

in 29 New England Markets

For reaching the family buyers — the ones who habitually do the weekly shopping for New England families — what can possibly be better than a popular Yankee home-town station with its established network audience?

In any sales drive you are bound to get action with a Yankee home-town station. Its acceptance with consumers and merchants is a steadily productive force for building regular customers and volume sales.

You can cover a lot of ground with Yankee's 29 home-town stations. Every station puts you right in the middle of a good market — where you can reach all the downtown and suburban shoppers in the area.

This means you can do hard-hitting local selling everywhere — not from a distance but right on the spot.

You can think of the six-state New England market as the Yankee market — and you'll be right!

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
Closed Circuit

THREE A FM-NETWORK contracts—radio, TV, and TV film—reportedly ready for early signature, possibly over weekend. Contracts, embodying national and local terms substantially agreed to fortnight ago in New York [BROADCASTING ● TELECASTING, March 19] were complete in language Friday.

IT ISN'T officially admitted, but Ass'n of National Advertisers plans third study of TV penetration of radio in relation to rates. Emphasis to be shifted, perhaps to video impact on daytime radio listening.

ALSO PENDING is proposal to extend study of TV's impact into newspaper and magazine reading; apparently heeding complaints radio was discriminated against in first two TV analyses, ANA committee members, jitters over suggestion that radio study might have anti-trust angles, constantly explaining they're talking purely as individuals.

CRIME INVESTIGATOR Kefauver, it's learned, is receiving fabulous offers to appear on radio and TV. One, rejected last week, was for $8,000 for two-minute stint, 13 weeks on top TV show (that's $1,000 per minute). What rankles with him, it's understood, is syndication by one company of newsreel clips of crime hearings to TV stations for local sponsorship. It's expected he will make lecture tour.

NEWS NOTE: Telecasting of Kefauver Crime Committee proceedings constituted greatest educational series in TV's brief, but kaleidoscopic history. (Editor's Note: They were carried by commercial TV stations, mainly sustaining, with commercial shows cancelled and astronomical line charges absorbed.)

MEMBERS of Special Test Survey Committee to confer with NARTB (NAB) Board group on its new station association to kick off study of research techniques to get project before mid-April NARTB convention in Chicago.

THERE ARE AT least two members of Congress who could be classified as "Mr. Available Jones" for NAB presidency-general managership. Harris Ellsworth, Republican of Roseburg, Ore., who holds proprietary interest in News Review and Station KNRN, has been mentioned. Another believed to be Lowell Stockman, Republican of Pendleton, Ore., who was candidate for RTMA presidency.

STATE DEPARTMENT has been canvassing number of prominent broadcast executives about special European assignment in connection with internal broadcast operations in Balkan countries. No direct connection, however, with Voice of America.

RICHARD P. DOHERTY, employee-employer relations director of NARTB, may be tapped for new defense labor board post, as an industry member. Status would not preclude his remaining as trade association.

NAB's fiscal position said to be looking up

(Continued on page 94)

Business Briefly

AGENCY NAMED ● Lake Central Air Lines, of Indianapolis, Chicago, Grand Rapids, Louisville and Cincinnati, appointed A. L. Perkins & Co., Indianapolis, as advertising agency. Radio will be used.

UNITED CAMPAIGN ● United Airlines through N. W. Ayer & Son, New York, planning radio spot campaign starting April 1st in Seattle and Vancouver to promote the short-haul trip between the cities.

MAGAZINE TV SPOTS ● Family Circle magazine, women's magazine distributed through chain food stores, preparing series of TV film one-minute announcements to be used monthly announcing new issues in about ten markets.


GROSS TIME CHARGES

RADIO and TV networks' gross time charges for February released today (Monday) as compiled by Publishers Information Bureau, with cumulative grosses and comparisons with same 1950 periods. TV figures do not include those for DuMont Television Network. PIB figures:

<table>
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<tr>
<th>Network</th>
<th>Gross Time Charges</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Cumulative '51</td>
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<td>50,597,820</td>
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<td>NBC</td>
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<table>
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<tr>
<th>Total</th>
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<td>Feb. '51</td>
</tr>
<tr>
<td>$10,318,854</td>
<td>Feb. '50</td>
</tr>
</tbody>
</table>

TEST RADIO NEWS STATUS

TEST case as to whether legislative body can legally eject radio newsmen from floor debate will be brought by WTAX Springfield, which locked horns with Illinois Senate last week. Newman Bill Miller and engineer were thrown out of an anti-Communist hearing after authorization of senators in voice vote. Glen L. Farrington, WTAX news editor, who assigned Mr. Miller to cover the debate on tape for a local news round-up, said: "We see no reason why a radio reporter's microphone would constitute a violation of senate privilege any more than a newspaper reporter with his pencil and pad."

CONTRACT TO WESTINGHOUSE

FOUR defense contracts worth $12 million for production of radio test, transmitting and other electronic equipment awarded to Westinghouse Television & Radio Division. Westinghouse said contracts would not affect TV set production unless further restrictions of critical metals were authorized by National Production Authority.

BROADCASTING ● TELECASTING
KRLD
50,000 Watts

KRLD-FM

KRLD-TV
Channel 4

Owned and
Operated by the
DALLAS TIMES HERALD
...Dallas' Greatest
Newspaper

KRLD-TV

EXCLUSIVE COLUMBIA TELECASTING OUTLET FOR THE LARGEST TV MARKET IN THE southwest

DALLAS—FORT WORTH

MORE than a MILLION URBAN population in KRLD-TV's Primary Coverage zone, and more than TWO MILLION within the 100-mile radius.

58 CBS NETWORK PROGRAMS,
PLUS 5 FULL AFTERNOONS OF WEEK-DAY PROGRAMING, INSURE A PEAK VIEWER AUDIENCE FOR KRLD-TV...

Sell More on Channel 4

That's Why KRLD-TV Is Your Best Buy

The Times Herald Station
Channel 4

THE BRANHAM COMPANY
Exclusive Representative

JOHN RUNYON, President

CLYDE W. REMBERT, Gen. Manager

April 2, 1951 • Page 5
How Independent
Can a Listener Get?

It's an old bromide that spot radio advertisers are in the business of buying circulation. The most for the least.

It's also an old bromide that daytime radio listeners are awful independent gals. They listen to what they like, big names and fancy productions to the contrary notwithstanding.

Here in Milwaukee, for example, they listen to the independent stations, like us. In fact, Hooper reports that almost 40% of homes listening to any Milwaukee station on weekday afternoons are tuned to Milwaukee's good independents.

You can reach so many more people at so much less cost this way that . . .

. . . what are you waiting for?
Pa Neanderthal never heard of animal agriculture. But he would have been all for it. What with a lot of little Neanderthals to feed and clothe, Pa was always on the lookout for nice fresh meat and good tough skins.

Life is a little more complicated now. But meat animals and their hides are just as important to civilized man as they were to his primitive ancestors. Today he uses leather to run machinery, to ride on, to sit on, to walk on— even to keep his pants up.

So it’s a good thing for all of us that ours is a country of meat eaters. In growing and processing around a hundred and fifty pounds of meat for every citizen each year, we also produce more hides for leather than any other country in the world.

In monetary value, hides for leather are one of the most important by-products of the meat packing industry. Along with other by-products, such as raw materials for pharmaceuticals, they usually enable the meat packer to sell the meat from a steer for less than he pays the farmer for the animal on the hoof.
Advertisers are investing much more in CBS than in any other network—15% more today than on the second-place network—more, in fact, than has ever been invested on any network in all radio history.

They do this because on CBS they get more of what they want... which is to have as many people as possible hear what they have to say. On CBS, they go on getting bigger audiences than on any other network.
been greater...

No need to labor the point further: CBS has won and kept its lead by a continuing effort to increase service to audiences and advertisers ...by ceaselessly applying its unmatched program skills toward making better, more successful radio.

The network to put your money on is the one that stays in there trying—even when it's 'way out front.
To a Lady Time Buyer with dinner on her mind

For a starter, try Concord grape juice, pressed and bottled in quantity in Iowa. Or Jonathan apple juice, a tasty Iowa product.

The main dish may be a meaty young corn-fed turkey, one of the 3 million Iowa will provide this year. Or a choice roast chicken; Iowa raises more than an other state.

If you hanker after beef—roast, stewed, or charcoal broiled—chances are it will be from Iowa, top state in the cattle-growing, meat-packing fields. Flank the platter with fluffy Iowa-grown potatoes, mashed with rich Iowa butter. Iowa produces 20% of U. S. cream and butter. Or glaze Iowa sweet potatoes with honey, from Iowa's—and the world's—largest honey-processing plant. Serve tender Iowa-grown asparagus, golden Iowa corn, peas or limas—fresh-frozen or canned, from one of Iowa's 45 canneries or 12 frozen food plants.

In the salad bowl put slices of Iowa carrots, shredded Iowa cabbage, dressing made with evaporated milk (6 Iowa plants) and vinegar (3 Iowa plants). Or take your pick of a dozen Iowa salad dressings. Add muffins of Iowa corn, or rolls of Iowa whole wheat. Casserole can be fresh-frozen Iowa strawberries, or ice cream packed in dry ice (a by-product of grain alcohol made from Iowa corn).

This menu, courtesy of the Iowa Development Commission, is brought to you by a certain radio station which also serves people—well over a million throughout 19,100 square miles of prosperous mid-America. It's a market worth reaching—and in Eastern Iowa WMT reaches, as any area Hooper will plainly show.

The Katz Agency will be happy to cook up additional data.

MATTHEW J. CASEY, vice president Fletcher D. Richards Inc., N. Y. elected to board of directors of firm. He is also account executive for U. S. Tire division of U. S. Rubber.


DOROTHY MALLINSON WINN, BBDO, N. Y., to radio and TV copy department Compton Adv., N. Y., as supervisor.


MARY POLOSON finds many distinctions in her job as timebuyer at Henri, Hurst & McDonald, Chicago, not the least of which are pots of Chuckles spice drops on the desks and a blue-white, hand-painted, polka dot stairwell.

Mrs. Poloson heads the time-buying group in the radio-television department, which has already expanded quadrupled since it was assigned to it a year ago after the departure from the building of Dancer - Fitzgerald-Sample. Personnel in the department has almost tripled in that time, as a result of more and more agency clients using the broadcast media.

The tailored-suited and petite timebuyer (she's five feet tall, and husband, Nicholas, is six feet, two inches) buys for three divisions of International Shoe Co.—Friedman - Shelby, which sponsors half-hour films in video markets and a live TV show in Dayton, Cincinnati and Columbus; Roberts, Johnson & Rand, which buys a quarter-hour of Howdy Doody on NBC-TV, and Peters Shoe, which has a half-hour of ABC-TV's Super Circus on alternate weeks.

In addition, Mrs. Poloson buys films for the Fred W. Amend Co., which makes Chuckles and the aforementioned spice drops; spot radio shows and AM-TV announcements for Milnot, and radio and TV spot for Ivalon sponge. Ballard & Ballard (biscuits) uses radio and television spots, and Shell Oil Co. sponsors Alex Treater's Commentary on NBC and buys AM spots.

Mrs. Poloson joined Henri, Hurst & McDonald as assistant timebuyer in 1949, and was named head of the department a year later. She went there after Mitchell-Faust agency, where she had worked four years, merged with Schwimmer & Scott. At Mitchell-Faust she worked on these broadcast accounts: Oscar Mayer (meats), Peter Hand Brewery (Meister Brau beer), Feature Foods, Junket Brand Foods and Moorman Mfg. Co. (feed supplies). Most of her TV experience, however, was garnered on her present job.

Mrs. Poloson, who has lived in East Chicago, Ind., all her life, went into advertising after several years of secretarial work at the City Service Oil Co. refinery in her home town. She was educated there also, and elected to study mathematics and psychology, as well as business courses, at the University of Illinois.

(Continued on page 82)
EDWARD F. THOMAS, vice president and public relations director, Geyer, Newell & Ganger, N. Y., appointed consultant to Army by Dept. of Defense. He is serving in Washington on three-month leave of absence.

JAMES H. SUSONG Adv. Agency, bearing name of owner, has been formed in Dallas. Mr. Susong was with Couchman Adv., Dallas, and previously with Dr. Pepper Co. Address of Susong Agency is 158 Commercial Bldg.

LINCOLN RODEN to Gray & Rogers, Phila. Until recently he operated his own agency, Lincoln Roden Inc.

LOUIS R. FENDRICK, associate editor Cooperative Digest, a Roy Parks publication, to copy staff Robert Eastman Inc., Ithaca, N. Y.

KAY BROWN to Young & Rubicam, Chicago, as timebuyer.

LARRY NIXON appointed head of publicity-public relations department Hewitt, Ogilby, Benson & Mather Inc., N. Y. He has been operating his own service as management counsel in public relations for several years.

JIM PATTERSON, radio and TV production department J. Walter Thompson Co., L. A., recalled to active service in Air Force.

SAMUEL CHER, vice president and merchandising director Young & Rubicam, N. Y., named to board of governors Israel bond issue.


NEIL AMES, advertising department Hunt Foods, Fullerton, Calif., and MILTON FIGEN, advertising manager American Wine Co., Beverly Hills, to Ted H. Ball & Co., L. A. Mr. Ames joins promotion and publicity department; Mr. Figen is account executive.

RADIO has been recognized as a legal advertising means by a law just passed by the Washington state legislature. The measure became law largely through efforts of the Washington State Assn. of Broadcasters. It authorizes officials, state and local, to supplement legal notices with radio spot announcements. The spots must contain only the time, place and nature of the notice, obviating the necessity for reading the entire legal notice. Gov. Arthur B. Langlie signs into law the bill. Witnessing the signing are (1 to r) Carl Downing, manager, WAB radio news bureau; Charles Bryant, the governor's radio assistant, and Tom Olsen, KGY Olympia, chairman of the association's legislative committee and owner-manager of KGY, originating station for the legislative network.

ON THE WASHINGTON SCREEN

Sure-fire shows for sure-fire sales.....!

EVERY WEEKDAY AFTERNOON

“Hollywood Matinee”
2-3 PM

*BAXTER WARD

“The Modern Woman”
3-3:30 PM

*RUTH CRANE

The Modern Woman on Television brings housewives more homemaking help; more party and etiquette advice; more fashion news; more decorating ideas; more food demonstrations; more beauty and self-improvement suggestions; more of the exciting personalities in the news; AND more imagination and more action! Jackson Weaver helps Ruth Crane make it all more entertaining—the one minute participations can help any advertiser sell MORE!

Call or Wire ABC Spot Sales

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

April 2, 1951 • Page 11
feature of the week

WITH a city-wide Dallas network of five radio and two television stations, Maryland Club Coffee March 24 broke what is to be a year-long campaign tying in "orchid of coffees" with fashion.

Starting with Dallas, Maryland Club (Duncan Coffee Co., Houston) plans to move into a series of Southwest markets with localized campaigns. Next market probably will be opened up sometime in April.

PRINCIPALS in the Maryland Club coffee event were (l to r) Ralph Nimmons, manager of WFAA-TV; Phil McHugh, (seated) radio-TV director. Tracy-Loke Co.; Dorothy Malone, movie star; H. M. Duncan, president, Duncan Coffee Co.; L. J. Bland, secretary-treasurer, Duncan Coffee; "Miss Maryland Club" (Juanita Ransome); C. W. Duncan, vice president, Duncan Coffee; Mr. Stephenson, and Bill Roberts, commercial manager, KRLD-AM-TV.

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

Mr. BURK

N OAH WEBSTER, who ought to know, defines the word "ambition" as an "unlifting desire to achieve or attain."

G. Norman Burk, of G. Norman Burk Inc., Pittsburgh, is a man with not one but two ambitions, although one is closely allied with the other.

He is a happy man and (1) wants to remain happy, and (2) he wants to continue to make a living "in the hectic business" of advertising.

If, in truth, happiness is a by-product of success in a chosen field, Mr. Burk bids fair to realize his "uplifting desire to achieve or attain." Be assured, he applies the adjective, "hectic," affectionately to the business of advertising.

Mr. Burk is a stone which has rolled quite a bit, and while not gathering any moss, he certainly gathered a bundle of know-how when it comes to successfully putting over his accounts' products.

He was born Jan. 6, 1906, in Oakland, Calif., and attended grammar school in Los Angeles. When he was 13, the family moved to

(Continued on page 90)
Mr. Sponsor:

There's No Sweeter Music

Than Sales Results Like These . . .

Mr. Richard E. Jones
Station WJBK
Masonic Temple
Detroit, Michigan

March 9, 1951

Dear Mr. Jones:

Three years ago we started advertising on WJBK's Jack the Bellboy program for our account, Robert Morgan Studio of Dancing. During these three years of continual advertising on WJBK, the Morgan Studio has grown into an organization of more than 70 staff people, and it's still expanding.

To be specific, WJBK deserves the lion's share of credit for the sales and leads obtained for Robert Morgan. WJBK has consistently produced far more sales and leads per dollar spent than we have gained from any other medium. For instance, at various times over this three year period we have tried most of the other Detroit stations and personality programs. By comparison WJBK and the Bellboy have been five times more effective.

I thought you'd be interested to know what a wonderful selling job you're doing for Robert Morgan. Many thanks for producing such tremendous sales results . . . and may I add my vote to the countless others who believe Jack the Bellboy is one of the greatest salesmen in radio today.

Kindest personal regards,

Arthur Schurgin

Letters like this, by the score, attest to the consistently high sales results WJBK achieves for its sponsors. No matter what product or service you want to sell in the booming Detroit market, your best advertising buy, by far, is WJBK. Your KATZ representative is the man to see.

WJBK -AM -FM -TV

The Station with a Million Friends

National Sales Headquarters: 488 Madison Avenue, New York 22, Eldorado 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

April 2, 1951 • Page 13
SPONSORS GET "PROMOTION PLUS" ON WDSU

OTHER NEW BUSINESS

Spot & Agency Appointments • •


AIR KING PRODUCTS Co., Brooklyn (TV, radio receivers), will spend $1 million in advertising this year, D. H. COGAN, president, announced last week. Advertising in key cities will be concentrated in local radio, TV shows, newspaper and billboard advertising.

BU-TAY PRODUCTS Ltd., L.A. (Rain Drops water conditioner), names Brisacher, Wheeler & Staff, L.A., to handle special eight week premium promotion campaign in San Diego. Television will be used. Glaser-Galley Inc., L.A., continues to handle portion of firm’s advertising. (Company has no exclusive agency representative.)

ORANGE CRUSH Co., Chicago, has begun cooperative TV spot campaign for 13 weeks on WGN-TV and WEKB Chicago, and plans future video expansion nationally with announcements paid for by company and its local bottlers. Agency will be named shortly.

GOFF ASSOC., Wilmington, Del., appointed by Delaware State Development Dept. to plan test promotion campaign, including TV, for State of Delaware. ALAN GOFF is account executive.

NEIGHBORHOOD CLEANERS & Dyers Institute, L.A., appoints Taylor Host Inc., L.A., to handle advertising. Series of 13 quarter-hour TV films aimed at teaching garment preservation and related information now being readied for May or June placement on TV stations in L.A. and other selected areas.

STATE MUTUAL BUILDING & LOAN Assn., L.A., names Robert J. Black Adv., L.A., to handle advertising. Firm, currently using spots on KECA Los Angeles, may add more radio and possibly television. WARNER HOT SPRINGS GUEST RANCH also names agency to handle advertising. Radio and TV may be used.

UNITED FROZEN FOODS Corp., L.A. (Simple Simon Pies), names Davia & Co., L.A., to handle advertising. Weekly participations being used on KTLA (TV) Los Angeles and KPIX (TV) San Francisco. Other stations in these cities may be added later.


CONTINENTAL PACKING Corp., Ponce, P. R. (Tango brand fruit nectars), appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

IMPERIAL TOBACCO Co., Montreal (Ogden’s cigarette tobacco), April 1 started for 13 weeks Smiley Burnette, quarter-hour transcribed show three weekly on 34 Canadian stations. Agency: Cockfield, Brown & Co., Montreal.

Network • •

AMERICAN TOBACCO Co. (Lucky Strike cigarettes), New York, renews Robert Montgomery Presents, alternate Mon., 9-30-10:30 p.m., on

(Continued on page 82)

Page 14 • April 2, 1951
FIRST in Houston

★ MORNINGS
★ AFTERNOONS
★ EVENINGS
★ TOTAL RATED TIME PERIODS

First in Television, Too!
Operating KPRC-TV Houston's only TV service.

950 Kilocycles • 5000 Watts
NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO
measure a network?

Do you measure by the number of stations? By their locations? By kilowatts? Or... by the size of the audience a network *delivers*?

Sales-minded businessmen and their advertising agencies know the most important yardstick is *audience*.

And Columbia Pacific *delivers* for its advertisers a greater share of audience than any other Coast network: 43% greater than network B... 219% greater than network C ... 76% greater than network D.*

Choose the most practical measurement of all... audience... and you'll use the 14 stations delivering the most on the Coast....

*Columbia Nielsen ratings, Dec., 1950: Regional sponsored programs.

**Columbia Pacific**

Represented by RADIO SALES

KIMA - KIRO, Seattle - KNX, Los Angeles - KOIN, Portland - KOLO, Reno - KROY, Sacramento - KXLY, Spokane - KXOC, Chico
Radio 'Neglected'

EDITOR:
With all of the hullabaloo about the television coverage of the Kefauver hearings, I think radio was neglected. As a case in point, WIP carried all the hearings direct from New York and from Washington, and had them sponsored locally.

The New York hearings were cosponsored by RCA-Victor and the John B. Stetson Co., and the Washington hearings are being sponsored by the Philco Corp... not only live hearings from the courtrooms, but also repeat transcribed broadcasts at night... Furthermore, we piped the radio show to Atlantic City and Allentown.

I think recognition should be made of the part radio played. We're very proud of our coverage and obviously RCA, Stetson, and Philco recognized their value. Their sponsorship bears witness to this fact.

Benedict Gimbel Jr., Pres. WIP Philadelphia

[EDITOR'S NOTE: To WIP and all other radio stations that remembered the limitations of TV, a bow bow. Radio has done this kind of job so often that it has come to be accepted as routine. For TV, it is still a novelty.]

* * *

His Sponsors Alone Make a Sizable Audience

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. The roster of businesses represented is too long to detail here, but this brief summary shows their scope:

93 automotive agencies
19 auto supply and repair companies
6 bakers
51 banks and savings institutions
26 brewers and bottlers
58 building materials firms
29 coal, ice and oil companies
14 dairies
30 department stores
23 drug stores
16 food companies
43 furniture or appliance stores
17 hardware stores
14 jewelers
14 laundries
25 real estate and insurance agencies
94 miscellaneous

His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

* * *

'Such Varied Interest'

EDITOR:
Several times recently I have taken home your magazine thinking that I would read it in one evening. Invariably, I have found out that it is more than a one evening job. I am amazed at the number of items of such varied interest that you pack into your publication.

I think it is a great job of selection and editing. I don’t see how anyone interested in your industry could keep house without it.

Frank R. Wilson
Information Asst. to Dir. Bureau of the Census
Washington

* * *

'Editorial Diligence'

EDITOR:
Your staff deserves the praise of the industry for their terrific job of producing a voluminous factual report on the FCC TV allocations practically overnight... an outstanding example of the editorial diligence that keeps your magazine in first place.

J. Leonard Reisch
Managing Director
WSB Atlanta
WHIO Dayton
WIOD Miami

* * *

Open Mike

Radio 'Neglected'

Mary Swan
Los Angeles

[EDITOR'S NOTE: No, nor in any other magazine.]

* * *

Hard On The Eyes

EDITOR:
... Let me preface it with the expression that I very much like the recent “streamlining” of broadcasting. Telcasting throughout. But, there is one page, that certainly took a beating in the revamping. It’s “our” page dealing with “promotion” activities. If you’ll turn to the latest issue, March 19, (page 79) I’m sure you’ll see what I mean! There must be something you can do besides put in all these giant-size dots and the line of stars above the cut! After reading the page, I always have to close my eyes for 15 minutes to give them a rest. One day when I went through three issues in a row I had to grope my way to the nearest optical...
RCA Limiting Amplifier BA-6A
For high-fidelity AM and FM speech input systems

FEATURES

- No matched tubes required
- Choice of single or dual time constant
- Greater reliability—push-pull stages throughout
- High gain—Low noise level
- Adjustable T-pad in output
- Standard plug-in mounting—for new handling convenience

SPECIFICATIONS

- Output level at verge of limiting, 30 dbm
- Gain, 54 db
- Noise level—down 83 db at verge of limiting
- Frequency response ± 1 db, 30-15,000 cycles
- Distortion (1/2 db gain reduction), 1%
- Takes only 8 3/4 inches of rack space. Weighs only 37 pounds.

This represents the ultimate in useful performance...at lower cost

Save yourself hundreds of dollars when you buy your limiting amplifier. Specify a BA-6A. For complete details call your RCA Broadcast Sales Engineer. Or write Dept. PA-19, RCA Engineering Products, Camden, N. J.

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada. RCA VICTOR Company Limited, Montreal
HOOPER surveys the SEVENTEENTH STATE

* THE SEVENTEENTH STATE *
A compact market composed of a homogeneous group of 53 counties in Eastern New York and Western New England. So called because its population exceeds that of 32 states in the U.S.

and Hooper discovers that:

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

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

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

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

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

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STAFF CHANGES

Changes in the executive staff of Broadcasting * Telecasting, plus related personnel reassignments, were announced last week by Sol Taishoff, editor and publisher. The moves, he said, are designed to give depth to the 20-year old trade journal, as part of an over-all expansion of operations.

Two major editorial shifts and two new appointments to the advertising staff were effected formally, as of April 1. Edwin H. James, New York editor for the past five years, becomes senior editor, headquartered in Washington, and Rufus Crater, associate editor in Washington for five years, takes over Mr. James' New York editorship.

William H. (Bill) Shaw and Ken Cowan are the new appointees in the advertising department. Mr. Shaw, who has been identified with the sales staffs of stations in the midwest and south, becomes midwest sales representative, headquartered in Chicago. He succeeds William L. Thompson, who has resigned to join the Chicago staff of Mutual.

Mr. Cowan, who has been associated with Henry J. Kaufman & Associates, Advertising Agency, for the past two years, has been added to the New York sales staff, under Sol J. Paul, advertising director. He resigned as an account executive with Kaufman on Feb. 1 to join Broadcasting * Telecasting. Mr. Cowan, 24, is a graduate of American U., Washington. He served two years in the Army, half of it in the European Theatre.

Joined in '45

Mr. James, 34, joined Broadcasting * Telecasting in December 1945, after having separated from the Army as a major. He served on the public relations staff of Gen. Douglas MacArthur in the Pacific Theatre during World War II. Prior to the war Mr. James was a Los Angeles newspaper man.

Mr. Crater, 35, joined the magazine on Oct. 1, 1945, and throughout his tenure specialized in reporting and legislative matters. He was formerly city editor of the Winston-Salem Journal.

Mr. Shaw, 30, is the son of the late Harry Shaw, former owner of WMT Cedar Rapids, Iowa. The elder Shaw was a co-founder of Broadcasting * Telecasting in 1931, but disposed of his interest the following year. Bill Shaw resigned from the sales staff of WGH New York to pursue his new post. He had spent two years in sales and promotion with WLCR Nashville, and for a year he had been with KCRG Cedar Rapids. He served four years in the Army Air Force during the last war as a bomber pilot and flew 60 missions in Europe.

Also announced was promotion of Jane Pinkerton, a member of the Chicago staff for three years, to Chicago news editor. She will continue to work out of the bureau at 360 N. Michigan Ave., with Mr. Shaw.

Coincident with the editorial department changes, Mr. Taishoff announced reassignment of Fred Fitzgerald, news editor, to associate editor. Jo Hailey, editorial staff member, was named make-up editor and Tyler Nourse was promoted from the staff to copy editor. David Berlyn, Congressional specialist, was named assignment editor, in addition to his reportorial duties.

'Payment Only Just'

KSST Sulphur Springs, Tex, had been carrying interviews and stories about a local water-sewage project as a public service. Manager W. E. Bradford said, "We have often been discouraged when, after plugging away at something as a public service, we find that other media have either ignored it completely or are holding out for payment." Last fortnight, however, the city council purchased radio time to be used by the mayor in explaining the project. In arranging the broadcast, the city council explained it realized the station would have furnished this time on a public service basis, but since it was necessary to buy such service in other media, they considered payment only just.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE

KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
</tr>
<tr>
<td>Station B</td>
<td>337,330</td>
<td>350,820</td>
</tr>
<tr>
<td>Station C</td>
<td>295,470</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,830</td>
<td>205,440</td>
</tr>
</tbody>
</table>

McMinnville, county seat and largest city of Oregon's Yamhill County, lies directly in line with KGW's powerful north-south "beamed broadcasting signal." Dairying, lumbering and agriculture stabilize McMinnville's economy, making it valuable to KGW's advertisers because of KGW's COMPREHENSIVE COVERAGE of this important market. A recent KGW Tour-Test conducted with the cooperation of the Oregon State Motor Association, was witnessed by Glenn Macy, president of McMinnville's Chamber of Commerce, shown above with "Miss KGW". This Tour-Test effectively proved KGW's COMPREHENSIVE COVERAGE of McMinnville...a premium market delivered completely ONLY by radio station KGW.

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
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
SUMMERTIME SCHEDULES SOAR

By RUFUS CRATER

BUYERS and sellers of broadcast time are sharpening their pencils and their pitches for summer campaigns designed to spell summertime this year with a capital S.

Seasonal advertisers already are signing up summer spot campaigns at a pace which appears almost certain to equal and perhaps exceed and year's total. The network outlook has not fully crystallized, both seasonal and regular advertisers are beginning to line up summer shows, and networks and stations are marshalling plans to convince advertisers of the value of summer broadcasting generally.

A roundup by BROADCASTING • TELECASTING indicated the outlook for both summer radio and TV is healthy—provided a short-sleeve selling job is done.

New spot and network radio accounts already signed by seasonal and regular advertisers include the following with the roundup for TV, now approaching its first big commercial summer, to appear in the April 9 BROADCASTING • TELECASTING.

Wrigley Purchase

William Wrigley Jr. Co. came through last week with the purchase of 38 evening half-hours on CBS between July 3 and Aug. 21—which as it did last year—at a gross time cost of approximately $355,000. This contract, involving half-hour programs six evenings a week, was placed through Arthur Meyerhoff Agency, Chicago.

The six programs: Broadway Is My Beat, to be heard Sundays; Romance, Mondays; Pursuit, Tuesdays; Johnny Dollar, Wednesdays; and Lineup, Thursdays, from 9-10 p.m., and Rate Your Mate on Saturdays, 8-9 p.m. Pursuit and Rate Your Mate will substitute for two current Wrigley programs. The contract was announced by Arthur Meyerhoff, president of the agency.

Procter & Gamble, Cincinnati, bought more than two full hours of time weekly on ABC, including sponsorship of two shows under the network's new 'Pyramid Plan' which got under way yesterday (Sunday) with the broadcast of Stop the Music with P&G as a sponsor (8:15-9:30 p.m.) segment for Ivory soap, through Compton Adv.

Starting Friday, P&G also assumes sponsorship of The Sheriff, 9:30-9:55 p.m., under the Pyramid Plan, a year-round variation on NBC's Operation Tandem and designed to give advertisers flexibility as well as diversification of program format and audience appeal. Sponsorship of The Sheriff also will be for Ivory soap, through Compton.

P&G also signed for sponsorship of David Anity on ABC, Monday through Friday, 11:15-11:30 a.m., for Camay, Oxydol and Dreyf, effective today (Monday) in addition to sponsoring two weekly five-minute newscasts on the network starting this week, Wednesday, 8:55-9 p.m., and Thursday 8:05 p.m. Nancy-Fitzgerald-Sample is the agency for Dreyf and Oxydol; Pedlar & Ryan for Camay.

Under its Pyramid Plan announced last week by Charles Ayers, ABC national director of radio sales, the network offers advertisers one-third sponsorship of one or more of three established ABC programs: Stop the Music, Sunday, 8-8:30 p.m. portion; Fat Man, Wednesday, 8:30-9 p.m., and The Sheriff, Friday, 9:30-9:55 p.m. The advertisers receive a full minute of commercial time for each program ordered. Time costs are figured on the basis of 20% of the gross hourly rate, one-third of the half-hour rate. In addition to frequency discounts, ABC offers a 10% full network discount on the gross as an inducement to buy a minimum full network.

ABC placed the gross time cost per participation—one time on one program—at $3,591 to reach 75 markets, $4,600 for a minimum full network, and $5,962 for the full network.

REAL-GUARD ATTACK

By J. FRANK BEATTY

Radio advertising suffered a rear-guard attack last week as the Assn. of National Advertisers scanned its recent report showing loss of night listeners in TV areas.

With nearly 300 leading national advertisers present, ANA held its 42nd annual spring meeting at the Homestead, Hot Springs, Va. These media buyers represent a major share of the national advertising budget.

The attack came in the form of a review of ANA's second study of audience trends, titled Radio Time Values, Supplement I [BROADCASTING • TELECASTING, March 19], with no effort to tell radio's side of the story or show TV's effect on other media. It was followed by a conference discussion in which several individual advertisers said they were readjusting their own company media buying.

Obiously nettled at suggestions that ANA is conducting a campaign of psychological warfare against radio, Paul B. West, ANA president, issued a formal statement.

Mr. West flatly denied that the report is an attempt on the part of buyers to knock down radio rates. It is, on the contrary, a determined and we believe an intelligent effort to help get established some long-needed basic facts to enable all of us to better evaluate the medium.

'Tremendous Values'

Conceding there are 'tremendous values in radio when rightly used,' Mr. West added: 'At the same time, advertisers are faced with the inescapable fact that they can stretch their advertising dollars only so far. And the substantial increases in costs of radio as well as in all media, and on top of that, the extraordinarily larger budgets that are required in order to use the new and rapidly growing medium of television means just one thing. It means that advertisers and the radio medium owners have the responsibility of reviewing radio values in the light of what we are doing.'

WEST DEFENDS ANA

(Continued on page 29)

Drives Top Last Year

Procter & Gamble's latest campaign for Wrigley's will be placed in the major markets throughout the nation. The campaign will continue through July 31st and is expected to reach over 50 million people weekly.

The campaign features a new commercial which highlights the benefits of using Wrigley's gum for healthy teeth and fresh breath. The commercial features various scenes showing people using Wrigley's gum in everyday situations, such as eating lunch, playing sports, or talking to friends.

In addition to the commercial, Procter & Gamble is also launching a new packaging design for Wrigley's gum, which includes a bright red color and large font on the package. The new packaging design is expected to help increase sales and brand awareness.

The campaign is expected to be a significant contributor to Wrigley's overall sales growth, and Procter & Gamble is investing heavily in the campaign to ensure its success.
**Summer Schedule**

(Continued from page 28)

for a whirlwind campaign, has revised its summer show presentations from ABC, CBS and NBC, but late last week was reported to be still undecided as to whether to employ the tie-in. At the same time, its officials decide affirmatively, it was estimated they would then need about two weeks to appraise the rival presentations.

NBC in the meantime unveiled its plan for "Summer Tandem" to start May 7 and run to Sept. 23—25 weeks. With the weekly cost for participation set at $20,000 including two hours for the full NBC network facilities plus all talent and production charges, "Summer Tandem" offers a full minute of commercial time on consecutive blocks of five hour-long evening blocks per week: Mondays, Boston Pops Orchestra, 10-11 p.m.; Thursdays, Screen Directors Playhouse, 10-11 p.m.; Fridays, TV. Amazing Mr. Malone and Man Called X extending from 9-10 p.m.; Saturdays, two comedies, It's Higgins, Sir, with Harry Macdonald, and Magnificent Montague with Monty Woolley, from 8-9 p.m.; and Sundays, Tales of The Texas Rangers and 86th Squad from 9:30-10:30 p.m.

On Mutual, Joe Lowe Inc., Chicago, has signed for a 5:55-6 p.m. Monday-Wednesday-Friday sports interview program on behalf of its popsicle, it was reported last week. The series, starring Mel Allen, starts June 18. Blaine Thompson, Chicago and New York, is the agency.

**Reynolds Signs**

Mutual's Game of the Day daily baseball broadcasts, which had 220 cooperative sponsors last year, are scheduled to begin April 16 over 376 MBS stations. J. R. Reynolds Tobacco Co. has signed again this year. The sponsor of the five-minute Camel Scoreboard after each game and Gillette Safety Razor Co. is expected to carry five minutes preceding games. William Esty & Co. is the agency for Reynolds, and Mazon Inc. for Gillette.

W. K. Kellogg Co., Battle Creek, which already sponsors three hours weekly on Mutual, has been added to the 15 minutes for Wild Bill Hickok, effective yesterday (7-7:25 p.m. Sunday). The show is carried on 285 Mutual stations on behalf of Kellogg's new "Corn Pop" cereal. Leo Burnett Co., Chicago, handled the account.

In addition, Personna Blades Co. will sponsor Gabriel Heather on MBS network radio this time. If Mutual, bought an additional 25 minutes for Wild Bill Hickok, effective yesterday (7-7:25 p.m. Sunday). The show is carried on 285 Mutual stations on behalf of Kellogg's new "Corn Pop" cereal. Leo Burnett Co., Chicago, handled the account.

Among seasonal spot advertisers—regarded as fruitful field of business for radio on all levels—suntan lotions are expected to expand their usual summer campaigns extensively this year. McKesson & Robbins, Tartan Suntan Lotion, will expand its radio campaign more than 100%, an executive at its agency, J. D. Tarcher & Co., New York, told Broad-

**Competition for the Ad Dollar**

By WILLIAM B. RYAN, President, BAB

WE HAVE to look no farther than to the next radio station across the street, to the television station next door, and to the newspaper around the block to confirm what one-quarter of 1951 has already indicated: That the most resourceful and intensive efforts of each unit among competing media are being geared to and aimed at securing the largest possible share of the advertising dollar.

In 1961 all the old advertising accounts are receiving careful servicing and every possible avenue of new business is marked for immediate solicitation and development ... for summer broadcast schedules.

The seasons of the year always lend themselves to ingenious promotion. South, and has continued to move North following the summer season, until the advertiser was using one-minute spots on more than 160 stations at the end of March. Contract, placed through Birmingham, Castleman, Malone and Man Called X, will run through November.

**Breakfast Foods**

Increased activity in light cold breakfast foods usually occurs during the hot season throughout the country. Kellogg Variety Package during June, July and August will take over the spots now used by Kellogg All Bran, in about 70 markets. Kenyon & Eckhardt, New York, is the agency.

Although plans are not definite, it is understood the government of Ontario, federal government and Province of Quebec are considering U. S. spot radio campaigns to promote summer touring in Canada.

**No Criterion**

Yes, the summer season is as ideal a time for sales as any other, for the calendar is no more the criterion for sales than is the clock or the geography.

In 1949 a marked resurgence was noted in radio's summer earnings. The summer of 1950 was the best reported in the history of commercial radio. There are goods and services to be sold by your advertisers this year. There are myriad listeners who want news and information about them. The best way to provide that news and information is via radio in the good old summertime.

**Brown Promoted**

JULIA BROWN, timebuyer at Compton Adv. Inc., New York, has been promoted to director of media research, a newly created division of the media department. As head of media research, Miss Brown will devote her efforts to overall media problems of radio, television and print. She reports to Frank Kemp, assistant media director at the agency.

**Drawn for Broadcasting • Telecasting by Sid Hix**

"We used to listen just for fun."

Page 24 • April 2, 1951
ILLEGAL TRANSFER CHARGED IN FCC ACTION

In a surprise move last week, WBAB Atlantic City and its FM adjunct, 28, following failure to resolve its FCC fulltime AM operation on 1490 kc, was noted in the letter (of March 7), the control of the licensee had already passed, without prior Commission action, to the commercial corporation that was the "transferee." The FCC went on to say:

"in view of your statement that the direct operation of the station is not in the public interest and the consequent continuation of the illegal operation of the station in violation of Sec. 301 of the Communications Act, are directed to immediately the operation of WBAB and WBAB-FM."

"it is "irrevocably" whether the "finding of violation is in a civil or criminal proceeding.

"in either case," the report said, "it is the conduct of the applicant and not the type of suit brought that is important."

SCOTUS ON ANTI-TRUST

The FCC report, issued last Thursday, stemmed from a 1943 Supreme Court decision that held major motion picture companies were violating anti-trust laws because of their control over both production and distribution of films. Among those whose applications before the FCC have either been held in abeyance or acted upon conditionally pending the Commission's definition of a policy such as that issued last week are Paramount Pictures, Allen B. DuMont Labs Inc, which the FCC has tentatively is controlled by Paramount in its stock ownership, Schine Chain Theatres, which owns WPTR Albany; 20th Century

**FOX FILM CORP., WESTINGHOUSE ELECTRIC CORP. AND GENERAL ELECTRIC CORP.**

The Commission received briefs and heard oral arguments from interested parties on the qualification of FCC policy last April. The policy issued last week will be invoked as a guide in making case-by-case determinations of the qualifications of major motion-picture companies.

The Commission made no bones about its intense concern with the cases involving motion picture interests.

"Much of the argument in this proceeding related to the major motion picture companies who have violated the anti-trust laws over a period of years in the motion picture field," the report said. "It is obvious that violation of the anti-trust laws by the motion picture companies is a matter that the Commission must consider carefully in determining the qualifications of these companies to operate in the public interest."

An interesting point regarding movie firms that the Commission will consider is their reported withholding of important films from television and their restriction of television performances by talent under contract to them.

"We express no opinion at this time as to whether such practices are or are not in violation of the anti-trust laws," FCC said. "We do desire, however, to point out that whether or not these practices are or are not in violation of any law they may be considered by the Commission to be relevant in determining the qualifications of applicants utilizing such practices.

FCC pointed out that motion picture companies and television companies had a common purpose—to acquire the best available motion picture films and the best available talent and scripts. This constitutes a conflict of interests that the Commission feared would be resolved in favor of the motion picture company in a situation where only one of the companies owned a television station, particu

JANUARY BILLINGS

**LEADING NETWORK ADVERTISERS BY PRODUCTS GROUPS FOR JANUARY 1951**

<table>
<thead>
<tr>
<th>Network</th>
<th>Advertiser</th>
<th>Group</th>
<th>Net Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Lever Bros.</td>
<td>General</td>
<td>3,999,690</td>
</tr>
<tr>
<td>NBC</td>
<td>General Foods</td>
<td>General</td>
<td>1,389,090</td>
</tr>
<tr>
<td>NBC</td>
<td>Sterling Drug</td>
<td>General</td>
<td>659,200</td>
</tr>
<tr>
<td>NBC</td>
<td>Allen Bros.</td>
<td>General</td>
<td>849,945</td>
</tr>
<tr>
<td>NBC</td>
<td>Williams Safety Razor Corp.</td>
<td>General</td>
<td>585,435</td>
</tr>
<tr>
<td>NBC</td>
<td>Lippert &amp; Myers</td>
<td>General</td>
<td>464,369</td>
</tr>
<tr>
<td>NBC</td>
<td>Colgate-Palmolive-Peet Co.</td>
<td>General</td>
<td>492,667</td>
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**TABLE II**

<table>
<thead>
<tr>
<th>Product</th>
<th>Advertiser</th>
<th>Group</th>
<th>Net Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Corp.</td>
<td>General</td>
<td>3,548,500</td>
</tr>
<tr>
<td>Automotive &amp; Auto Access.</td>
<td>General Motors</td>
<td>General</td>
<td>1,457,749</td>
</tr>
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<td>General</td>
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<td>Pepsi Sales Corp.</td>
<td>General</td>
<td>1,325,566</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Mars Inc.</td>
<td>General</td>
<td>1,194,674</td>
</tr>
<tr>
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<td>Sterling Drug Co.</td>
<td>General</td>
<td>699,500</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>General</td>
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</tr>
<tr>
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<td>General</td>
<td>138,943</td>
</tr>
<tr>
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<td>Philco Corp.</td>
<td>General</td>
<td>141,738</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>U. S. Steel</td>
<td>General</td>
<td>157,940</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Longines-Whitmore Watch Co.</td>
<td>General</td>
<td>100,792</td>
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**BECK WITH JAFKOWSKY IN TELECASTING**

American Home Products was the second highest advertiser during the week.

**P&G LEADS ON NETWORKS**

<table>
<thead>
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President Studies

**We recommend that no changes be made at this time in the powers and duties of the FCC. The President's efforts to organize itself as a board, however, think that the FCC should have a more permanent and a stronger staff to keep up with engineering developments.**

The report appendix one alternative as "a last possible resort in the event of confusion of communications resources" — creation by Congress of a board to assign frequencies to both government and civilian users. It was further stated that establishment of such a board "would mean a fundamental change in the Communications Act" and would "involves, we believe, serious conflicts with the proper exercise of the executive function of the government."

Single Head Possible

The report, while stating preference for a three-man body, recognized "the possibility of appointing one man, a telecommunications advisor, to exercise the functions of the proposed board."

Speculation as to the makeup of a board had already mentioned such names as FCC Chairman Wayne Coy as a prospect to head the group; FCC Comr. E. M. Webster, an old hand at government allocations; and a third member who might be an active or ex-military or Navy communications expert.

The name of E. K. Jett, vice president of the Baltimore Sunpapers and its TV operation (Continued on page 59)

To Hold FCC Bill

It was Sen. Johnson last year who introduced a resolution opposing the President's FCC reorganization plan. He was upheld in a Senate vote thus defeating Mr. Truman's proposal.

The new measure is more broad in scope than the Truman plan of 1950. Generally the bill, and its companion measure in the House (HR 3307), would:

- Transfer the executive and administrative functions of the FCC to the Chairman.
- Give the Chairman jurisdiction over the appointment and assignment of personnel in the reorganized offices of the Commissioners.
- Permit the President to remove any member of the Commission from office for "inefficiency, neglect of duty, or malfeasance in office."
- Spell out that at the end of a Commissioner's term, he could continue to serve until his successor is appointed and "qualified."

Under the new reorganization plan, it has been pointed out, the Chairman would have power over the "execution of FCC policies."

IMMEDIATE POLICY BOARD URGED

Despite recommendation for the "immEDIATE" establishment of a top government communications policy board within the Office of the President, indications are that the timetable for such action is impracticable. If the current indication of such suggestion, if accepted, would be rather slow.

Following formal release last Thursday by the White House of a letter issued more than a year ago by the President's temporary Communications Policy Board (Broadcasing • Telecasting, March 12)

White House sources Thursday said that the President has not studied its content and that it probably would be turned over to an administrative aide for analysis.

Dr. John R. Steelman, the Assistant to the President, has, in the past handled such matters relating to establishment of like government units.

Further, it is pointed out that there is no need for legislation to set up such a body since it would be an extension of the authority outlined in Sec. 606 of the Communications Act, permitting the President to take over civilian telecommunications facilities, both wire and radio, for emergency and war purposes. Also, as cited in the report, "Sec. 305 of the Act specifically states that the President power to assign radio frequencies to government stations, and specifically exempts government stations from the FCC's regulatory powers when they are operating as such."

The suggested board would, in cooperation with the FCC, regulate the division of spectrum space and provide for government and non-government users.

In offering its solution for "remedial steps" in telecommunications, the board report urged prompt action, saying, in part:

*We recommend the immediate establishment of the board to be a President of a three-man telecommunications board of small, highly qualified staff to advise him on basic questions of his responsibilities in the telecommunications field. The board should include formulating and recommending broad national policies in this field, and giving advice and assistance in the operation of the agencies involved in international telecommunications negotiations.*

In another closely related and important function of the board will be to establish and maintain effective working relationships with the FCC for the formal solution of those joint questions of frequency allocations which will inevitably come up under our system of dual control over the spectrum.*

**We recommend that the In- terdepartmental Radio Advisory Com- mittee be expanded and that it be given the authority to make recommendations to the Telecommunications Advisory Board for authenti- cation.**

JOHNSON MOVES

IN A SUDDEN maneuver, Sen. Ed C. Johnson (D-Col.) last Wednesday entered a bid in the Senate for jurisdiction over legislation which would give the FCC Chairman sweeping administrative powers (Broadcasting • Telecasting, March 26).

Sen. Johnson's objection to the bill's apparent intent was reported exclusively in the March 26 issue of Broadcasting • Telecasting.

The radio-active chairman of the Senate Commerce Committee has introduced a bill (S 1218) similar in content to legislation (S 1139) dropped in the Senate hopper a fortnight ago.

Accompanying this action, it was understood Sen. Johnson sent a letter to the chairman of the Senate Commerce Committee explaining his opposition to the reorganization measure. The latter is the latest expression of the so-called Hoover Commission.

Sen. John L. McCellan (D-Ark.) is chairman of the expenditures group. He also is sponsor of S 1139.

Sen. Johnson's chief objection to the legislation centers on the breadth and related concentration of power which the plan would vest in the commissioners; the participation of those of other Com- missioners.

He has also expressed himself that such a change in administrati- ve and executive functions would usurp Congressional authority by placing the FCC more fully under the direction of the executive branch of the government.

Opposition Outlined

A fortnight ago, Sen. Johnson told Broadcasting • Telecasting that he would oppose the new legis- lation. He had declared that if legislation were called by the Mc- Cellan committee and if he were asked to testify, he would strongly state his opposition. Sen. Johnson went on to say that if the measure should reach the Senate floor with- out committee hearing, he would join debate and exert whatever argument he could muster to defeat the bill.

Affect of the latest maneuver would be to place the reorganiza- tion plan in the Senate Commerce Committee. Thus, the Commerce group could rule its fate.
WAR ROLE OUTLINED

FCC last week outlined the alert-operational phases of radio and television broadcasting in a war emergency under a plan formulated by its own study group but still subject to final approval of the Commission and the Dept. of Defense.

The proposal was blueprinted to nearly 1,000 licensees and legal and consulting engineer representatives, who were summoned to Washington on relatively short notice at the FCC's request. Numerous broadcasters who attended the "restricted" session, held last Monday at the Commerce Dept.'s Interdepartmental Auditorium, found it difficult to reconcile the implied "urgency" of the highly-classified meeting with the revelations detailed to them in a restricted document and by FCC staff members at the apparent initiative of the Air Force.

Additionally, many licensees indicated they would withhold comments on the controversial plan pending a more representative membership on some advisory committee which they felt should be called in to consult with the Commission before a plan is ultimately adopted.

Welcome Suggestions

In the face of obvious confusion as to the necessity for calling such a meeting—particularly in view of the fact that a similar briefing session will be held at the NAB convention April 16—FCC staff members were quick to welcome broadcasters' suggestions—either on the plan itself, or on the possibility of forming a new industry advisory committee (largely technical and more nationally representative).

FCC authorities stressed that the plan is the end product of months of study by government-industry groups—a proposal drawn by its engineering study group which, it was strongly felt, would have the tacit approval of the full Commission and military authorities.

FCC officials submitted the plan as a "preview" of actual operating procedure which they indicated would later be implemented through a Board of War Com-

Broadcasters Urge Advisory Unit

EMERGENCY station operation plan was described last Monday at FCC mobilization meeting in Washington, with some 1,000 broadcasters present.


Second from top: Larry Menzitt, WVCN Carol Gables, Fla.; Lester Gould, WJNC Jacksonville, N. C.; M. C. Scott, WIOD Miami; C. F. Daugherty, WSB Atlanta; Ben Akerman, WGST Atlanta.

Third from top: Eliot C. Lovett, attorney; Campbell Arnaux, John Peffer, WTAR-AM-FM-TV Norfolk, Va.; Roger Page Jr., Ted Leeper, WAAA Winston-Salem, N. C.

Fourth from top: Arthur Gates Jr., WYVE Wytheville, Va.; Ralph D. Epperson, WPQ Mount Airy, N. C.; Dr. A. M. Gates, WYVE; Wilfred Fisher, WMTC Vancleve, Ky.; Raymond F. Guy, NBC.

Bottom: Hest Wooten, WREC Memphis; Henry H. Carman, WGBB Freeport, Long Island; Frank W. Harvey, WMAL Washington; Dwight A. Myer, Westhouse Radio Stations; Kenneth H. Berkeley, WMAL.

others to continue operation providing they elect to participate in the plan and effect certain technical modifications in equipment.

Aside from welcoming broadcasters' recommendations, FCC authorities have urged them to set up committees in each city as clearinghouses to consult with FCC field engineers when the occasion should arise. Additionally, instructions (Continued on page 69)
NARTB POLISHES AGENDA

NARTB (NAB) last week added more polish and sparkle to its proposed Chicago convention agenda, accenting mobilization's previously television's increasingly prominent role in the nation's economy and defense effort.

The association rounded out a schedule of topics and speakers which is certain to appeal to convention delegates, as well as other segments of industry not included in NARTB membership.

At the same time it was negotiating for a top-flight government agency official to address the Thursday Television Day luncheon, thus rounding out a slate of key speakers that already includes Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, and FCC Chairman Wayne Coy. They will address luncheon sessions Tuesday and Wednesday, April 17, 18, respectively.

Further planning covers panels for the mobilization rally, which will precede NARTB convention activities on Monday morning, and sports for both radio and TV sessions.

The mobilization phase will kick off at 9:30 a.m. with a military-FCC roundtable under the chairmanship of John DeWitt Jr., WSM Nashville. Other participants will be Calvin Smith, KPAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo., as well as FCC Chief Engineer Curtis Plummer and NARTB Engineering Director Neal McNaughten. Two other panels (at 10:30 and 11:30 a.m.) will be devoted to "Manpower and the Emergency" (covering reservists, etc.) and "Mobilization and Broadcasting" (touching on station programming).

The communications specialists is expected to spell Mr. Randau on some of the controversial and troublesome questions which broadcasters are sure to raise at CDA—most of them of a technical nature and bearing directly on FCC's proposed plan for emergency broadcast operation (see story page 27). They will probably be asked ODA's role on the state and community levels.

Commenting on the technical agenda, Mr. McNaughten stated that engineering delegates are attuned, was attended in the week to mobilization session, which is designed as a follow-up to the FCC security meet last Monday in Washington. Of major interest will be a review of that meeting and disclosure of subsequent developments.

The meeting will be open to all industry representatives and will not be confined to NARTB members, it was emphasized.

Radio and television engineers will offer numerous technical papers during the fifth annual Engineering Session which will be held concurrently with the association's 29th convention [Broadcasting • Telecasting, March 26].

Sports will command attention during radio sessions on Tuesday (April 17), 2-5 p.m. While the agenda was incomplete last week, the whole baseball picture will get a thorough airing, particularly with respect to industry-league cooperation in the coming season. In addition, the radio-television Mrs. Assn. projects designed to promote actual attendance at games. George Trautman and Matty Brescia of the National Assn. of Professional Baseball Leagues are expected to attend.

Labor Session

The Labor-Management Relations session is set for Tuesday, 2-5 p.m., with James D. House, Crosley Broadcasting Corp., as chairman. Sitting in will be Harold Essex, WSJS Winston-Salem, N.C., and Kenyon Brown, KWFT Wichita Falls. Participants were announced fortnight ago.

Thursday will be television day at the convention, with Harold Hough, WBAP-TV Fort Worth, and Robert Sweeney, WDSU New Orleans, co-presiding.

Tom Hamilton, athletic director of the U. of Pittsburgh and chairman of the TV Steering Committee of the Collegiate Athletic Assn., is certain to expand the unflagging interest of football.

(Continued on page 60)

RETAIL RADIO SUCCESS

HIGH TRIBUTE to radio as a sales medium was paid by Howard P. Abrahams, manager of sales promotion division, visual merchandising group, National Retail Dry Good Assn., in an address prepared for delivery Saturday before the Eastern Conference of Women's Advertising Clubs in Washington.

"Radio for retailers has reached the stage where there has been enough use as a retail medium for radio people and retailers to study these successes and adapt them," Mr. Abrahams said.

"The trouble with radio is that radio salesmen originally sold radio to retailers as a supplementary medium or as an institutional device instead of a means of selling actual merchandise through the procedure of giving merchandise information. But we have seen an awakening. Today we have many case histories which indicate successful results."

Mr. Abrahams also is scheduled to address the Radio Executives Club of Boston this Wednesday, speaking on "You Have to Help Retailers to Sell Them," according to an announcement by Harold E. Fellows, WEEI Boston, KEC president. He will speak at a luncheon meeting at the Hotel Touraine.

Addressing himself to the "high cost of advertising," Mr. Abrahams in his Washington speech pointed out that a study by the Production Club of Baltimore had revealed that the recent production cost increase of 47% over 1946.

There are three measures for combating it, he suggested:

"Increase advertising budgets so we can buy more customers. This

Abrahams Lauds
GAMBLING DATA

FCC Would Ban Transmission

TRANSMISSION by radio, TV or press of "basic gambling information"—bets, odds and prices paid—about any sporting event would be made a crime according to FCC's renewed recommendations last week to the Senate Crime Investigating Committee (see story page 59).

"Such data is of use only to those interested in gambling," FCC Chairman Wayne Coy testified Monday before the investigatory group headed by Sen. Estes Kefauver (D-Tenn.)

He asserted, "I believe that a flat prohibition of its transmission in interstate commerce is both justified and necessary to curb the interstate gambling operations which this committee has found to exist."

Reaffirming recommendations he made a year ago respecting the control of interstate transmission of information which aids illegal gambling, Chairman Coy assured the Kefauver group that the FCC would "permit the transmission of all information concerning all sporting events except for bets and wagers and betting odds and prices paid."

He thus denied reports the FCC proposal could soon strike nearly all sports broadcasting and reporting.

Closed Session
Meanwhile, following a closed executive session with Chairman Coy late Monday, Committee Chairman Kefauver announced: "The Committee took cognizance of the report of the [FCC] examiner in connection with the renewal of license (sic) [assignment of construction permit] of the radio station in Miami, Fla. [WMIE], which operated by Mr. McBride [Arthur B.]. The Committee feels that the examiner did not read or did not take cognizance of the matters that were presented at the hearings of the committee in Chicago, Cleveland and in Miami, with reference to possible connections of the ownership of that station, and has also authorized the chairman [Kefauver] to file with the Chairman of the FCC a protest against the issuance of the license until the full facts in connection with the matters brought out in the hearing in the cities above referred to have been considered by the full Commission."

"And the Committee entertains serious doubts," Sen. Kefauver continued, "in view of the facts brought out in the hearing as to whether the FCC, pursuant to the mandate given them by Congress, will see fit to renew the license. In any event, we want to make certain that there will be no hearing report of this Committee."

The disputed FCC initial decision is that of Hearing Examiner Leo Resnick, issued a fortnight ago, which recommended approval to assignment of the construction permit of WMIE from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, March 26, 19]. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby. They also are part owners of WINK Fort Myers, Fla.

The FCC examiner stated that on the basis of the Commission's own hearing record he could not properly be considered in the decision since it was "outside" the record.

The second interim report in part charged Continental Press is owned by Edward McBride, sole owner of the service and son of Arthur B., nor by Thomas Kelly, Continental Press manager and brother-in-law of Arthur B. McBride, "but by the gangsters who constitute the Capone syndicate." King's County (N. Y.) Judge Samuel Leibowitz, testifying before the Kefauver committee Monday afternoon, related efforts of "underworld agents" to sabotage the station by word-of-mouth smear tactics, printed circulars and other techniques.

They also went on the radio," commented Sen. Lester C. Hunt (D-Wyo.). "Yes, on one station, Senator, but not the others," Judge Leibowitz replied, explaining "that was the station controlled by the gangster element."

He added the officials of the crime commission "went out and battled over the greatest of odds and every Saturday night on the radio, on a combined radio network, with the exception of this one station, they told the story of gambling."

BROADCASTING • TELECASTING

NEGOTIATIONS for acquisition of partial or controlling interest in ABC, the International Telephone & Telegraph Corp. were in progress last week, with the asking price reported in the neighborhood of $30 million for outright sale and with no agreement apparently in sight.

ABC officials refused to comment, but an IT&T statement approved by Board Chairman Sonthoven Behn said "conversations have been held and are continuing on an exploratory basis."

In conversations being conducted at top level—between ABC Board Chairman Edward J. Noble and Col. Behn—and were understood to have been in progress intermittently for several years—IT&T, with an excellent cash position, was reported to have initiated the discussions with ABC—about which rumors of sale have flown thick in recent years.

The tone of the discussions thus far, it was understood, has been on the basis of IT&T's acquisition of an interest—minority or controlling—either by purchase or by exchange of stock.

Mr. Noble, 55% stockholder in the network, was said to be inclined to sell only on the basis of 100% of the stock, rather than merely his own interest, in order that minority stockholders would benefit on the same terms.

He is not believed to be pushing for a sale, but willing to sell if equitable terms can be reached.

Mr. Noble, more than two years ago turned down, after protracted discussions, an offer by 20th Century-Fox which was reported to exceed $20 million gross [BROADCASTING • TELECASTING, Dec. 6, 1948]. He was understood to be seeking about $25 million at that time.

Raise Price

The strengthening of ABC's television position since then, it was felt, would raise Mr. Noble's asking price today well above the $25 million figure of 1948. For ABC own five TV stations in top markets—WJZ-TV New York, WENR-TV Chicago, EGO-TV San Francisco, KECA-TV Los Angeles and WXYZ-TV Detroit—and their success is given much of the credit for ABC's increasing over-all operations into the profit column in 1950 after a net loss in 1949 (see story page 56).

In addition to the five TV stations, ABC owns AM and FM outlets in the same markets. WJZ and WENR are 1-A clear channel stations operating with 50, WENR sharing time with WLS Chicago. KGO is a 1-B clear channel operation with 50 kw, and KECA and WXYZ are regionals using 5 kw.

IT&T's cash position was bolstered by a tentative agreement of its European operating companies, including the Spanish telephone system, which altogether was understood to have yielded the company a net return of about $50 million.

In addition to the 20th Century-Fox negotiations of two years ago, there have been recurrent reports of other attempts to purchase the network, the most recent involving Paramount Pictures. Prior to the 20th Century-Fox talks, tentative discussion was held with Warner Bros. Pictures.

Chairman Coy testifies before the crime committee. Photo taken from WTOP-CBS Washington telecast.

ABC OWNERSHIP

IT&T Negotiations Underway
Rear-Guard Attack

(Continued from page 30)

of the changes brought about by television.”

A special radio-television meeting was held Thursday afternoon but it was a closed session for ANA members only. Here the advertisers had the second study from Walter Lantz, advertising manager of Bristol-Myers Co. Discussion of the report by members had been delayed but time prevented. Three speakers discussed aspects of TV advertising.

One year ago, in this same mountain resort, ANA had turned its guns on TV. At that time, however, the program included such radio spokesmen as Niles Trammell, NBC board chairman, and Frank Stanton, CBS president. They were not present this year. A high ANA officials indicated the networks did not wish to take part in last week's convention discussion.

Summarizes Report

Mr. Lantz summarized the ANA's newest report on radio television values on behalf of the Radio-TV Committee. He pointed out that “significant and continued declines in the average ratings for CBS and NBC-sponsored evening programs occurred between the advent of 1949 and the same period in 1950, with corresponding increases claimed in cost per thousand homes reached,” as shown by the ANA study.

After the radio-TV meeting, ANA held a conference with newsmen, who were not admitted to the closed session. At this conference advertising executives of three major national radio buyers were questioned on the report.

In each case the advertisers explained they spoke purely as individuals and not as members of the ANA committee.

George Duram, media director of Lever Bros. Co., and chairman of the ANA Radio-TV Committee, said the report “is merely issued for the information of ANA members. Individual advertisers can use it as they see fit.” He added that Lever has cancelled three major network shows.

Lever felt it was not getting value for the money spent in radio and spread the sum around the media field, he said.

A. N. Halverstadt, Procter & Gamble Co., an ANA board member as well as member of the Radio-TV group, pointed out that NBC and CBS no longer impose a penalty for a sale; a buy limit, and “it has not put any pressure,” he said. “Something has happened affecting the killing of radio.”

Mr. Hanna pointed out that before his study was published. He predicted that “if our industry, as well as our advertisers, does not act on the data we have now, it is already too late.”

FILM SELLING

Effectiveness Rising, Kearney Says

SALES effectiveness of TV film commercials is increasing as advertisers and agencies acquire know-how, but costs also are rising, Don L. Kearney, of New York, told the 1,000 national Advertisers convention at Hot Springs, Va., last Thursday.

Though it is generally felt that attractive and good-humored commercials pay off better for the advertiser, Mr. Kearney quoted findings of the Daniel Starch organization, based on some 10,000 interviews. He said the Starch study showed "entertainment and attention-getting devices per se add little or nothing to the selling effectiveness of TV commercials."

"General the best liked commercials with little or no dialogue are low on the effectiveness scale. The best selling commercials usually have a pattern of above average like, a low neutral and a substantial dislike. They never forget that the

AN ENTHUSIASTIC endorsement for daytime television was made last week by James E. Hanna, vice president in charge of research for the Starch interview, N. W. Ayer & Son, before the ANA Spring meeting. Realizing that only three years ago advertising experts predicted that women could not spare the time from household chores to sit and look at TV, Mr. Hanna said:

"Gentlemen, I have news for you. It appears that the American housewife has time to do just about anything she wants to do."

What has happened, Mr. Hanna explained, is that women have bought so many labor- and time-saving devices and products that hours have been cut out of the former daily household schedules.

Mr. Hanna summarized the report of the ANA Radio-TV Committee, which issued the report: "Something has happened affecting the killing of radio."

Mr. Hanna pointed out that before his study was published. He predicted that "if our industry, as well as our advertisers, does not act on the data we have now, it is already too late."
seven salesmen
selling 29,000,000 people
sixty-two hours per week

Here are radio’s most consistent salesmen... early morning entertainers who spend a total of sixty-two hours each week selling scores of products to millions of people.

If your product needs a solid sales push in these major marketing areas, add these gentlemen to your sales staff. Your nearest NBC Spot Sales office has all the details.

NBC Spot Sales

NEW YORK  CHICAGO  CLEVELAND  SAN FRANCISCO  HOLLYWOOD
Met Net Advantages: 1. Complete daytime coverage of central and suburban areas. 2. Second highest average daytime audience in Metropolitan Washington. 3. Simplified buying—5-station coverage with one order, one transcription, one invoice. 4. Spots may be bought for the same time on each station, or staggered. 5. Low rates: ½-min. or time signals, $18.24; 1-min., $22.60; 5-min., $36.48 (26-time). Complete card on request.

WARL AM & FM, Arlington, Va. 780 KC, 1000 W.
WBCC AM & FM, Bethesda, Md. 1120 KC, 250 W.
WFAX WFX Bldg., 1050 KC, 1000 W.
WGAY Silver Spring, Md. 1220 KC, 250 W.
WPIK Alexandria, Va. 730 KC, 1000 W.

"For proof, or complete details, write or phone Jack Koste, Indie Sales Inc., 40 E. 42nd St., NYC—Murray Hill 2-4813; or J. Douglas Freeman, Commercial Manager, Munsey Bldg., 1239 E. St. N. W., Washington, D. C.—Sterling 1172."
The Southwest is a great and growing market. WOAI covers this market with its 50,000 watt clear-channel voice better, far better, than any other advertising medium. BMB shows 395,350 families listen to WOAI daytime - 740,700 families listen evenings - latest Hooper shows WOAI leading day and night! Daytime, WOAI leads in 34 of 40 rated 1/2 hr. periods! Dollar for dollar, there's not a better advertising buy!

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA
Rear-Guard Attack
(Continued from page 32)
Trade Commission should use restraint in scrutinizing advertising message, avoiding "over-zealous censorship" that robs commercials of the color and appeal needed to sell the goods of America's factories.

J. Cameron Thomson, president of Northwest Bancorporation and chairman of the Subcommittee on Monetary, Fiscal and Credit Policy of the Committee for Economic Development, said signs are appearing that the rise in prices and wages is flattening out. Shortages of goods will be less acute than anticipated some months ago, according to Arthur C. Fatt, executive vice president of Grey Adv. Agency. He felt economic conditions will cut production in many lines as much as mandatory controls.

E. I. duPont de Nemours & Co. will continue its institutional advertising on the same basis as last year, according to William A. Hart, advertising director. This advertising consists primarily of the Cavalcade of America broadcast. "Through this channel we hope to achieve a broad public awareness of the business problems which confront us today," he said. "A corresponding improvement is anticipated in the public's understanding of our company and the entire industrial community." duPont's 1961 advertising is down 7% from last year, mainly because of product shortages, he said.

Maintenance of national, cooperative and trade paper advertising was advocated by retailers representing two-thirds of the nation's buying power, according to results of a survey conducted by Fred B. Manchee, executive vice president of BBDO, New York. Retailers want all the national advertising support they can get, according to Mr. Manchee, and generally agree the nation is still very much in a buyer's market. Moving merchandise on hand is still the problem of most retailers, he said.

Cari V. Haecker, merchandising display manager of RCA Victor, offered a formula for successful product selling, including market analysis, knowledge of product, planned approach, aggressive advertising, study of radio and TV impact and several distribution techniques.

In a discussion of priorities and other federal regulations in relation to shortages in advertising material, Seymour Mintz, advertising director of Admiral Corp., said the TV manufacturing industry expects to turn out 6½ million sets in 1960 compared to 7½ million in 1959.

Lee H. Bristol, president of Bristol-Myers Co., in an inspiring talk to the advertisers, said the advertising industry is showing the government it is a good citizen with social consciousness. He paid tribute to work of the Advertising Council and reminded advertisers their role in this project pays off handsomely in public relations.

The People of Charleston, S. C. Respond to Radio

This space is paid for by WSCS and WSCS-FM to show advertisers and their agencies that in Charleston, S. C., radio is the way to reach people. We hope that buyers will use WSCS and WSCS-FM, but in their own interest, they should buy radio to reach the Charleston, S. C., market.

John M. Rivers, Owner
The Fight
that starts
when the crowd
goes home

For one man, the fight just begins when the last punch is landed at Madison Square Garden.

His fight, however, is against time.

He rushes the film of that last Friday bout to the laboratory, and adds it to films made all week at the famous arena. The result: an exciting film program called: "This Week at Madison Square Garden."

And in just a few days, television viewers all over the country are cheering the thrilling events!

With so little time between that last punch and the TV deadlines, his fight against time seems hopeless. Yet he wins it every week—thanks to Air Express!

Air Express speed gives him time to edit and process his films, and get them safely and cheaply to stations everywhere.

And the same speed that meets TV deadlines can help production deadlines, too! Whether your business is films or factories, here are the unique advantages you can enjoy with regular use of Air Express!

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

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

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

For more facts call Air Express Division of Railway Express Agency.

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

For more facts call Air Express Division of Railway Express Agency.
Leading

Leading off each show with five minutes of sports headlines, Dave spins a record or two, gives last-minute scores, interviews local and visiting sports celebrities in a fast-moving quarter-hour.

HADACOL CONTEST

DUDLEY J. LEBLANC, who has made a fortune out of Hadacol, has launched a new promotion contest for his product in which he hopes that stations will participate without remuneration except for the elusive possibility of winning prizes.

Mr. LeBlanc’s latest advertising exertion came to light last week when several radio stations reported to BROADCASTING • TELECASTING that they had ignored the invitation. Stations have been circularized with a brochure from the LeBlanc Corp. notifying them that the contest will run from March 30 to May 5. According to the brochure, “$35,000 in prizes will be distributed among the radio stations putting forth more merchandising efforts to promote the sale of Hadacol during the above-mentioned period.”

Selling Plans Wanted

In a covering letter accompanying the brochure, Mr. LeBlanc states: “What we are mostly after, of course, is some schemes and stunts that will sell Hadacol.”

An excerpt from the brochure gives suggested types of merchandising efforts for stations to use:

“Contact the drug wholesalers and grocery store owners handling drugs. Explain to them what you are doing to promote Hadacol and ask them to send in an order.

“Contact retail druggists and grocery store owners handling drugs, giving us the number of calls made each day. Make an effort for them to order Hadacol through their local wholesaler or jobber.

“We will furnish you 10 short spots. On your report, tell us how many times each day these free spots have been read over your station and how many other times Hadacol has been mentioned.

In Mr. LeBlanc’s covering letter, he gave a few hot tips on things stations could do.

“Here is a good one,” he suggested. “Start announcing on your station that for four Hadacol box tops you will send the children a T-shirt with his or her name on it. All you have to do is ask the child to tell his age and his first name and we will send him or her a Hadacol T-shirt for four Hadacol box tops. Send us the name and age of your child and I will send you free one of these attractive T-shirts.

“In announcing on your station the T-shirt for four Hadacol box tops, it might be a good idea if you had a T-shirt displayed in your window with a big sign: ‘This is the T-shirt we will give for only four Hadacol box tops.’

Mr. LeBlanc told the station he ‘filmly’ believed that ‘the advertising world will look with great favor on what the radio stations can do after this contest is over.’

PERON HIT

IAAB Resolution Denounces Radio-Press Censorship

ARGENTINE Dictator Juan Peron’s “repeated political attacks against radio and press, culminating with closing the daily La Prensa’’ were formally condemned last week by the Inter-American Assn. of Broadcasters.

The emphatic resolution passed by the second general assembly of the association, which concluded last Tuesday in Sao Paulo, Brazil, did not mention the Argentine president by name, but there could be no doubt that he was the target of the resolution.

This was the second time the association had denounced the Argentine regime for oppression of free speech. In 1948 the broadcasters issued a stern resolution opposing the elimination of private broadcasting in that country.

In its resolution last week, the association pointed out that an “indestructible relationship” existed between free expression of thought and maintenance of the democratic system and that the suppression of freedom in the communication of ideas makes it impossible for this system to survive.

As protectors and conveyors of free information, radio and press have a common interest, the resolution added.

The association recommended that radio call attention to the plight of La Prensa and of free speech in Argentina by broadcasting some of the editorials on that subject that La Prensa had published.

Mestre Re-elected

In other actions, the assembly re-elected Coar Mestre, of Cuba, president; Emilio Azcarraga, Mexico, first vice president, and Raúl Fontana, of Uruguay, second vice president. The directive council was enlarged from five members (Cuba, Brazil, Uruguay, Mexico and the U. S.) to 11 (adding Chile, Peru, Venezuela, San Salvador, Puerto Rico and Panama).

Gilmore N. Nunn, WJAP Lexington, Ky., was re-elected U. S. representative on the Inter-American Assn. directive council for a four-year term. An alternate to Mr. Nunn will be appointed by NARTB.

The expanded directive council will meet annually, although meetings of the general assembly will continue on a biennial schedule.

The association also asked the Canadian Assn. of Broadcasters to present a resolution to the Canadian Parliament calling for the appointment of an independent radio licensing and regulatory authority (counterpart to the U. S. FCC) and the elimination of the power of the government-sponsored Canadian Broadcasting Corp. to regulate competition.

Principal addresses at the assembly were delivered by Mr. Mestre and by Justin Miller, NARTB (NAI) president.
MARY MARGARET McBRIDE
available for coast-to-coast sponsorship

Locally... regionally
...nationally
(excluding New York and Chicago)

One-half hour every afternoon,
MONDAY thru FRIDAY,
on the ABC Radio Network

The greatest single selling force in history,
Mary Margaret McBride, is available for LOCAL sponsorship from coast to coast. If you have a product to sell women, here is your chance of a lifetime. For Mary Margaret is more than "The First Lady of Radio"... she is "The First SALES Lady of Radio."

Never, never, never underestimate the power, the persuasion, the impact, the charm of Mary Margaret McBride. Recently voted "The outstanding woman of the year in radio," Mary Margaret is believed — and beloved — as no other woman in advertising. For local sponsors, the program offers a unique opportunity to build sales, prestige and good will; Mary Margaret's list of guests is the most impressive, most exciting in radio.

Important! For an advertiser who buys 100 or more markets, Mary Margaret will deliver the commercials personally!
Act now! Don't be caught napping. For details of national or regional sponsorship, call, wire or write ABC Radio Co-op Sales (New York—Trafalgar 3-7000). For details on local sponsorship, call your local ABC station.

RADIO CO-OP SALES
7 WEST 66TH STREET, NEW YORK 23
American Broadcasting Company
McFARLAND BILL

Hearings Open Tomorrow

BROADCASTERS will have their say on the McFarland Bill (S 668), which would realign FCC procedures, beginning tomorrow (Tuesday) with the opening of hearings on the measure by the full House Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, Jan. 29 et seq.].

The hearings are scheduled to begin at 10 a.m., Room 1954, in the New House Office Bldg.

Heading the list of radio representatives is Judge Justin Ing, general counsel, as spokesman for Arkansas Broadcasters Assn.; Leon M. Sipes, KELD El Dorado, Ark., speaking for Arkansas broadcasters; James R. Curtis, KFRO Longview, Tex., who will file a statement. Nab probably will testify Wednesday.

It is expected that FCC Chairman Wayne Coy will be the lead-off witness. Others slated to appear are Joseph H. Ream, executive vice president, CBS; Gordon P. Brown, WSAV Rochester, N. Y., president and general manager and consistent proponent of network licensing; Judge Frank Roberson, of Spearman & Roberson law firm, Washington, on behalf of the Federal Communications Bar Assn.; Elmore Whitehurst, assistant director, administrative office of the U. S. Courts, and a spokesman for the Civil Service Commission.

There was a possibility that statements may be filed with the committee by RCA and others.

FCC ACTIONS

GRANT to sale of WSAI-AM-FM Cincinnati by Field Enterprises Inc. for $225,000, plus to Fort Industry Co., among actions by FCC last week. Initial decisions to approve two new AM stations also reported. These and other details are in Actions of FCC starting on page 84 and FCC Roundup on page 91.

MILDRED MITCHELL

Buried on Long Island

FUNERAL services for Mrs. Mildred Mitchell, 35, wife of Maurice B. Mitchell, vice president and general manager of Associated Program Services, was held March 25 in New York, with burial at Long Island. Mrs. Mitchell died March 23 in Hahneman Hospital, Philadelphia, after a long illness. Survivors include Mr. Mitchell and one son, Lee Mitchell, 8.

CBS MEET

Annual Stockholders Gathering

Set April 18, New York

ANNUAL CBS stockholders meeting will be held April 18 at 2 p.m. at the network offices, 485 Madison Ave., New York, it was announced last week.

To be included on the agenda, according to a statement to stockholders, are elections of Class A and Class B directors; proposed stock options to employees, including officers; ratification of stock options already granted to President Frank Stanton and Executive Vice President Joseph H. Ream; proposed amending of certificate of incorporation to remove, for purposes of such options, from preemptive rights 150,000 shares of authorized and unissued Class A stock, $2.50 par value, and 10,000 shares of authorized and unissued Class B stock, $2.50 par value; and the election of independent public accountants to serve as auditors for the ensuing year.

Aggregate remuneration of top CBS officers as of Dec. 30, 1950, also was set forth.

In fees, salaries and commissions Board Chairman William S. Paley received $1,000,000.16; Mr. Ream, $52,192.38; Edward Wallerstein, president of Columbia Records Inc., $60,000, and Edward R. Murrow, director, newscast and recording artist, $35,086.56. In bonuses and shares in profits, Mr. Stanton received $31,567.07; Mr. Ream, $17,475.63; Mr. Wallerstein, $4,621. In amounts paid or set aside under pension and insurance plans, Mr. Paley was credited with $17,615.19; Mr. Stanton with $19,274.36; Mr. Ream with $16,092.94; Mr. Wallerstein with $15,867.73, and Mr. Murrow $120.08. In estimated annual benefits under the pension plan upon retirement, Mr. Paley was listed as entitled to $30,300; Mr. Stanton as $31,740; Mr. Ream as $29,680; Mr. Wallerstein as $9,720.00, and Mr. Murrow had no listing.

Purchase of stock options, the statement went on to say, is to encourage "key employees (including officers) of the corporation and its subsidiaries to acquire (or increase) a proprietary interest in the corporation on reasonable terms, and to benefit the corporation through the increased incentive and interest in the part of such employees." ... Proposals for granting options will not become effective unless holders of two-thirds of outstanding Class A and Class B shares approve the measure, it said, except in respect to options already granted.

In the latter case, if amending the certification of incorporation so as to allow such options to employees is not approved, 10,000 shares of stock from the corporation's treasury will be held subject to those options.

TALENT PACTS

NBC Signs 2, CBS One

NBC last week signed Margaret Truman and Burr Tillstrom, while CBS-TV initiated its projected television star system with the signing of Mary Sinclair, according to announcements by the respective networks in New York.

Miss Truman, whose exclusive contract calls for both radio and television guest appearances, will appear twice during the remaining 1950-51 season, and will make a minimum of nine appearances during the 1951-52 season, it was announced. The agreement includes renewal options for the following four years. Money arrangements were not disclosed.

Details of Mr. Tillstrom's contract, which was described as "long-term," were not released. Mr. Tillstrom is creator of Kukla, Fran and Ollie.

With the signing of Miss Sinclair to a "long-term, exclusive contract," CBS-TV announced its first step toward "a star system intended to recognize those talents that have matured within our own medium."

LUCIAN KING

Kudner Consultant Dies

LUCIAN L. KING, 62, media consultant for Kudner Agency, New York, died last Tuesday in Beth David Hospital, New York, after a long illness.

Mr. King entered advertising with Goodyear Tire & Rubber Co. in 1911 and subsequently became advertising manager.

Following his association there, he served as account executive with Erwin, Wasey & Co., New York, and in 1930 joined Benton & Bowles to become treasurer, spacebuyer and account executive.

Mr. King later joined the Arthur E. Kudner Agency, where he was media chief until ill health forced him to resign in 1943.

Surviving him are his widow, Mrs. Mary R. King.
Salesmaker to the Central South

With only one WSM program a week, a paint manufacturer over a three year period increased dealership in the Central South by 82%.

RADIO STATIONS EVERYWHERE... BUT ONLY ONE

WSM
NASHVILLE

... With a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week... a loyal audience of millions that sets its dial at 650 — and leaves it there!

Clear Channel 50,000 Watts
Irving Waugh, Commercial Manager
Edward Petry Co., National Representatives.
ABC’s Gross

ABC Gross Income, less discounts and rebates, of $45,879,660 in 1950 as compared with $40,267,488 in 1949 has been reported in the company’s annual report to stockholders.

Net income after federal income taxes for the year ended Dec. 31, 1950, was $84,606. This compared with a 1949 deficit of $619,085 after a $327,000 adjustment for recovery of federal income taxes under the carry-back provisions of the Internal Revenue Code, the statement said.

Current assets as of Dec. 31, 1950, totalled $9,355,894 and liabilities $5,764,265 with net working capital of $3,591,629, according to the summary by Edward J. Noble, chairman of the board.

"With an expansion of advertising budgets, we anticipate a growing volume of business on ABC Radio and Television in 1951. Television will continue to require substantial expenditures but our present estimates indicate satisfactory and profitable operations in 1951," Mr. Noble said.

ABC-TV, which entered 1950 with 13 clients, had 41 advertisers for scheduled network programs at the close of the year, the statement continued. "In June, 1950, ABC-TV established a sales record when it signed 16 new network contracts in 16 days. This unequalled sales performance bore fruit later in the year with another new record: Nine sponsored television programs premiered on ABC-TV in the space of a single week in October. "During 1950 the ABC Television Network included 43 stations from 52 at the close of 1949. These included five television stations wholly owned by the company in New York, Chicago, Detroit, Los Angeles and San Francisco—five of the first six retail sales markets in the United States.

"As a result, the ABC Television Network covered an area with a population of 72,702,600, and containing 10,549,500 television receiving sets at the year's end. Vitapix, the ABC improved method of television recording, provides service to an additional population area of 15,073,300 which includes an estimated 1,394,500 video receivers, through the 16 affiliated stations located in cities not covered by co-axial cable," the report went on.

Expands Studios

Major improvements of the last year, it said, included "four fully-equipped studios" added to ABC owned and operated TV stations.

Two separate divisions, ABC Radio and ABC Television, were created during 1950, "in order to give the independent radio and television activities, this step already has proven its worth in creativeness and efficiency."

Operations cost was listed as $35,718,484 for 1950, with $5,448,242 in commissions to advertising agencies; and selling, general and administrative expenses (including depreciation and amortization of $70,011) of $4,265,376.

Business profits from operations in 1950 was $446,608; other income was $19,063. Other deductions apart from the above, including $276,179 interest on long-term debt and $99,877 miscellaneous deductions totaled $333,056. Provision for federal income taxes was $48,000.

Earned surplus as of Dec. 31, 1949, was $3,542,984; and as of Dec. 31, 1950, was (not available for dividends under terms of loan agreements) was $3,627,589.

Tony Wheeler

TONY WHEELER, 41, former engineer and veteran announcer at WINR Binghamton, N. Y., died in a city hospital March 23 after a short illness. Mr. Wheeler had replaced his son, Bill, at WINR following his induction into the Army a week earlier. He broke into the industry as an engineer in the 1930’s and later was associated with stations in Philadelphia, Rochester and Hollywood before joining WINR.
SUPERHOT: This man uses a micrometer to get the blades of this impeller for a turbo-jet plane just right. It must stay true in an inferno of blazing gases. Enormous quantities of the toughest alloy steels are needed for defense. See picture #2 for new source of scarce alloying metal.

READ THIS PICTURE BACKWARDS: Years ago this stream of molten waste was poured on a slag pile. Today, slag is being re-processed to recover the small amounts of scarce alloying metals that make steel tough enough for tanks, planes and guns.

WET-WASH FOR FUEL: Over 600,000 Americans, working for more than 200 steel companies, are in a competitive race to produce more steel. That results in new ideas, new methods. This plant cleans coal so that furnaces can step up production by hundreds of tons per day.

OLD SLAG PILES HELP MAKE STEEL FOR JETS

New ideas and hard work are pushing up America's steel production at the fastest rate in history. Steel mills have big appetites... This page tells some interesting things about what is being done to feed them.

Inflation comes when goods are scarce. The zooming steel production of America's independent steel industry has left the rest of the world far behind. Some day this steel production will lick the armament problem and make steel for home and business plentiful again.

**NBC PREVIEW**

Sales Presentation Seen

MANAGEMENT of NBC Midwest affiliates previewed the network’s 1951 sales presentation at a morning session in Chicago March 23 when John K. Herbert, vice president and general sales manager for radio, outlined projected sales, promotion and programming plans. Carleton D. Smith, vice president in charge of station relations, also addressed the group, which included the following persons:

S. C. Furlong Jr., KELO Sioux Falls; John Alexander, KODY North Platte; Cal Smith and Dave Gentling, KROC Rochester; E. Manne Russo, WDAF Kansas City; Tom Barnes, WDAY Fargo; Fred C. Mueller, WEEK Peoria; Kenneth F. Schmidt, WIBA Madison; Howard Dahl, WBBH La Crosse; Joseph Mackin and William E. Walker, WMAM Marinette; Frank P. Pogarty, WOW Omaha; Ben F. Hovel, WSAU Wausau.

Russell G. Winnie, WTMJ Milwaukee; Ralph Erans, Paul Loyet and William D. Wagner, WHO Des Moines and WOC Davenport; Ernest G. Sanders, WOC Davenport; F. E. Fitzsimmons, KPFR Bismarck; Walter C. Bridgen, WBCB Duluth; Harry S. Hyett, WEAO Eau Claire; Fred Schipin, KFAM St. Cloud; Wilfred Woods, WHO Des Moines.

Milton L. Greenbaum, WSAM Saginaw; Dwight Martin and Harry Smith, WLYW Cincinnati; Richard W. Holloway, WTRC Elkhart; Willard C. Worcester, WIRE Indianapolis; William F. Rippetoe, WBOW Terre Haute; Willard Schroeder, WOOD Grand Rapids; Jon R. McKinley and Charles Hill, WTAC Flint; Martin L. Leich, WGBF Evansville.

**AMON CARTER** (center), who helped organize the Fort Worth Advertising Club in 1909 and served as its first secretary-treasurer, has been made an honorary life member. Former President Jim Edwards (II) presents a life membership and a gold medallion to Mr. Carter, who owns WBAP-AM-TV Fort Worth. First to congratulate Mr. Carter is A. L. Shuman, the club’s only other honorary life member.

Meagher, KYSM Mankato; Harry Bannister; Don DeGrasse and Wendell Parmaile, WWJ Detroit.

In Philadelphia, on March 21, Charles R. Denny, NBC executive vice president, told a 1951 radio sales presentation meeting that “Radio’s advantages grow even larger in the present period of war mobilization.”

Mr. Denny said that no present medium, including television, gives the advertiser the mass coverage and selling motivation at such low cost as does network radio.

**WADE ADV. CLOSES**

Accounts Assigned To New Agency

WADE ADV., 42-year-old Chicago agency, went out of business last week with the retirement of its sole owner, Albert G. Wade, and all accounts were assigned to Geoffrey Wade Adv., a new agency owned by Mr. Wade’s grandson, Albert G. (Jeff) Wade II.

The elder Mr. Wade organized his own agency in 1969, and is retiring now, at the age of 84, because of ill health. He has been inactive in his advertising business for several years. The managerial responsibilities were taken over by his son, the late Walter Wade. Jeff Wade’s father.

Since his death, Jeff Wade has acted as general manager of Wade Adv.

Offices and personnel of Geoffrey Wade Adv. remain the same as with the former agency. Headquarters are in Chicago, with a Pacific Coast office in Hollywood.

The accounts which transferred from Wade Adv. include Miles Labs, Elkhart, Ind., which manufactures Alka-Seltzer, One-a-Day vitamins, Tabein, Bactine and Nerveine; Murphy Products Co., livestock and poultry feed; Encyclopaedia Britannica Inc., publishers of Encyclopaedia Britannica and Britannica Jr., and DeMet’s Inc., candy manufacturer and originator of “Poodles.”

Jeff Wade, who has the title of general manager, entered radio in 1937 as a continuity writer and producer at WLS Chicago after attending Western Military Academy and Beloit College. In 1939 he joined Wade Adv. as a copywriter. Three years later he developed the package show. Quiz Kids, with the originator, Louis G. Cown.

During World War II, Mr. Wade worked with the Office of War Information as chief of the radio section for propaganda in the Balkans and Middle East, headquartered in Cairo, Egypt. When he returned, he rejoined Wade agency as assistant general manager in charge of radio and television.

Paul McCluer, who recently resigned from NBC as director of AM network sales at the Central Division, is the agency’s assistant general manager in charge of radio and TV.
Do late-night KDKA programs have an audience? Look at this proof! On his 11:15 PM Sports Show, Johnny Boyer recently offered prizes for the best three letters on "My Favorite Sport." Mail poured in from all states and towns listed on this page...a total of 318 cities, towns and communities in 28 states.

If you're looking for inexpensive programs with network coverage, look to KDKA late-night shows. KDKA or Free & Peters will be glad to tell you what's available.
From where I sit
by Joe Marsh

Sometimes Good Intentions Aren’t Enough

That fire at the Griffin place didn’t do much damage last week, but Volunteer Chief Murphy was pretty angry about it. Spoke to some of us over dinner and a bottle of beer.

"Griffin’s farm is a good mile from town,” he said. “And by the time we’d dodged all the people on the highway who were going to watch, we hadn’t a minute to waste.

“Then blamed if those sightseers hadn’t parked cars right in Griffin’s driveway and there was a mob of people around—just gawking. Joe, tell folks a fire’s no sideshow. Ask ‘em to think of the other fellow!”

From where I sit, some of us need to be reminded occasionally that even though our intentions are good, we may be unfairly interfering. Whether it’s blocking the right-of-way of fire equipment or criticizing a person’s right to enjoy a temperate glass of beer now and then— the American Way is to give way, and give the other fellow his fair “share of the road!”

Joe Marsh

Copyright, 1951, United States Brewers Foundation

NETWORK TIME

Advertisers Group Shows $911,289 for 1950

AVERAGE expenditure of radio sponsors for national network time during 1950 was $911,289, according to the book, National Advertising Investments in 1950, issued last week by Leading National Advertisers Inc.

Based on records kept by Publishers Information Bureau, the volume lists the expenditures of 1,964 individual advertisers who spent $25,000 or more during the year for time on radio and TV networks and for space in general and farm magazines and magazine sections of newspapers. Analysis shows, medium by medium, the dollars spent for advertising 5,622 products and services which the companies advertised in 1950.

Network radio average of $911,289 is nearly four times that of the average advertiser expenditure of $248,919 for time on network television; is well over four times the $221,638 spent by the average magazine advertiser, and nearly nine times the $103,725 spent by the average advertiser in newspaper magazine supplements. Data are tabulated as follows:

<table>
<thead>
<tr>
<th>Number of Advertisers</th>
<th>1950</th>
<th>Average Expenditure Per Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>1,893</td>
<td>$419,556,734</td>
</tr>
<tr>
<td>Newspaper sections</td>
<td>565</td>
<td>$40,470,407</td>
</tr>
<tr>
<td>Network Radio</td>
<td>201</td>
<td>$183,149,118</td>
</tr>
<tr>
<td>Network TV</td>
<td>163</td>
<td>$40,573,801</td>
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<tr>
<td>Total for Advertisers Spending $25,000 or More in Four Media</td>
<td>1,964</td>
<td>$703,978,700</td>
</tr>
</tbody>
</table>

PIONEERS DINNER

Kefauver Address Scheduled

SEN. ESTES KEFAUVER (D-Tenn.), who has won public acclaim as chairman of the television-minded Senate Crime Investigating Committee, has accepted an invitation to address the Radio Pioneers of America at its annual dinner in Chicago April 17.

Announcement of his acceptance made last Tuesday by William S. Hedges, NBC vice president, who is chairman of the Radio Pioneers’ dinner program committee.

The event will be held at the Stevens Hotel in conjunction with the NARTB (NAB) convention, and will be open to all convention delegates. Reservations will be accepted at convention headquarters in the Stevens Hotel, according to C. E. Arney Jr., NARTB secretary-treasurer (also see separate story).

Sen. Kefauver, who has become known to legions of televiewers of the traveling crime caravan, will address the radio veterans in the main ballroom of the hotel, with the dinner scheduled to get underway at 7:30 p.m. (Tuesday).

The dinner is an annual event during each NAB convention, drawing broadcasting members who have been associated with the industry for 20 years or more. Frank Mullen, Los Angeles TV consultant and former NBC executive, is president of the organization.

Y&R SURVEY

Defense Dept. Study Made

EVERARD MEADE, vice president in charge of radio and television, Young & Rubicam Inc., New York, is making a study of radio-TV operations in the Office of public information, Defense Dept. This was announced last week by Charles Dillon, chief of the department’s Radio-TV Branch.

Mr. Dillon explained that Mr. Meade was invited to make the survey by the OPI, and his services are being donated by Y&R. Such studies, Mr. Dillon added, will be made by leading industry experts periodically to improve department service to the media.

Two BMI Clinics Set

PLANS for a two-day BMI Clinic June 18-19 in New York and three additional “BMI Clinics on the road” at Springfield, III., on May 15; at Milwaukee on May 16, and at Indianapolis on May 18, were announced last week. The latter clinics are in addition to four already held in the West and four held in the South.

BROADCASTING • Telecasting
"Tape offers the best means of timing and editing programs"

Says T. C. Kenney, Chief Engineer, KDKA Pittsburgh, Pennsylvania

"For more than six months we have been making all KDKA recordings on tape first," says Mr. Kenney. "We have found that tape is not only the most economical method of recording, it is also best for timing and editing programs."

Eliminate production and programming problems with tape!

Here's the new way to make inexpensive recordings that reproduce every kind of sound perfectly, with no needle scratch, crosstalk or back-lashing. Tape recordings can be made anywhere, anytime . . . in the studio, on the street, in moving vehicles . . . and the tape is easy to cut and dub into. You can make revisions and additions without re-assembling the entire cast of a show; interviews and special programs can be captured on tape for release at any time you wish. Tape can be erased and re-used, or played thousands of times with no noticeable loss of quality and a minimum of mechanical wear.

Want more information about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT-451, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll arrange to have a representative give you the whole story.

TAPES OF QUIZ PROGRAMS are easily edited and spliced to assure a smooth, well-paced show with no awkward breaks or pauses. KDKA's popular "Cinderella Weekend," emceed by Jim Westover, is broadcast every weekday morning from a tape made the previous afternoon.

KDKA's "ADVENTURES IN RESEARCH" series is recorded on tape and edited for transfer onto discs. These are sent to 167 stations throughout the country for rebroadcast. Tape reproduces every word, every inflection with matchless fidelity.

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

WATCH "SOLD!"

The By-Word of WORLD-Affiliates Is
"SOLD!"

From Coast to Coast Reports of Hundreds of Sales Come Pouring In On These Shows:

- **LYN MURRAY SHOW** with Lyn Murray and his orchestra
- **STREAMBOAT JAMBOREE** starring Lanny Ross
- **HOMEMAKER HARMONIES** outstanding daily series for women
- **FORWARD AMERICA** starring Walter Huston
- **DICK HAYMES SHOW** presenting Dick Haymes and Helen Forrest

Join These WORLD-Affiliate Stations In Setting New SALES RECORDS!

"WORLD'S FOR ME! Why, in 1950, 8,041 sponsors bought WORLD shows and special campaigns and paid $10,766,513.00 to WORLD-Affiliates."

"I'M CONVINCED! Only WORLD gives me sale after sale after sale. WORLD's top-notch, network-caller shows make my cash register jingle."

FORME! Wn, 950 sponsors or `p show e s.l omp° pases $10160,513.00 to RL COHu1NCEOt O"4 WORlO 9We5 tropt Sale otWOrk-C°libr¢ e

show, sum "kóm4 c°sh register.1419
ROBERT MONTGOMERY, outstanding American, is one of the most successful film personalities in the entertainment world. Star of over 42 top-listed motion pictures, plus the hit series "Dick Haymes Show" and TV's "Forward America" and the "Lyn Murray Show," WORLD stations have the shows, the ratings, the know-how!...
EDITORIAL

The Long, Long TV Trail

IT LOOKS like a long, tedious, bitter winter before the FCC can start its defrosters on the TV freeze. The blasts won't come from the 107 authorized stations. They are sitting cozy—and should be by dint of having taken the gamble. The blasts will come from those broadcasters and others in many major markets who are ready, willing and able, but who find the VHF allocations aren't there.

Implicit in the FCC "Third Report," is a two-network VHF system. There are not sufficient assignments for even the basic markets to accommodate more than a pair of networks. Whereas the "reservations" for the educators constitute 10% across the board, actually the educators get 34% of the VHF in many important areas.

Obviously, the educational cut is a sop to political expediency. There are few naive enough to believe that sufficient numbers of colleges will or can exercise their warrants. Obviously, the FCC majority felt that broadcasters brought in too little too late to offset the weight of the educators' record—and they were not unmindful of Congressional sentiment. Pea shooters were used against the Big Berthas of the organized educators.

There's another round upwind in the allocations bout. It's important to get the whole TV show on the road quickly. It is overdue. But there are many reasoning elements who contend the plan is fraught with inequities, and who argue it collides with the intent and the letter of the law. They must have their day in court, and their day may be a long one.

Golden Gobbledegook

A LOT of broadcasters went home last week believing everything they had ever heard of inefficiency of government, red tape, gobbledegook and waste of time and money.

They had been requested to come to Washington to get a briefing on radio silence in the event of enemy attack. Nearly 1,000 of them journeyed from their busy operations. If they spent $100 each, average, it amounted to $100,000, exclusive of fees paid their attorneys and their engineers.

They were read a simple document. They were told that if they didn't cooperate as specified, they unceremoniously would be tossed off the air. And that was about it.

Of course most all stations will cooperate. But was the government wise to bring them to Washington to read a document that could just as well have been sent by registered mail? Moreover, isn't the same ground, on a round-table basis, to be covered at the NABTE convention in Chicago in two weeks hence?

Almost without exception, broadcasters who attended the session mumbled "fiasco," "frost," "disgrace," "turkey," or similar one-word epithets.

Broadcasters wondered whether the Air Defense Command, having stubborn its legislative toe in its quest for authority to take over all control of "electromagnetic radiation," hadn't cooked up this super-secret clam-bake with the FCC in mind, merely to bedazzle the clank and charm of military brass. Or they wondered whether the FCC was trying to get itself classified as a defense agency.

We wonder too.

IT'S becoming more and more apparent that in addition to alcohol, iron and vitamins, the Haddoos need adequate exposure to the hemoglobin of gall. The Haddoos attempt to entice radio stations into a giant merchandising contest, without pay, is just about unforgivable. We trust stations will decline to participate in a ruse that could seriously undermine the whole rate structure of radio.

Summerette

VIEWED in advance, summertime in radio will be much like that in George Gershwin's famous operetta. It won't be easy as it was for Mr. Gershwin's Porgy and Bess. The fish are bitin' all right, but not so fast or hungry that a man can afford to neglect keeping fresh fish on his hook.

The summer business roundup in this issue indicates that spot radio volume will be up (and perhaps beyond) characteristic levels. Seasonal splurges are predicted for such products as shoe cleaners, soft drinks, suntan lotions and ice cream.

The network position is somewhat more difficult to appraise. For one thing, one must presume the NBC Advertising persistent campaign for radio rate reductions has to some extent succeeded in its intention to distract the buying urge. For another, the networks are just getting into the main effort of summer selling.

It is toward this subject—selling—that our thesis is directed. Year around, radio has been undersold, and particularly so in summer. It is cheering to note that some broadcasters are recognizing and endeavoring to correct this unfortunate record.

There is ample statistical proof to support a vigorous sales argument that audiences do not necessarily disappear the minute July shows up on the calendar. People may get away from home, but not from their radios. Witness the 19,307,000 auto receivers that the NAB conservatively estimates are in operation. Or the portables that most people habitually take on their travels. Or hotel radios.

Out-of-home listening measurements, although still less abundant than figures on the home, are adequate to prove that auto sets and portables are bought for use, not for ornamentation.

Those broadcasters who assemble the facts and impress them on advertising prospects will certainly locate those whose billings will resist the summer doldrums.

The fish are as thick in the pond as ever, maybe thicker. But they won't bite on a bare hook.

... Fall, Winter, Spring

THE BRIGHT optimism prevailing last week at the ANA meeting shows how good the fishing can be the year around. Eighty-eight percent of the ANA members responding to a special poll have reported that their 1961 advertising budgets will be as big as they were in 1950—and more than half of them said budgets would be bigger.

The advertisers also felt that production shortages this year would not be nearly as severe as originally predicted. The sum of the ANA report was that there will be lots of goods to sell, and lots of advertising will be used to sell them.

This is the kind of news that will stimulate all FCC to go get out their best tackle, their most meticulously fashioned flies. Knowing as they do that the pond is alive with big ones, the skillful broadcasters will make sure that the big ones don't get away.

EASTON CLAISON WOOLLEY

A NEW version of an old nursery rhyme could be made out of Easton Claissen Woolley's radio-TV career. It would begin, "Doctor, lawyer, radio chief," and a second line might read: "If you don't get what you want at first—don't beef!"

For five years after graduating from high school, a medical degree was his ambition. However, a job as news editor of KDYL-AM-FM-TV Salt Lake City, it was not a case of enrolling in a university and taking the prescribed courses. During his first year and a half out of high school, he worked as a clerk in the Salt Lake City branch of the San Francisco Federal Reserve Bank. When he felt he had saved enough to enroll in the U. of Utah, he started a pre-medical course there, but had to leave after the first year in order to earn more money.

Back to the bank he went. Until 1928 he worked in virtually every department—transit, collection, coupons, clearings and member bank bookkeeping. By then his plans had changed. His work at the bank and an earlier part-time job with the Deseret News, involving work with stock quotations, had turned his interest to commerce. He decided to become a lawyer.

But four more years passed before he began his pre-law work. A devout Mormon, he accepted a call to do missionary work for the Church of Jesus Christ of Latter Day Saints in Europe where he labored in France, Switzerland and Belgium until 1929. This work was carried on at the personal expense of his family and himself, in accordance with the missionary system of the church. He was named president of the Belgian District and supervised construction of two church buildings, one at Liege and one at Seraing.

Determined to complete his college work, Mr.- Woolley returned to Salt Lake City and finally graduated from the U. of Utah with an A.B. degree in 1931—approximately 10 years after graduating from high school.

He chose Columbia U. in New York for his legal school work. In order to supplement his financial means and with no firm intention of embarking on a career, the young law student took on a job with NBC at its old Fifth Ave. location as assistant to the night chief executve, Juan de Jara Almonte.

The network was only five years old then, consisting of some sixty-old stations. But, like radio and the other networks, it was growing and growing fast—competition was keen, and the NBC officials began looking with favor on this fledgling lawyer's growing legal practical experience. (Continued on page 78)
When we talk TELEVISION

FIGURES that show at a glance the perfect balance and development of WFAA-TV in one year of operation!

<table>
<thead>
<tr>
<th>March 17, 1950</th>
<th>March 17, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBTV became WFAA-TV, and was telecasting...</td>
<td>ONE YEAR LATER, WFAA-TV is telecasting...</td>
</tr>
<tr>
<td>24 program hours a week</td>
<td>68 program hours a week . increase 183%</td>
</tr>
<tr>
<td>3 quarter-hour programs were sponsored</td>
<td>35 sponsored program hours, increase 4567%</td>
</tr>
<tr>
<td>27 commercial spots were scheduled</td>
<td>176 commercial spots . . increase 552%</td>
</tr>
</tbody>
</table>

The Secret of this RAPID GROWTH?

Knowmanship—the ability to create television shows that have outstanding audience appeal. Shows that deliver more audience and more customers for the sponsors’ product!

Serving BEST the MOST
with 27.1 Kilowatts

NBC, ABC, DuMont

Represented Nationally by Edward Petry & Co.

WFAA-TV

Channel 8
Dallas
**SETs-IN-USE**

USE of radio and television receivers in the homes of the American listener-viewer reached a record peak as of Jan. 1, 1961, on the basis of figures compiled by the Research Dept. of NARTB (NAB).

The study, conducted under the direction of Dr. Kenneth Baker, NARTB research director, pointed up the existence of 1.6 receivers (including portables) in each of the nation's radio-TV homes — an overall total of 101,818,000.

At the same time, NARTB initiated a nationwide survey to determine the availability and demand for FM-equipped receivers. The survey will be conducted under the direction of Edward L. Sellers, FM director, who last week mailed out questionnaires to the nation's 666 FM outlets.

The survey was the outgrowth of a meeting last month involving FM committees of NARTB and Radio-Television Mfrs. Assn. and an Industry FM group. At that time the NARTB group promised to poll local distributors on FM set demand and report its findings to RTMA [BROADCASTING • TELECASTING, March 19].

Stations receiving five-question analysis forms are being asked to check radio distributors in their areas for data with respect to FM's potential market for the remainder of 1961. Broadcasters are seeking areas of shortages looking toward submission of information to manufacturers.

While conceding that there have been some shortages of FM-AM sets in recent weeks, manufacturers generally have been quick to denounce any suggestion they are trying to thwart FM development or deliberately declining to produce enough sets to meet current demand.

Accompanying the NARTB questionnaires were letters signed by Ben Strouse, WWDC AM-FM Washington, who is chairman of the FM Committee, and M. S. Novik, New York radio consultant and head of the Industry FM group. Both urged all stations to extend fullest cooperation in the association's project.

**Return by April 1**

Mr. Strouse asked that questionnairees be returned to NARTB headquarters not later than April 15 to assure an accurate report on set availabilities throughout the country for "time for presentation" at the FM session of the NARTB convention in Chicago April 18.

"If we sincerely desire to advance the cause of FM broadcasting, we must be in a position to supply manufacturers and distributors with full information on set shortages," Mr. Strouse stated.

A meeting of the three FM groups (NARTB, RTMA, industry) was set for later this month when the information gathered will be evaluated, it was revealed. Meanwhile, Mr. Sellers disclosed he will ask the National Appliance and Radio Dealers to circulate a similar survey within its membership.

The sets-in-use study conducted under Dr. Baker's direction was broken down into these categories:

- Radio receivers (excluding automobile sets)—72,147,000, with approximately 6.6 million in public places and the remaining 67,147,000 sets in the hands of the public.
- Television receivers — 10,364,000, with total of 6.6 million estimated 7,468,000 produced in 1960 delivered to the public by the end of the year.
- Automobile receivers—19,307,000.

**Use RTMA Figures**

The overall set total was reached by utilizing conservative projections based upon production figures furnished by RTMA in correlation with the results of several independent surveys held last year. Dr. Baker termed the sum figure an "underestimation." Figures comparing January-February 1961 to January-February 1960—and showing a marked increase in the output of AM and FM radio receivers were published by RTMA last month [BROADCASTING • TELECASTING, March 19].

In the NARTB Research Dept. radio-TV sets-in-use study, Dr. Baker noted that 3,992,000 radio receivers were produced in 1960, and that on the basis of an "average age of life of nine years," total of 7,891,000 probably would have been required to replace worn-out sets. It is believed that about 1,711,000 became additional home sets, Dr. Baker said, adding that year-end inventories jumped by about 300,000 sets.

The 19,307,000 figure for automobile sets in operation allows only 196,500 (or two weeks supply) for inventories and makes no allowance for discards.

**Conservative Estimate**

In all probability, according to Dr. Baker, the estimate is a conservative one well under actual figures inasmuch as current estimates indicate approximately 55% of the nation's passenger-car registrations are radio-equipped. NARTB used the conservative figure pending outcome of further surveys, it was explained.

In the case of TV receivers, the study took 6.5 million of the 7,468,000 produced and delivered in 1960 and added it to the 3,764,000 in use on Dec. 31, 1949, to reach the Jan. 1, 1961, total of 10,364,000.

**SUMMER SALES**

**KNX Cites Sets-In-Use**

SETS-IN-USE figures comparing the periods of November-December with July-August are being stocked by KNX Los Angeles as ammunition for its intensive summer selling campaign. The station is preparing copy to show "only a slight difference" in listenership for the two seasonal periods—21.1 for winter compared to 20.2 for summer.

The CBS 50 kw outlet also is arming salesmen with figures showing that one-quarter of all retail sales are fashioned during June, July and August, and that food store sales actually are higher during the summer than in winter. Station also notes that 40% of the 2.4 million tourists in Southern California last year visited during the summertime.

**In Altoona, Pa., It's WRTA**

**ROY F. THOMPSON**

**BROADCASTING • Telecasting**

A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MUECKE ASSOCIATES
MAIL-ORDER CODE

Requirements Set By Katz Agency

A CODE of "minimum requirements" to govern the acceptance of mail-order business by radio and TV stations represented by The Katz Agency, worked out by the company in consultation with the stations, was released by the representative firm.

Purpose of the plan, officials said, was to develop a reasonable approach which would discourage "fly-by-night" operators while not turning away legitimate mail-order business.

A number of Katz-represented stations in both radio and television reported flatly that they do not accept mail-order business. In the telecast contracts, otherwise, the "code" was approved in essence by the radio and TV stations represented by the firm. Some stations inserted modifications making it even more restrictive.

General Policy

Text of the statement of "General Station Policy on Mail-Order Advertising"—which, with modifications by certain stations, is to be used as part of formal advertising contracts—is as follows:

1. No P. O. 1st class deals accepted—or submitted.
2. The quality of all products must be guaranteed by advertiser and agency with complete and unconditional money-back guarantee for purchase price and any and all postage and C.O.D. charges. The station shall be the judge of grounds for refunds due to complaints made direct to station. The advertiser and agency guarantee to reimburse station for any and all such refunds.
3. Advertiser agrees to pay postage on merchandise sent to replace goods damaged in transit or otherwise defective.

HILL WIRES

Dollar Quotas Set

DOLLAR quota was placed last week on the annual expenditure by Senators for telegrams sent at government expense by the Senate Rules Committee. A three-man sub-committee, chaired by Sen. Carl Hayden (D-Ariz.) (Broadcasting, March 19), had been studying the use of the telegraph frank and how to tighten present regulations.

The dollar limit—fixed at an overall ceiling of $300,000 for the 96 Senators, or $1,000,000 less than last year's total Senate wire charges— affects future "Government collect" telegrams.

Each Senator is assigned a separate "dollar quota" limit, averaging about $3,125 per Senator, and varies in size and wire toll distance from the national capital to each Senator's state.

This ruling by the Senate committee grew out of complaints of indiscriminate use of Senate telegraph privileges. It had been reported that Sen. George W. Malone (R-Nov.) used his telegraph privilege to wire newspapers and radio stations in his state and in other states and provinces outside the U.S. (Broadcasting, March 19).

JOHN T. BURKE, president, Burke Advertising Assn. Inc., Boston, went to Palm Beach, Fla, saw this 8' 3" 65-pound snook, and conquered it. This was considered (by everyone except the fish) one of the prize catches of the season. Mr. Burke took only 49 minutes to haul his haul to boatside.

HOLMES AWARDS

Presentations April 22

FIFTH ANNUAL Frances Holmes achievement awards of Los Angeles Advertising Women Inc. will be presented April 22 at the Beverly Hills (Calif.) Hotel.

Awards, in the form of gold trophies called "Lulus," will be given in 14 different advertising categories. In addition a special overall award, the Frances Holmes Trophy, will be made to one of the 14 winners whose entry “best typifies how a woman can achieve outstanding merit in the world of advertising.”

Classifications in which awards will be given include: Radio commercial campaigns; sponsored radio program series; television commercial campaigns; television program series: copy: layout; mechanical production; research project; outdoor or transit advertising; direct mail campaign: complete campaign: commercial film: finished art: publicly or public relations campaign.

Contest, offered with cooperation of Advertising Assn. of the West, is open to any woman in the advertising profession or allied fields, living and working in the area served by the Advertising Assn. of the West, which includes Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and British Columbia. Closing date of contest is April 6.

PAN AMERICAN

Nominated WIVI Representative

WIVI St. Croix, Virgin Islands, "Radio American West Indies," has appointed Pan American Broadcasting Co., New York, internationa station representative, as its sole U. S. representative, it was announced last week. Commercial broadcasts are scheduled to begin during the latter part of April with 250 w on 1250 kc fulltime.

Owned and operated by Edward M. Vickers, WIVI will be affiliated with the BBC, Canadian Broadcast- ing Corp., Caribbean Broadcasting Network and French Broadcasting System. Although broadcasts will be in English, Spanish programs also will be acceptable due to the island's proximity to Puerto Rico. Associated Press news service and a leading U. S. musical library service will be utilized, it was announced.

Cleveland's Chief Station — WJW — Cleveland's Strongest Signal — WJW — Cleveland's Chief Station

Chief Says:

"Big Chief spells Summer with dollar sign; Will get more sales in hot months, too. Has strongest signal... promotion fine, To keep sales growing whole year through."

SOLID SUMMER SALES STORY

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station to increase your summertime sales. Year 'round promotion pays off—on WJW.

Cleveland's Chief Station

CHIEF STATION

CHIEF STATION

5000 W. — WJW BUILDING — BASIC ABC — CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.
GUSTAV BRANDBORG, commercial manager KVOO Tulsa, appointed assistant general manager. Mr. Brandborg has been with KVOO since 1932, and had been commercial manager for past nine years.

ROBERT L. WILLIAMS, chief engineer and station manager WCTC New Brunswick, N. J., appointed general manager. JAMES L. HOWE, president Chanticleer Broadcasting Co., owner of station, called to active duty as major with Air Force. JAMES M. VOGDES, sales manager, appointed assistant manager. KEN- NETH LESLIE named sales manager.

Mr. Brandborg

DANIEL J. FERRIS Jr., Headley-Reed Co., N. Y., to George F. Hollingbery Co., N. Y., as salesman.

PAUL STILES appointed general manager WOCB West Yarmouth, Cape Cod, Mass.

BROOKS READ appointed general manager WNAT Natchez, Miss., replacing H. J. JENNINGS, resigned.

JACK POWELL, chief engineer and acting manager WONW Defiance, Ohio, to WMTE Manistee, Mich., as manager and chief engineer.

CHARLES F. PAYNE appointed commercial manager KIXL-AM-FM Dallas. He succeeds T. H. STRAUSS, who resigned as vice president and commercial manager, to join Modern Packagings, Dallas, in charge of sales and promotion. Mr. Payne has been with KIXL since 1947.


REX PREIS appointed radio sales manager WOAI San Antonio. He will take charge of local, regional and national radio sales. Mr. Preis was assistant general and commercial manager KTSA San Antonio.

RAY BARNETT appointed sales manager KSMO San Mateo, Calif. He was with ABC and KGO San Francisco.

FRANK L. ORTH, administrative assistant to Edwin W. Buckalew, general sales manager KNX Hollywood and Columbia Pacific Network, recalled to active duty with Air Force, as operations officer for 416th Fighter Wing.

Mr. Preis

HIL F. BEST, Detroit, appointed national representative for WHLL Wheeling, W. Va., effective March 1.

THE WALKER Co., N. Y., appointed exclusive national representative for WBEL Beloit, Wis.


WILLIAM R. SMITH, general manager KBTX Batesville, Ark., resigns.

EDWARD A. DALY, Paramount Television Productions Inc., appointed salesman George P. Hollingbery Co., N. Y.

DICK STARK, The Katz Agency, N. Y., called to active duty with Army as captain. He will be assigned temporary duty as post public information officer at Pine Camp, N. Y., to cover National Guard and Reserve summer training.

H. N. STOVIN & Co., Toronto, appointed national representative for CKOM Saskatoon.

PHIL SMITH, new to radio, to commercial staff WBUD Morristown, Pa.

NATIONAL BROADCAST SALES, Toronto, opening regional office at Vancouver, at 804 Hornby St., with ROY CHAPMAN, formerly of CKNW New Westminster, as manager.

Personals . . .

MALCOLM NEILL, general manager CFNB Fredericton, and new chairman of board of directors Canadian Assn. of Broadcasters, will attend NAB convention at Chicago, as CAB official representative. . . . HARRY MAIZLISH, president-general manager KFWB Los Angeles, presented award by American Legion on behalf of his station for "grateful appreciation" of outstanding contributions made by it to success of American Legion's 32nd annual convention held in L. A. Oct. 8-12, 1960. . . . JACK SAMUELS, son of FRANK SAMUELS, vice president ABC Western Division, and Sharon Endsley, married March 22. . . . ROLAND KAY, account executive Columbia Pacific Network, Hollywood, father of girl Teresa Louise born March 29. . . .

SPENCER BENTLEY, general manager WHAN Charleston, S. C., and Mrs. Bentley, visiting Washington and New York. . . . CLINTON D. CHURCHILL, son of Dr. CLINTON H. CHURCHILL, president and general manager WKBW Buffalo, appointed chairman of radio and TV activities from promotion of Northwestern U. Centennial Dance. . . .

EDWARD PHELAN, assistant manager WVIM Vicksburg, Miss., father of boy, Edward Jr. . . .

New Canadian Award

A GOLD KEY is to be presented annually by the Canadian Radio Awards Committee to the "most promising newcomer to broadcasting" in Canada, in memory of Maurice Rosenfeld, former radio director of MacLaren Adv. Co., Toronto, who did a great deal to develop talent in Canada. The award was suggested by two of the top Canadian radio stars to whom he first gave a chance, Johnny Wayne and Frank Shuster. The Canadian Radio Awards for 1950 will be announced in May.
TODAY
DAYTIME and TV SPELL S A L E S

They add up to the hardest selling advertising medium of 1951. The audience of Daytime TV jumps in size from day to day. So do its advertisers’ results. It’s advertising’s most vital selling force.

Call or write for our new comprehensive study of Daytime TV.

And use Daytime TV. Your Petry TV salesman can still present some excellent daytime availabilities on these twelve leading television stations. But they’re going fast.

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

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
WGAL-TV is the only television station located in this thriving market. Its coverage area includes the following counties: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent areas.

WGAL-TV, for sales results, is getting better all the time.

HERE’S PROOF

In January, Bulova Watch Co. offered a Jeweler’s Polishing Cloth on its WGAL-TV “Weatherman” program. After only four announcements, over 2,000 requests were received! Cost per inquiry—$.09 One of the reasons why result-minded sponsors choose WGAL-TV!

The WGAL-TV coverage area is becoming more productive all the time.

HERE’S PROOF

Retail Sales Receipts increased an average of 198%, 1948 compared with 1940.

Population increased an average of 12%, 1950 compared with 1940.

(U.S. Census figures)

Show your product, tell your sales story in a BUYING MARKET. Let WGAL-TV put climb in your sales curve.

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
TV REVENUE TRIPLES IN ’50

TELEVISION broadcasting revenue tripled in 1950, as compared with 1949, and half the TV stations in the country ended the year in the black, according to an FCC report issued last week.

Despite the soaring total revenue, the industry as a whole wound up in the red at the end of 1950, showing a $7.9 million loss. Even that was a distinct improvement over 1949, when the aggregate loss of all telecasters was $25.3 million.

The four networks and their 14 owned and operated stations took in $55 million revenue in 1950, more than half the total for the industry. But they suffered a loss of $9 million, a $10.5 million deficit from network operations offsetting a $1.5 million net income (before federal income tax) of their owned and operated stations.

Remaining Outlet’s Income

The 93 other TV stations (non-network owned) in the U.S. had a net income before taxes of $1.1 million.

Total industry revenue was $105.8 million in 1950 (see Table 1).

Fifty-four stations reported profits before federal income tax in 1950. Eight of these made more than $400,000 each, and 32 made more than $100,000 (see Table 3). Among the 52 stations reporting losses for the year, 26 lost less than $100,000 each; 15 lost between $100,000 and $200,000; five had deficits of $200,000 to $400,000, and six were in the red beyond the $400,000 mark (see Table 2).

Interconnected stations (or those in interconnected markets) generally had healthier bank balances than non-interconnected. Of the 79 in interconnected areas, 47 reported profitable operation. Out of the 27 non-interconnected stations, only seven were in the black. As a group, stations in one-station interconnected communities did best of all. Twenty of the 29 so situated reported profits last year (see Table 3).

For 29 stations in the one-station interconnected markets, the average income before Federal income tax was $90,000. The 15 of these that were on the air and interconnected for the full year earned more than the average for the whole 29. These 15 averaged $174,000 income. Eleven stations on the air for the full year in one-station markets but non-interconnected had losses averaging $29,000 each. In two-station markets, five stations on the air and interconnected a full year averaged $105,000 profits, while six stations on the air a year but not interconnected averaged $145,000 losses.

**Interconnection Profitable**

The 79 stations in interconnected areas reported total profits of $5.7 million. The 27 in non-interconnected markets had an aggregate loss of $3 million.

Combined TV and AM income of networks and all their owned and operated stations increased 50% in 1950 over 1949—$9.6 million (before federal income taxes) last year as compared with $6.4 million the year before. Their AM income was $18.6 million in 1950, about the same as that in 1949, but their TV losses were reduced from $12.1 million in 1949 to $9 million in 1950.

The network aggregate AM revenue rose from $105.3 million in 1949 to $105.5 million in 1950, the FCC said.

How big a piece of total broadcast revenue TV accounts for can be seen in Table 6. In the 63 television markets, TV revenue accounted for about one-fourth of the

(Continued on page 68)

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**ALLOCATION VIEWS**

By LARRY CHRISTOPHER

PROSPECTS that color may make a bonanza out of the UHF after all — and that an asserted assault may be made upon the "little-used" FM band for additional VHF channels — stood forth prominently last week among the mass of views on the revised proposals which FCC hopes to make its final television allocation to the U.S. for generations to come [TELECASTING • TELECASTING, March 26].

Overall, the industry greeted the Commission’s plan engineering-wise with loud cries of "well done" and "more realistic." But allocation-wise, Commission ears must suffer the range of "assimine," "good engineering but little sense," to "creditable job considering the framework in which they had to work."

"We also must remember," went another, "the boys at the Commission are darn proud of this plan ... it took a long time ... and it’s going to be awful hard to get them to change it."

FCC proposes through its new plan, involving vastly revised engineering standards and allocation tables, to open up the full UHF band. With these 65 or 70 UHF channels, added to the 12 existing VHF channels, FCC will provide a nationwide distribution of nearly 2,000 stations in some 1,200 communities.

The Commission also proposes to: (1) reserve "indefinitely" about 10% of both VHF and UHF channels for noncommercial educational stations; (2) switch 31 of the 107 operating VHF stations to new VHF channels; (3) promptly unfreeze VHF-UHF channels in U.S. territories; (4) where possible grant existing VHF stations substantial power increases, and (5) generally lift UHF freezes in U.S.

All aspects of the partial freeze lift are contingent upon nature of comments FCC receives by May 8, deadline for replies to initial views due April 23.

Hearing on city-by-city allocation proposals begins May 25, may run two months. All previous comments are set aside and anyone wishing to take part must file anew by April 23.

Overall freeze lift cannot be made until after final allocation. Freeze on new TV construction began Sept. 30, 1948.

These reactions—many conflicting—came last week following distribution of FCC’s proposal:

- At least one well-known consulting engineering firm is recons (Continued on page 58)

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**FCC Report Shows Industry Reaction Mixed**

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**TABLE 1**

<table>
<thead>
<tr>
<th>TV Station Service</th>
<th>1950 Estimated Revenues, Taxes and Income</th>
<th>1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewal service</td>
<td>Total Broadcast Revenues</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>$105.8 million</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>$34.3 million</td>
<td></td>
</tr>
<tr>
<td>Total Broadcast Expenses</td>
<td>$151.8 million</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>$55.6 million</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>$31.4 million</td>
<td></td>
</tr>
<tr>
<td>Broadcast Income</td>
<td>$59.6 million</td>
<td></td>
</tr>
<tr>
<td>(Before Federal Income Tax)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>$59.6 million</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>$52.6 million</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
- 1) Denotes loss.
- 2) 1949 data covers four networks including their 16 owned and operated stations and 24 television stations.
- 3) 1948 data covers four networks including their 10 owned and operated stations and 40 television stations.
TWO big questions were posed by the U. S. Supreme Court as the fight against adoption of CBS color standards last week moved into the highest tribunal of the land.

1. What is the scope of the Supreme Court's review?
2. Was the District Court in Chicago derelict in its review?

The first question was most forcibly advanced by Justice Robert H. Jackson Tuesday when he asked CBS Counsel Samuel J. Rosenman if the Court was to be called upon to judge which system was superior. "How on earth are we going to qualify ourselves on these technical questions?" he added.

Whether the Chicago District Court had afforded proper review of RCA and other intervenors' case against the FCC decision of last fall adopting CBS color [broadcasting • telecasting, Dec. 12, 1950], was touched upon in remarks of other Supreme Court Justices. Solicitor General Philip B. Perlman however steadfastly maintained that the lower court had carried out its originally-announced intent of affording full and proper consideration of the issue. The bench had read excerpts from the Chicago decision in which that court dismissed the appellants' plea, but continued a temporary restraining order against the start of commercial color transmission by the CBS system pending further judgment by the Supreme Court.

This, coupled with the observation of Justice William O. Douglas on a recent Supreme Court decision, Universal Camera Corp. v. National Labor Relations Board, which remanded that particular case to an appeals court, prompted some observers to speculate that the whole color issue might be sent back to the Chicago Court with the suggestion that fuller review be made.

Full Review Necessary

The Universal Camera decision provided, in part, that when a court reviews a case such as that, the entire record of the case should be studied and not merely the conclusions reached by the agency.

On the other hand, there were those who discounted the possibility of the case being remanded, saying that the Solicitor General's argument pointed up the fact that the case had been properly reviewed in District Court.

Throughout the argument, RCA counsel maintained that CBS' counsel has been addressed exclusively; that in addition RCA's system should have been authorized; that the Commission was "capricious and arbitrary" in its decision.

On the first point, Justice Felix Frankfurter questioned whether adopting one system of color TV transmission tended toward monopony.

Chief Justice Vinson at the start of the second day of oral argument, Tuesday, announced that the Supreme Court, on motion of RCA.

CONTINUED ON PAGE 66

Puzzle: Find the Television Cameras

TAKE a close look at this picture. It was made during a Washington session of the Kefauver committee. The picture was distributed by Acme Newspictures, which serves newspapers, so it could hardly be argued that the photographer was going out of his way to plan a shot that would be especially favorable to television.

Look at the picture. There are five still cameramen crouched under the nose of the witness. They are waiting to explode flash bulbs in his face. There are eight motion picture cameras ranged against the wall. Notice the bright Kleig light at top, left of center. If somebody extinguished that light, the eight newsmen cameras couldn't make a picture that would be decipherable.

Over in the right top corner is one television camera. If that Kleig light that is so necessary to the newsmen were to go out, the operator of the TV camera would make a quick adjustment of its lenses and continue to transmit a picture of high quality. TV doesn't need that blinding light at all. It doesn't need illumination any brighter than that ordinarily provided in a public meeting room.

This picture does not show all the news coverage equipment that was in the room at the time. There were two other TV cameras, and there were also other newsmen cameras (and other newshel cameramen) as well as other still cameras (fitted out with flash guns), including the Kleig.

It shows enough, however, to emphasize the foolishness of the hullabaloo being raised these days by critics who claim television defaces premises to which it is admitted.

We are publishing the picture because we think it goes a long way toward establishing just what of the news coverage instruments causes the more distraction to a witness.

A lot of people are confused on this point. They associate television with strong lights and whirling cameras. The gamblers Kleinman and Rothkopf who refused to answer questions last Monday night were represented by an attorney who protested that TV cameras were "grinding" and that the bright "TV" lights were on. He also mentioned the presence of newsmen and still photographers, but the emphasis was on TV.

Newspaper reports of the Kefauver committee hearings for the past two weeks have repeatedly referred to "television lights," so repeatedly indeed that bright lights and TV are by now fixed as inseparable in the minds of many.

To listen to the objections of bookish gamblers and their shrewd attorneys and to read the newspapers, it is easy to believe that there is so much TV equipment in a hearing chamber that there is scarcely room for anyone else. This picture tells a different story.

If contempt proceedings against the reluctant witnesses, Kleinman and Rothkopf, are prosecuted, the legal procedure of establishing the rights of TV will unquestionably be set. These rights will also be influenced if the Senate agrees to proceed with a general investigation of the subject.

We suggest that this picture constitutes an excellent piece of documentary evidence in such proceedings. It shows that TV is not the medium that upsets the decorum of a hearing. Indeed it is the least obtrusive instrument in the place.
‘KEFAUVER QUIZ’ Raises Coverage Question

THE NATIONAL crime story last week found television, as a medium, implicated in an impending legal test that has unique in U. S. history.

The judicial ramifications of the TV camera coverage of the Kefauver Crime Committee may be ironed out from two different approaches: Congressional hearings and in the courts, perhaps eventually reaching the highest tribunal in the land.

Sentiment in Congress seemed to indicate that a study of television coverage, as proposed by a Republican member of the Senate Crime Investigating Committee — Sen. Alexander Willey of Wisconsin, may extend to a review of the general conduct of Congressional investigatory groups.

Sen. Willey introduced a resolution calling upon the Senate Rules Committee to make a “thoroughly and exhaustive study” of the intricate problems posed by “past or proposed, televising or radio broadcasting or motion picture or other photographing of the proceedings of the Congress and its respective Houses and Committees.”

The resolution (S. Res. 106) asked for a report to the Senate outlining the study made and recommendations.

Contempt Citations Voted

Coincident with this Congressional preview, the Kefauver unit voted contempt citations against two Cleveland witnesses who balked at television. They were Morris Kleinman and Louis Rothkopf.

The committee’s assistant chief counsel said that regardless of any testimony these two subpena witnesses may give in the proceeding that contempt citations would still be sought from the Senate. He could not give a definite timetable on the citation requests.

Attorney Timothy McMahon, also of Cleveland, in representing both reluctant witnesses, declared for the record:

“. . . That to the rear of the witness . . . there appears five high-powered floodlights, three of which are focused behind the committee and in the face or on the person of the witness . . . that in the room there are three TV cameras, which are in varying degrees focused upon the members of the committee, counsel, and the witness.”

Mr. Kleinman said he could check news articles for his testimony and could demand a retraction but that he had no way of knowing what happened on TV and on radio, what parts of the proceedings were seen to the radio-TV audience, or what comments were made during the time he appeared.

Specifically, he charged the Kefauver committee procedure with violation of his Constitutional rights. He said he would not respond to interrogation unless apparatus, such as television, radio, or telephone were turned off. When Byron Bash of WMAL-TV Washington, in charge of the Washington TV coverage, offered to “shut off” TV — and it was for a brief interlude with cameras focused only on Chairman Estes Kefauver (D-Tenn.) — the witness demanded that “everything be shut off.” The committee denied the request.

The witnesses, both Messrs. Kleinman and Rothkopf, took the identical position, further asserted that they were subject to (1) “glaring” lights, (2) observation on the manner of their sitting, talking, use of hands, clothes worn, etc., “to unfavorable comment,” (3) distortion of voice, (4) increased nervousness, (5) showing of newreels on TV with various commentary by TV announcers or pickups of spectator opinions from the audience.

“If the TV industry wants me to sit in my shoes and make my TV sets, and the sponsors . . . I am entitled to be consulted just the same as any other American amusement enterprise,” the witnesses declared. Both men have been convicted for tax evasions.

After the hearing, Sen. Kefauver said he thought the refusals by the two men to answer questions with TV on the scene would make as good a legal test as possible.

Sen. Kefauver later commended radio, television and press coverage of the public hearings, as they flickered to a climactic conclusion. The national TV program, through the courtesy of the U. S. Senate and the television networks, had its future in doubt.

Billings in the future hinged on whether the committee’s life would be extended. Sen. Kefauver said he was going to step down regardles to “past or proposed, televising or radio, a Costello or Erickson was an abstraction. He was something out of a story book. Today, the women of our country have seen characters, they have been brought right into the living rooms, into the homes and for the first time, I believe, our women in this country have been aroused as they never have been aroused before . . .

Sen. Kefauver asked the legal expert for comment on the implications of the televising of Congressional Committee proceedings on the civil rights of witnesses.

Judge Leibowitz said it was one thing to have a TV camera at the (Congressional) hearing but quite another to set up a TV camera with Kleig lights in a courtroom.

Plan Group Proposed

He suggested the setting up of some all-over group to formulate a “carefully thought out plan how to handle this new giant, this new instrument that is just a day old, so to speak. It may be dynamic. It may cause untold harm where good is desired . . .

Sen. Willey asked the magistrate: “Suppose we get a criminal before us with 30 or 40 million people looking in and he says paid

CITATION for WDSU-TV New Orleans’ excellent coverage of the Kefauver hearings was presented to Robert D. Swezey, executive vice president and general manager, WDSU Broadcasting Corp. At the presentation were (I to r) Jimmy Nelson, WFNO manager; Young Men’s Board, WDSU TV director; Dr. Lawrence LeBon, first vice president, YMBC; Mr. Swezey, William Gussie Jr., YMBC president; Gay Batson, WDSU chief announcer, and Roy Rich, WDSU-TV program director.

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FORTY-FOUR model of Empire State Bldg., tower and TV antenna, from which five New York TV stations will begin telecasting this spring, is unveiled at Institute of Radio Engineers’ 40th annual convention.


FOURTEEN-FOOT model of Empire State Bldg., tower and TV antenna, from which five New York TV stations will begin telecasting this spring, is unveiled at Institute of Radio Engineers’ 40th annual convention.


Another view was that FCC has worried too much about obsolescence because the public has proven in the past it protects itself when deciding whether a new service is necessary. One FCC official felt FCC is strait-jacketing standards too soon, stifling engineering initiative and precluding later incorporation of engineering advances.

One Washington management consultant, who supported some views of the majority of engineers, indicated his company is going to be in pioneering UHF until the equipment and economic pictures are clarified. He saw UHF in possibly the TV band. The Assn. of Federal Communications Consulting Engineers, through its president, Andrew D. Ring, observed:

We presented certain comments on the television allocation bearing. The Commission does not make the best use of the VHF channels. It does not consider the preponderant and equitable distribution of the facilities. The FCC has overcompensation, overestimation distribution and economic support.

In many cases the separation between existing stations has been increased and in a few cases there exists interference. The FCC does not think of UHF channels, which obviously exist.

In many other cases the separation in some cases is zero. There exist a great waste of facilities, probably under the theory that the FCC cannot extend UHF channels with smaller service areas.

The new allocation is over-simplified and will ultimately require, making very difficult the allocation of the UHF bands, the exercise of ingenuity and other technical assistance to the public. The rigidity of the allocation should be reduced and a more serious allocation of directional antennas for protection may be required. The FCC cannot be made of the VHF channels for service to the greatest number of people.
IMMEDIATE POLICY BOARD

(Continued from page 86)

(WMAR) has frequently arisen in connection with governmental allocations. With a background of 30 years in communications in the Navy, member of the former Navy, and successively as assistant chief engineer and chief engineer of the FCC, Mr. Jett is regarded as one of the world’s foremost experts in naval communications. The steamship assignment, however, is not determined by the FCC,” relates the report. “In effect, it is determined by the President, who for the assignment and management of those frequencies used by governmental agencies.”

Interdepartmental Radio Advisory Committee (IRAC) assigns frequencies to federal users. Accordingly, the report says:

“Thus far, no national policy has existed to define the use of a single resource and thus to aid in government, to the extent of having established for use in connection with the Navy, the President of the government and non-government user.”

Following these issues, the temporary Communications Board made recommendations:

1. Pressure on the radio frequency spectrum is steadily increasing as a result of the greater use of radio in telecommunications. How we can resolve this problem has been the subject of many discussions in the past for the management of the spectrum. This discussion should be made easier if in the near future the federal government’s share of the spectrum, though not so great as it is believed, is nevertheless large. While it is not known that the portion of the government’s responsibilities, it must be clear that the department charged with management of the spectrum for the greatest benefit to be obtained must be clearly defined.

2. There is a need for a continuing determination of the requirements of federal government users, particularly television and radio operation, and the related procedures for determining the allocation of radio frequencies. This determination should be based not only on the requirements of the agencies involved but on the current national emergency. The continued assurance of the number of federal allocations, and the number of frequencies allocated, is critically important. The resources of the spectrum are available to the government to ensure a healthy independence from Presidential influence and control.

Established Last Year

The President’s Temporary Communications Policy Board was set up in February of this year to study the present and potential use of radio and wire communications facilities by governmental, and non-governmental users. The board was to present to the President evaluations and recommendations in the national interest concerning (a) policies for the maintenance and control of radio frequencies by governmental and non-governmental users and alternative administrative arrangements in the government for the sound execution of such policies, (b) policies with respect to international radio and wire communications, (c) the relationship of government communications, and (d) such related policy matters as the board may determine.

The temporary board was headed by Dr. Irving S. Stewart, former FCC Commissioner and President of U. of West Virginia, and included: Dr. Lee A. DuBridge, president of California Institute of Technology, Dr. David H. O’Brien, retired vice president of Graybar Electric Co. and war-time director of distribution for the Signal Corps; William L. Everitt, head of the electrical engineering department at U. of Illinois, who also served on the Conrad Committee on color television; and Dr. James R. Killian, Jr., president of the Massachusetts Institute of Technology.

Having completed its work, the board turned its report over to the White House Feb. 17. Earlier this month the board issued its recommendation to members of the FCC with request for recommendations. It is believed that the Commission is in sympathy with the broad plan.

In citing specific issues, the report states that by better management of the spectrum, much more could be done with the frequencies now available and refers to “opportunity” for more efficient use of the spectrum’s economical use of frequencies.

Assignment of space in the spectrum among private users (including state and local but not government agencies) is a responsibility of the FCC. The total assignment of space for assignment, however, is not determined by the FCC,” relates the report. “In effect, it is determined by the President, who for the assignment and management of those frequencies used by governmental agencies.”

INTERDEPARTMENTAL RADIO ADVISORY COMMITTEE (IRAC) ASSIGNMENT

There has been a great deal of discussion about the assignment of frequencies over the years, but there may be few if any receivers and consequently a limited audience.

The report notes that “relationships between the Commission and the President are always conditioned by the views of Congress—and in particular of those Senators whose actions may take a special interest in broadcasting or other communications matters—as to the proper role of the Commission and the degree of independence from the White House that it should enjoy.”

The report further states:

Many Congressmen take special interest in matters which may affect availability of communications facilities, and which may affect communications activities in their home areas. These interests are largely concentrated in the field of broadcasting and television, and the report notes that the effect on the Commission’s freedom to make assignments is of great importance to the Commissioners because of the total responsibility under the Communications Act according to their importance or priority.

The report notes that the FCC as an “arm of Congress” and are anxious that the Commission maintain a healthy independence from Presidential influence and control.

FREDERICK B. MANNHEIM (at microphone), vice president in charge of marketing, BBDO, addresses a luncheon meeting of the New York Chapter of the American Marketing Assn. March 19 [Broadcasting • Telecasting • March 26]. At left is Lewis Avery, Avery-Knodel; looking on at right is Robert Hutton, Edward Petty Co. Mr. Hutton was one of many who attended the luncheon meeting which featured a panel discussion by members of the Special Test Survey Committee for Analysis of Radio and TV Research Techniques and More. Incorporating the committee is Lew Avery, members of the committee.

NEW INTERCITY PLANS

NEW ALLOCATION plan for dividing AT&T intercity connecting facilities for television program transmission went into effect yesterday (Sunday) with the beginning of the second quarter of the year. While complicated in some of its essentials, for an equal division of television transmission facilities—coaxial cable and radio relay among the four TV networks. If the network to which a time slot of the interconnection facilities does not want that time, it is offered to the other three in rotation, but the first network to accept the time slot has the exclusive right to use it if it is not sufficient for its own facilities, inclusive of the time assignments not later than May 15. On June 9, each network is supposed to report to the telephone company on the station capacity it has secured for the various time periods and what circuit assignment it desires. Conflicts are then worked out in conference.

Little difficulty is anticipated for the summer quarter allocations, but the time division for fall, when the new business year is beginning, may be harder.

F&P POSTS

Brooke, Stanton Named

APPOINTMENTS of John W. Brooke as eastern TV sales manager of Free & Peters and of George Stanton as midwestern TV sales manager of the representative organization were announced Thursday by J. E. Showman, vice-president in charge of television.

Mr. Brooke, a graduate of Dartmouth College, has more than a decade of sales experience in the broadcast field, including three years with AT&T in Chicago, moving in 1940 to McCann-Erickson, where he was made media director in 1942 and in the same capacity for McCann-Erickson Co. of Indiana in 1946. He assumes his duties as midwest TV sales manager in the Chicago office of Free & Peters April 15.

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plained this common carrier jurisdiction, however, relates solely to rates charged and quality of service provided and said FCC cannot control the "content" of the material conveyed.

Asked why Continental Press is "not under your jurisdiction now," Chairman Coy explained: "It is not under FCC control for the same reason AP or UP is not, "they are not common carriers."

From the nature of this and a further question, Mr. Coy believed the committee did not fully understand the principle which precludes FCC from controlling message content, as distinguished from regulation of rates and service.

Agreeing with the committee that there is no "easy solution to the problem," Chairman Coy said, "but if the control of transmission of what is essentially gambling information is as critical an element of interstate crime as you gentlemen suggest it is, then Congress should make it a federal crime for anyone to transmit by means of interstate communication facilities gambling information described in the Commission's proposal which are useful only for gambling purposes.

"Such a criminal statute would strip from the transmitters of gambling information the veil of respectability upon which they now operate. Chairman Coy continued, "It will be a prosecutable offense only for involved and probably interminable administrative and court proceedings and place in the hands of properly qualified law enforcement officials the task of eliminating this interstate gambling business."

'Realistic Measure' 
He indicated FCC basically is not opposing Justice Dept. efforts, but simply suggesting this is one proposal for control which, while providing less certain control, is a more realistic measure, since it specifically detaches the data forbidden transmission while the Justice Dept. proposal makes possible transmission of data used only for gambling.

Background and progress of the Justice Dept. bill had been outlined Monday in the general testimony given by U.S. Attorney General J. Howard McGrath.

Respecting the problem involved in forbidding transmission of information in the form of data, odds and prices paid, Chairman Coy said: it is naive to assume that such information would be transmitted merely because of the primary nature of the material, which is gambling information. I have yet to hear any argument presented in this Committee that transmission of lottery information by newspaper or press associations is any more likely to be transmitted than transmission of data, odds, betting, odds or prices paid by bookmakers at pari-mutuel tracks.

Yet, radio stations and newspapers are subject to some degree of control as a result of broadcasting or transmitting through television and radio stations, merely on the basis of the fact that the transmission is of gambling information and the potential it has for being used to assist in gambling.

```text
From CBS to NBC
BEGINNING today (Monday), The Somerset Maugham Television Theatre, which Tintant first licensed on NBC-TV Sept. 26, 1952, will air on a regular basis here on the network.
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**MARSH COLORCAST Store Orders Equipment**
 SETTING a precedent in the retail field, Jordan Marsh Co. of Boston, New England's largest department store and the fourth largest in the country, last week originated, transmitted, and received within its own store closed circuit color TV showing of its merchandise. It is believed that this is the first store in order color TV equipment for permanent store-wide use.

The Jordan Marsh demonstrations, in connection with the company's 100th anniversary celebration, gave the general public in the area its first opportunity to view CBS color television [BROADCASTING • TELECASTING, March 26]. Over 6,600 persons were attracted the first day.

Nine 15-minute shows daily were scheduled, Tuesday through Saturday, with viewers watching the shows from three receivers in Centennial Hall on the roof of the building. Equipment was Remington-Rand.

Richard H. Edwards Jr., vice president of Jordan's, explained that the show was hatched through the exhibition "because we believe the Jordan Marsh Co. should always be first in bringing the unusual and the new things to New England. Therefore, our company has ordered color television equipment which shortly will be a regular feature within the store."

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Automobile TV Set
CHICAGO'S first-known auto TV receiver was installed in a Cadillac sedan last week at a cost of $1,000. William B. McDonald, president, Mid-States Corp. ordered installation of a 12½-inch Zenith table model. Controls are in side-left arm rest, with other tubes and equipment in the trunk. The speaker is located behind the rear seat, and the antenna is a four-foot wire and is attached to the trunk.
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**NARTB Polishes Agenda**
(Continued from page 28)
gates when he appears as a participant on the sports panel.

General theme of the agenda is "TV in the Year Ahead," with Eugene Thomas, WCBS-TV New York and TV board chairman, presiding.

Mr. Hamilton will appear along with other university officials, as well as panelists invited to discuss the general sports outlook, particularly the football picture.

At 11 a.m. a session will be devoted to "Morning Programming," with a panel consisting of representatives of Cincinnati's three TV outlets to take part. Scheduled to talk are James D. Shoupe, WLWT; Mort Watters, WCPG-TV, and U. A. Latham, WKRC-TV. Accent will be on early hour programming and how to build audiences in this comparatively new phase of TV—in which these stations have specialized.

A session on "What Will Happen to TV Circulation?" is slated to be held 1:30-2:30, with speakers unscheduled, and one on "Making Better Use of Film" at 11:45. The film aspect will be covered by Charles Brown, director, TV sales, RKO Pictures Enterprises, and others. The luncheon is scheduled for the Grand Ballroom at 12:30.

Outlaw to Speak
Afternoon program will get underway at 2:30 p.m. with a discussion of "Small Budget Operation" and money-saving methods. Ring Center Enterprises, Atlantic, will speak on "Successful Selling" in the next session. At 3:15 a business program will be open to delegates, presided over by Mr. Thomas.

Possibility of FCC lifting the TV freeze will be explored during a panel discussion of "The Big Screen" which will seek out speakers or participants, but the agenda calls for top-level industry and FCC officials.

Panel for convention week were reported in Broadcasting • TELECASTING, March 26.

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**P. R. VIDEO**

**New Station Considered**

EMPIRE COIL CO., New Rochelle, N. Y., licensee of WXEL (TV) Cleveland, is considering the feasibility of starting a station in the Puerto Rico, but has made no definite decision, Herbert Mayer, president, said Thursday. A United Press story from New York, R. L., had stated that plans for the new station had been "announced officially" by the Economic Development Administration of the island.

Mr. Mayer explained that on a recent trip to Puerto Rico to investigate the locality as a site for a factory to make coils and components, which he said is "seriously considering," he discussed the telecasting situation with EDA officials, but he said the announcement that a station will be erected was premature, at best.
it's WBAP-TV
IN TERRELL, TEXAS, TOO

TO THE EAST OF FORT WORTH AND BEYOND DALLAS

more viewers tune more to WBAP-TV’s Channel 5. The Terrell family, pictured at right, Mr. and Mrs. J. C. Patton, Jr., Greg and Carol, of 214 Elm Drive in Terrell, agree “We tune more to WBAP-TV, because of its clear, steady picture and excellent programs.”

In all directions, east, west, north and south, from WBAP-TV’s transmitter and antenna (highest in the Fort Worth-Dallas area, 1138 feet above sea level), viewers like the Pattons have become WBAP-TV fans. Sixteen wealthy counties in the prosperous Fort Worth-Dallas area are reached and covered by WBAP-TV. Your sales story, told on WBAP-TV, gets results in the South’s No. 1 market, leading Houston and New Orleans in that order.

ALMOST 400,000 VIEWERS with over 110,000 TV sets now make up the television population of the fabulously rich Fort Worth-Dallas market. Contact the station or any Free & Peters man for WBAP-TV’s complete coverage story.
ONE in every four U. S. families owned a TV set in January, and one in every three families with children under 12, according to Sam Barton, president of Industrial Surveys Co., Chicago. The figures represent the second such research project conducted by the firm.

Thirty percent of families with children under 12 own sets, and eight out of 10 U. S. families. This compares with 17.9% of all families which owned receivers in September, when the last report was made. In number of homes, there is an increase from 7,214,000 to 10 million.

In an analysis of characteristics of owners and differences in the rate of ownership among population groups, Mr. Barton's researchers found the highest rate of ownership in the Northeast region, where 43 in every 100 families had TV sets. Next was Pacific, with 1 in 4; North Central, 22%; the South, 8%, and Mountain and Southwest, 7%.

Although the rate among farm families doubled between September and January, it was still low, 6%.

Weekly Television Summary — April 2, 1951 Telecasting Survey

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<th>City</th>
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<th>Sets in Area</th>
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Industrial Surveys Reports On Set Ownership (Report 157)

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<tr>
<td>Pacific</td>
<td>19 25</td>
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CHART SIZE
- Farm: 3 6
- Under 10,000: 5 9
- 10,000-100,000: 13 15
- 100,000-500,000: 17 23
- 500,000 and over: 40 51

ECONOMIC CLASS
- A (upper): 24 32
- B: 26 30
- C (lower): 18 24

EDUCATION
- Grade School: 18 24
- High School: 22 30
- College: 17 23

OCCUPATION
- Prof. & Exec.: 21 30
- Clerical, Sales & Service: 22 28
- Craftsmen & Foremen: 25 33
- Laborers & Operators: 19 25
- Farmers: 5 11

SIZE OF FAMILIES
- 1-2 members: 12 16
- 3 members: 18 25
- 4-5 members: 30 33
- 6 and over: 19 23

PRESENCE OF CHILDREN
- 5 and under: 22 30
- 6-9 yrs.: 22 24
- 10-13 yrs.: 18 24
- No children: 15 15

Berle Leads ARB March TV Reports

MILTON BERLE and his Texaco Star Theatre once more out-distanced all television network programs both in popularity rating and in total number of homes reached, as shown by ARB TV-National results for March. On March 6, Star Theatre attained a

(Continued on page 87)

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledans are climbing aboard at a lively clip. Sets sales now stand at...

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. It gets today.
Capital of the South’s cotton textile empire, Gaston County’s 160 textile mills make it first in the nation in the consumption of raw cotton... produce over 200 million dollars worth of finished goods annually. Gaston County’s 110,706 people receive television service only from WBTV, Charlotte.
**LINNEA NELSON FETED**

REC Luncheon Honors Retiring Timbuyer

ANNE WRIGHT, Jayne Shannon and Jim Luco, listed in accordance with the length of her association with them, will take over her duties, Linnea Nelson, retiring chief timebuyer of J. Walter Thompson Co. who is retiring after 24 years of service. Present were, standing (1 to r), Kenneth Godfrey, AAAA; Charles Ayres, ABC; William Dekker, McGann-Erickson; Harry Clochessey, Compton Adv; George Kern, Benton & Bowles; Gordon Mills, NBC; Bill Maitleffert, Edward Petry & Co.; Alvin Kaplan, Kaplan & Bruck; George Castleman, Birmingham, Castleman & Pierce; seated, Frederic Gamble, AAAA; Miss Nelson, Frank Silverstein, BBDO; Both Black, Joseph Katz.

**LAST Wednesday the AAAA Committee on Radio and Television Broadcasting gave a surprise party at the Ritz-Carlton, New York, honoring Linnea Nelson, chief timebuyer of J. Walter Thompson Co. who is retiring after 24 years of service. Present were, standing (1 to r), Kenneth Godfrey, AAAA; Charles Ayres, ABC; William Dekker, McGann-Erickson; Harry Clochessey, Compton Adv; George Kern, Benton & Bowles; Gordon Mills, NBC; Bill Maitleffert, Edward Petry & Co.; Alvin Kaplan, Kaplan & Bruck; George Castleman, Birmingham, Castleman & Pierce; seated, Frederic Gamble, AAAA; Miss Nelson, Frank Silverstein, BBDO; Both Black, Joseph Katz.**

**SAG UPHOLD**

In Film Dispute With TVA NLRB in Washington last week handed down a decision upholding the Screen Actors Guild position in the television jurisdiction controversy with Television Authority and ordered representation elections to be held within 30 days after March 26 for actors employed by three producers associations and six independent TV producers.

Assemblies include Asn. of Motion Picture Producers, Society of Independent Motion Picture Producers, Independent Motion Picture Producers Asn. Independent producers are Bing Crosby Enterprises, Apex Film Corp., Cisco Kid Pictures, Jerry Fairbanks Productions, Flying A Pictures, and Hal Roach Studios Inc.

Hearings were held by NLRB in Los Angeles last fall looking into a SAG petition seeking NLRB representation election and certification as exclusive collective bargaining agent for all actors employed by these producers for films however exhibited. TVA intervened in the case, taking the stand that actors in televised motion pictures should be in a different bargaining unit from actors in other types of motion pictures.

These hearings are not to be confused with current NLRB Hollywood hearings recently transferred from New York looking into a TVA petition for certification as bargaining agent for TV performers, in which SAG intervened. (See separate story.)

In its decision supporting the SAG stand, NLRB stated that "the making of television motion pictures requires no change in the technical processes either in front or in back of the motion picture camera, and the hiring of actors

**NCAA PROBE**

Morison Wants More Facts

NCAA's TV steering committee, headed by Charles von Hamilton, is scheduled to appear at the Dept. of Justice in Washington today for further questioning concerning Big 6's ban on live telecasting of college football, it was reported last week.

Members of the committee are to sit down with H. Graham Morison, head, Justice antitrust division, to go over material submitted last Wednesday.

"We are still in the fact-finding stage," said Mr. Morison. The Justice Dept. undertook its investigation after receiving a complaint from an Oklahoma state senator.

The senator, George Miskovsky, Oklahoma City, had introduced a bill to direct state-supported colleges to permit live telecasting. The Big Seven Conference, of which the state-supported U. of Oklahoma is a member, countered with a warning that if the bill was passed, the Sooners would have all games canceled. In the face of this threat, the Oklahoma State Legislature shelved the bill.

Sen. Miskovsky, nevertheless, said that he would continue to press the legislation, investigation. He said: "Their action clearly shows two things: (1) That it is a combination in restraint, and (2) That Big U. of Oklahoma to not televise through fear of reprisals."

Acting on Sen. Miskovsky's complaint, Mr. Morison wrote NCAA and Big Seven representatives, asking for information. Last Wednesday, R. C. Duffy, NCAA legal representative in Philadelphia, with Sam Oliver, Washington representative, submitted to Mr. Morison a detailed answer. It is this material, plus further questions, which will form the substance of the meeting.

NCAA's TV steering committee, meanwhile, was reported as having several proposals under consideration to modify the ban, such as limited sales of or telecasts of only sell-out games [Broadcasting • Telecasting, March 26].

In Oklahoma's neighboring state, Texas, Matty Bell, Southern Methodist U. athletic director, told the Fort Worth Traffic Club on March 19 that "live telecasts of football can be worked out so that we will all profit by them."

"Radio has helped develop more interest in sports than any other medium. A year ago in the Southwest Conference we televised sell-out games and it proved satisfactory," said Mr. Bell.

From the employment pool is the same for all types of film productions."

The privilege to vote in multiple employer units will be all actors employed for at least three days during the nine months preceding March 26; among single employers, actors who have worked two days during the nine-month period.
ASCAP REVENUE

Radio and television were responsible for the $1,273,187 increase in the ASCAP revenue of ASCAP during 1950, according to a financial statement presented at the society's annual membership meeting last Tuesday at New York's Waldorf-Astoria Hotel.

ASCAP gross income in 1950 totaled $11,374,321, a gain of 12% over the 1949 gross of $10,601,184. After deduction of expenses, ASCAP had a net income in 1950 of $9,022,591, distributed to its members, compared with a distribution of $8,056,012 in 1949.

Two chief factors in the increased revenue during 1950 were a rise of more than $400,000 from radio and approximately $250,000 from television, the report stated. Latter figure represents payment from the TV networks for their network operations and their owned and operated stations which have blanket ASCAP licenses, and from other TV stations under the interim license plan which has been in effect while negotiations were in progress for a per program TV license.

The interim licenses for TV stations will be terminated shortly. ASCAP on March 7 mailed its own per program license forms, together with blanket license forms as negotiated with an industry committee, to TV station operators, who have 30 days from the receipt of the forms to notify ASCAP, which, if either of them will be taken [BROADCASTING TELECASTING].

BASEBALLCASTS

'51 Season To Be Greatest

Radio and television will bring baseball to more persons this year than ever before.

This season, 1,005 radio stations, and 35 TV stations, are expected to reach 30 million fans, according to C. L. Jordan, executive vice president, N. W. Ayer & Son Inc., Philadelphia. Last year, said Mr. Jordan, 800 radio outlets and 35 TV stations brought diamonds to an estimated 17 million fans.

Minor league club owners are complaining that some 645 stations will be carrying major league games to minor league territories.

Meanwhile, Falstaff Brewing Co. will sponsor broadcasts of night games of the Columbus Cardinals in the South Atlantic League over WGBA-AM-FM Columbus, Ga. Walter M. Windsor, WGBA general manager, announced the signing of a contract with Falstaff through Dance-Fitzgerald-Sam- ple, agency, and The Brachman Co., station representative.

Also announced, by James Leonard, general manager, WLWC (TV) Columbus, Ohio, was the signing of a contract for WLWC to telescast a portion of the Columbus Red Bird baseball club's home games, under sponsorship of the Burger Brewing Co.

The same company also will sponsor several of the Cincinnati Reds games over WLWC.

Radio-TV Accounts For $1,273,187

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continued the stay order against the start of commercial color by CBS, pending its decision. The FCC reprimanded him and asked for an early decision on the color case by the Court. Deadline of stay, as set by the Chairman, ran April 17.

John T. Cahill, counsel for RCA and its subsidiaries, NBC and RCA Victor Distributing Corp., at the outset of his argument Monday charged the FCC's standards "outlawed" any other system of color broadcasting. He said that use of the incompat- able system during the current Kefauver hearings, for example, would mean that none of the set owners now seeing it on black and white would be able to view it with a converter costing up to $118 overall. He termed as "imperiling" the interest of "45 million people." He cited advantages of a commercial system over a "technical" one. Mr. Cahill also held that the CBS color picture was "inferior" with a degradation "60% backwards" of existing black and white. The FCC, in reaching its decision had discounted industry tes- timony and advice on the merits of the respective systems, RCA counsel maintained.

Counsel said that the public wants 16" or larger TV pictures, whereas the present CBS system imposes a limit of 1214".

Claims Reports Ignored

Mr. Cahill, who described the Commission reports as "rewarding study in semantics," maintained that the Condon report on color and the RCA progress report have been ignored by the FCC in its color conclusions.

He again stressed the "standard gauge" argument—that once the CBS standards are put into force, the choice of television generation to come is formed.

Justice Frankfurter asked RCA counsel what stand he would have taken if the CBS system had been the only one under consideration by the FCC at the time of the decision.

"I would have said "Let's wait, the time for color television has not come,"" Mr. Cahill answered.

Judge Simon R. Rifkind, counsel for Emerson Radio & Phonograph Corp., intervener in the case, followed Mr. Cahill and emphasized that the findings of the Commission did not support its decision. Judge Rifkind, disagreeing to go into the merits of respective color systems, declared that the Commission was focused on "adequacy of the findings."

He supported the RCA's contention that as a "practical matter" definitely setting CBS standards could be disastrous to the television indus- try if later developments deemed it advisable to utilize another system. He said that Emerson had already sold 700,000 sets and that in faith to buyers it did not want these receivers to be obsoleted.

"Findings of the FCC support only one answer—that it [color] cannot be adopted because of current litigation challenging the FCC decision [BROADCASTING • TELECASTING, Feb. 19]."

The committee had submitted a report on color television [BROADCASTING • TELECASTING, Jan. 22], which summarized the basis of FCC's decision. It was based on results of complaints to Senators from receivers of CBS color from some manufacturers. The sum- marized a similar situation in the broad- casting industry. RCA complained privately to committee members that the report in effect justified the FCC's decision, although it was even then a matter of legal con- tention.

It was pointed out last week by a committee spokesman that the suspension of the study did not necessarily mean the unit would decide on it. He warned that the probe probably would be resumed if Senators, who origi- nally received the complaints, asked that such an investigation be con- ducted.

is not ready," reiterated Emerson counsel, who had declared that the Commission, in alternative to a color decision, should base the British Broadcasting Corp. on—"say that color has' ar- rived yet."

Judge Rifkind also argued that the FCC had said that the FCC sought to regulate radio and television manufacturers. This, he said, was an industry over which the Commission has no authority.

Alfred Kamin, representing the International Brotherhood of Electrical Workers, next sought to point out that the Commission's dealings with manufacturers on the assump- tion that present sets could be converted and was based on a survey of small screen receivers then in use, a survey which, he said, to obsolete even before the hearing was over. He introduced a cardboard exhibit in attempt to show bulky and impractical aspects of the CBS color disc.

Judge Rosenman, opening the arguments for the appellants, des- cribed aspects of the compet- ing systems and pointed out that CBS standards meet "almost all criteria" for satisfactory color. RCA's system does not, he cited, citing as an example the distortion that occurred if one of an array of pickup tubes in the RCA camera was the least bit out of adjustment. He declared that in comparison, CBS had already successfully field tested its system under rough con- ditions.

Judge Rosenman expressed his belief that the Commission had not catered to the door to other develop- ments in color that might be brought out.

Judge Rosenman also declared that during the FCC hearings Brig. Gen. David Sarroff, RCA board chairman, had testified that if the Commission was going to adopt RCA's color system, then don't adopt multiple standards.

At the conclusion of Monday af- ternoon's arguments, Judge Rosenman fur- ther posed: "How far can scien- tific development in a fast-growing field be foreclosed by a government commission, which is not composed of specialists?"

When the sessions resumed Tues- day afternoon Justic Jackson asked CBS counsel to define the Supreme Court's role in this case, questioning, in view of the argu- ments, whether the Court was to decide which color system was the better. Judge Rosenman conceded that the technical decision was not the Court's, but rather FCC's.

Systems Compared

Judge Rosenman declared that the Commission had compared the dot and line sequential systems, had made an examination and an- alysis of the known principles, and accepted based on his review of the FCC tech- nical report. "This court has no basis for overturning judgment of that agency," he said.

Judge Rosenman referred to RCA's petition of last October which sought what amounted to an "eight-month delay" in the color ruling, issued on promises of new developments, and said that the record was full of "broken promises" by RCA.

Solicitor General Perlman, in presenting the case for the government, maintained RCA was trying to delay final resolution of the color controversy while more and more receivers flooded the mar- kets so that "it would be exceedingly difficult to introduce the CBS system which requires some adap- tation of current sets to be receiv- able in black and white."

He stressed that all seven mem- bers of the Commission had found the CBS standards meet the "mini- mum criteria" and that he had agreed RCA's system was "unsatisfactory" and that there shouldn't be a delay of another minute than to put it in the market.

To the Court's question as to whether the Chicago District Court had adequately reviewed the case, Mr. Perlman insisted that the lower court had properly discharged its full duty.

In the course of his argument, the Solicitor General maintained that RCA throughout the proceed- ings had attempted to conceal the facts. If the Court, he said, had adopted RCA color standards, these transmissions would not have been receivable in color by "a single receiver" for "all the United States."

None of these sets had been con- verted for the RCA system, Mr. Perlman said, and television makers would have a complete new market for color sets.

He referred to the previous argu- ments of Judge Rifkind for Emerson who said that better alternative was no color at all. Mr. Perlman declared this "let the cat out of the bag."

SALES SLUMP

Better Selling Needed

TERMING the present TV receiver sales slump as "challenging," H. G. Baker, vice president and general manager of the RCA Victor Home Instrument Dept., said that the situation could be met by aggres- sive selling and promotion.

"We in the television industry must face the fact that we cannot expect forever that the customer will beat a path to the television dealer's door," Mr. Baker cau- tioned. "There must be a return to aggressive, competitive retail operation."
Telecasting

Telecasting (Continued from page 68)

rating of 63.6, having been seen by an estimated 28 million persons in 7,450,000 homes throughout the country. The heavyweight championship boxing match between Ezzard Charles and the contender, Jersey Joe Walcott, was seen on Blue Ribbon Bouts March 7, by a TV audience estimated at 21 million people in 8,700,000 homes across the United States, achieving a popularity rating of 56.3.

The ARB TV-Nationals for March were reported as follows:

RANKING BY POPULARITY RATING

1. Star Theatres
2. Blue Ribbon Bouts
3. Texaco Theatres
4. America Applets
5. Fireside Theatre
6. Comedy Hour
7. Your Show of Shows
8. Cavalcade of Sports
9. Godfrey Talent Show
10. Hopalong Cassidy

RANKING BY HOMES REACHED

1. Star Theatres
2. Blue Ribbon Bouts
3. Comedy Hour
4. Texaco Theatres
5. Cavalcade of Sports
6. America Applets
7. Godfrey Talent Show
8. Your Show of Shows
9. Fireside Theatre
10. Fireside Theatre

WTJV Announces New National Rates

WTJV (TV) Miami, Fla., last week announced a new national rate card (No. 6), effective June 1. New one-time film rates are, for one hour, Class A, $500; Class B, $419; and Class C, $275. For spots of one minute or less, Class A, $95; Class B, $72, and Class C, $48.

Class A time was defined as spanning 6-11 p.m. and all day Sunday until 11 p.m.; Class B, 4-6 p.m. and 11 p.m.-12 m., and Class C, all other time.

Texaco Leads Hooper in March Popularity

TEXACO STAR THEATRE with Milton Berle headed the first 15 TV programs in March popularity, according to the Hooperating Picketpiece covering the first half of March. First 15 sponsored network programs:

Texaco Star Theatre—Milton Berle

International Boxing Club—Charles vs. Murphy

Godfrey’s Talent Scouts

Fireside Theatre

Comedy Hour

Philo TV Playhouse 3/11 or later

American Applause—Richard Rodgers 3/4 only

International Boxing Club—Private Vs. Guaranthee

Your Show of Shows

Cavalcade of Sports—Matthews vs. Murphy

Cavalcade of Sports—Layne vs. Murphy

Man Against Crime

Goodbye and Goodnight

Mama

Ken Murray Show

Nielsen Ratings Show Berle First

MILTON BERLE on the Texaco Star Theatre again took first place in the National Nielsen Ratings Telecasting • BROADCASTING

RTMA HEAD

McDaniel Takes Office Today

PRESIDENTIAL reins at Radio-Television Mfrs. Assn. will be turned over today (Monday) to George S. Johnston, 53-year-old vice president of RCA, pursuant to the course charted by the trade group’s board of directors earlier this year in (BROADCASTING • March 11, 1958).

As the first fulltime, paid president of RTMA with a three-year contract, Mr. McDaniel assumes duties that were formerly performed by Robert C. Sprague, whose resignation is effective immediately. Mr. McDaniel continues, however, as chairman of the board, pending election of the association’s officers in June. Mr. Sprague is president of Sprague Electric Co.

Mr. McDaniel resigned as vice president of RCA to assume the post. He served as a member of the staff of Brig. Gen. David Sarnoff, RCA board chairman, and Frank Folsom, president. He has been associated with radio and television since 1946 when he joined RCA Communications Inc. as vice president and general counsel.

In another development last week, RTMA announced its officers and directors will hold a joint meeting with the Radio Mfrs. Assn. of Canada April 12-13. The conference, set for the Seaview Country Club, Asbence, N. J., will be the eighth joint session to be held by the two organizations.

VITAMIN ADS

Heavy Radio-TV Budget

AMERICAN VITAMIN Assn., Hollywood, in a campaign promoting AVA products, Tyhavals and Orvita, on radio and television, will spend more than $500,000 in the Chicago area, starting April 13, according to George S. Johnston, president.

With a price of $350,000, the biggest single package purchase is for telecasts of Chicago White Sox and Cubs’ complete baseball schedules on WGN-TV. The firm also will sponsor the weekly half-hour, "Rimed Leopold’s Dude Ranch Varieties and Public Prosecutor on the station.

A total of 96 quarter-hour musical programs also are to be used on WJJD WAAP WGPL. Martin Hogan, disc emcee, will handle these shows in addition to color and commercials on the baseball telecasts.

AVA currently has an extensive West Coast radio and TV campaign underway and in mid-April will expand its video schedule.

The firm has more than $1 million earmarked for radio and television advertising this year, according to Mr. Johnston. Agency is The Counselors, Hollywood.

RECEIVER PRICES

Lowering Not Planned—GE

GENERAL ELECTRIC has no intention of reducing its list prices on radio or television receivers this time,” Arthur A. Brandt, general sales manager for GE’s Syracuse receiver division, has announced.

“Our current line of receivers is competitively priced, has more features on its price lines and, because of demand, is subject to allocation to distributors,” explained Mr. Brandt. “These factors, plus increased costs and material shortages ahead because of defense production requirements, are among the reasons why GE is not even considering list price cuts in the current market.”

The Del Courtney Show, recently voted the Bay Area’s leading matinee in TV Preview’s popularity poll, now holds the longest and most successful record of television hours in Northern California.

Since his debut on KPIX, over a year ago, the former nationally-known bandleader has chalked up 585 hours before the TV cameras, hours which have proven to be only too highly entertaining for KPIX viewers, but highly profitable for KPIX’s sales-seeking sponsors, as well.

Special features on Court-ney’s five-day-week program have included: the weekly talent search; numerous public interest campaigns, and most recently “TV Sets for Vets”; and “Salute to the Cities.”

KSFIO AIRS NEW SHOW

To complement its nighttime music programming, which has met with such overwhelming success throughout the years, KSFIO has inaugurated a new two-hour afternoon musical series—“Parade of Melody”—featuring a cavalcade of the musical favorites of yesterday and today.

SEEN AND HEARD

Laura Suddard Food Products are now sponsoring a bi-weekly feature show on KPIX—“Bluebird Theater,” seen on Saturdays at 7:00 P.M. Baseball season is underway on KSFIO, with Don Klein handling the mic, for the San Francisco Seals.
### Table 2

| Number of Television Stations Reporting Profit or Loss in 1950 Segregated by (a) Whether Stations Were Non-Inter-connected for Network Operation. (b) Whether Stations Were Non-Inter-connected or Inter-connected Total Number of Stations |
|---|---|
| One Station Communities Profit | 20 | 4 |
| Loss | 12 | 7 |
| Two Station Communities Profit | 7 | 0 |
| Loss | 6 | 7 |
| Three Station Communities Profit | 12 | 14 |
| Loss | 4 | 11 |
| Seven Station Communities Profit | 2 | 3 |
| Loss | 1 | 2 |
| Total Stations Profit | 54 | 57 |
| Profit Only | 22 | 20 |
| Loss Only | 32 | 37 |
| Profit or Loss | 86 | 104 |

* Data for 1949, only four stations (out of 97 in operation) reported a profit for that year.

### Table 3

<table>
<thead>
<tr>
<th>Income of TV Broadcast Stations Before Federal Income Tax (Based on Specified Intervals)</th>
<th>Number of Stations in Inter-connected Non-inter-connected Total Stations</th>
<th>Profit or Loss (in thousands)</th>
<th>Com.</th>
<th>Stations Total</th>
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</thead>
<tbody>
<tr>
<td>Year</td>
<td>Over $400,000</td>
<td>$400,000-600,000</td>
<td>$600,000-1,000,000</td>
<td>$1,000,000-2,000,000</td>
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<tr>
<td>Total</td>
<td>Profit</td>
<td>41</td>
<td>32</td>
<td>54</td>
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<td>1950</td>
<td>10</td>
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<td>1948</td>
<td>9</td>
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<td>5</td>
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<tr>
<td>Total</td>
<td>30</td>
<td>35</td>
<td>22</td>
<td>23</td>
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<tr>
<td>Median Loss</td>
<td>$84,000</td>
<td>$137,500</td>
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### Table 4

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<thead>
<tr>
<th>Total Broadcast Revenues (AM, FM and TV) in Listed Metropolitan Districts Showing Percent TV of Total Revenues and Percent Change in Aerial Revenues, 1949-1950</th>
<th>Metropolitan No. of Stations</th>
<th>Mat. TV</th>
<th>AM &amp; FM TV</th>
<th>AM &amp; FM TV Only</th>
<th>Mat. Total Revenues</th>
<th>TV Aerial TV Increase</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV Aerial TV Increase</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV Aerial TV Increase</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV (5000)</th>
<th>Mat. TV Aerial TV Increase</th>
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<tr>
<td>Baltimore</td>
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<td>$16,088</td>
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<td>7.5</td>
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<td>New York</td>
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<td>34.7</td>
<td>7.1</td>
<td>12.8</td>
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<td>Chicago</td>
<td>32</td>
<td>$47,000</td>
<td>$10,000</td>
<td>34.1</td>
<td>38.9</td>
<td>8.0</td>
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### Table 5

- **April 2-5:** Premium Advertising Assn. of America, Chicago Premium Convention, Hotel Summerlin, Chicago.
- **April 3:** Seminar for Advertising Agents Conducted by Commission, New York, U., New York.
- **April 4:** National Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.
- **April 4-6:** AWRT Convention, Hotel Commodore, New York.
- **April 11:** Brand Names Day 1951, Hotel Commodore, New York.
- **April 12:** ASEE, Southern District Meeting, Miami Beach, Fla.
- **April 13-17:** S. Technical Conference, Cincinnati Section of RIE, Engineering Society Headquarters, Cincinnati.
- **April 14:** Finance Relations News Association of Columbia, New York.
- **April 15-19:** NABH 9th Annual Convention, Hotel Stevens, Chicago.
- **April 15-18:** USF, Special Committee of the International Scientific Radio Union, National, Council on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D.C.
- **April 21-23:** AAA 33rd Annual Meeting, Del Monte, Monterey, Calif.
- **April 25:** Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.
- **April 25-29:** Southern West Conference, Southern Methodist U., Dallas, Texas.
- **April 31:** New England Radio Engineering Meeting, Copley Plaza Hotel, Boston.
- **April 24-29:** American Newspaper Publishers Assn., Annual Convention, Hotel Statler, New York.
- **April 30-May 4:** Society of Motion Picture and Television Engineer's 85th Annual Convention, Hotel Statler, New York.
- **May 3-4:** Ohio Assn. of Broadcasters, Annual Convention Meeting, New House, Columbus.
- **May 3-4:** Virginia Assn. of Broadcasters Annual Convention, The Homestead, Hot Springs, Va.
- **May 3-6:** New York State Institute for Education by Radio 21st Annual Session, Columbus.
War Role Outline
(Continued from page 27)

based on the current plan will be distributed in a case-to-case basis or the "exercise of administrative discretion," FCC said.

Applicant Eligibility
(Continued from page 85)

larly if the motion picture property represented: a bigger investment than the TV station.

"In such a case," the Commission said, "a factual determination as to whether the Commission fulfills its obligation to encourage the largest and most effective utilization of television in the public interest when it licenses the station to a person with an obvious conflict of interest which can prevent him from utilizing television properly or at all.

A question not treated in the policy report last Thursday but re-
garded by competent observers as eventually due to arise is whether a motion picture producer could operate a television station without risking violation of the anti-trust laws.

The 1948 Supreme Court decision held that movie producers committed such a violation if they con-
trolled the theatres exhibiting their films. The question that some observers thought was whether a TV station could be con-
sidered as an exhibition medium and hence illegal for a movie pro-
cducer to own.

FCC emphasized that its report last Thursday was not a "blanket policy" but only a statement of what the Commission believed was the "correct approach for properly determining the recordable emissions and designating one of the radio groups to which the subject may be referred. The council may circulate broadcast-
ning the problem in an effort to achieve a new situation, before taking any action. NAB president Justin Miller has been fully apprised of the FCC meeting. BAC has far-reaching repercussions. The information which the FCC has obtained from the minutes of the meetings of the Air Force emergency broadcast unit (See Telecasting • TELECASTING, Jan. 15.)

It was felt that a review of the emergency plan during the Chicago NAB Convention April 16 would prove a wholesome development both to NAB and non-NAB mem-
bers, many of whom plainly have misgivings over the FCC proposal. The Chicago sessions are design-
at "informal engineering conferences."

Broadcasters already have inform-
ally studied the emergency issue in relation to local civil defense planning, and many are understood to favor a representative group from each state to sit with FCC in an advisory capacity or to operate through BAC.

Among those broadcasters who have been active in consultative or test project roles, are:

Raymond Gey, NBC; Kenneth Ber-
ke and Frank Harvey, WMAL-AM-
FM-Washington; John Wible, WBAL-AM-Baltimore, Md.; George Singer, WOR New York; Carl Smith, WHK Akron, Ohio. Stations which have taken part in ground wave tests include: WNBC WJZ WOR New York; KFW Philadelphia and WBBQ Boston (owned by Wastinghouse); WHK Akron, Ohio; WBAL Baltimore; WMAL Washington.

Claude Reebee
CLAUDE SEYMOUR (By) REE-
BEE, 28, formerly of Leo Burnett and MacFarland-Awayward agency clien-
resses, a Chicago suburban, surviv-
ing are his parents, a brother and a sister.

MOBILE TV UNIT

For Sale: Reasonable
Attention TV Stations: Here's your chance to buy an ACP-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price.

Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform equipped with trap door. Excellent tires and me-

chanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-
Television. Have two other mobil units so this one is not completely needed. No technical equipment included. Call or write J. M. McDonald, WLW Cincinnati 2, Ohio. Phone CHerry 1822.
PLANNING for WSB-TV's education series are station officials and educators, including, seated (1 to r), Joyce Miller, Wesleyan College; John M. Outler Jr., WSB-TV general manager; George Biggers, publisher of Atlanta Journal; Dr. Blake Van Leer, president of Georgia Tech; standing, J. Leonard Reinsch, managing director, Cox radio and television operations; J. Whitney Bunting, Atlanta Div., U. of Georgia; Dean Robert Mizzell, Emory U.; Dr. John A. Dotson, U. of Georgia; Phillip Wellner, Ogletorpe U.; Dean S. G. Stukes, Agnes Scott College; Robert S. Rogers, Atlanta Art Institute, and WSB-TV Program Director Marcus Bartlett.

EDUCATIONAL TV OFFERINGS
Universities, WSB-TV, KRON-TV Launch Series

DESPITE FCC's proposed allocation reservations for non-commercial video stations, educational programs continued to be a growing segment of television stations' schedules. Following are two additional educational series reported [BROADCASTING * TELECASTING, March 12].

WSB-TV Atlanta this morning (Monday) launches a daily adult education series in cooperation with eight Georgia institutions of higher learning. The series is scheduled to run four weeks, aimed at the 10:30 a.m. predominantly housewife audience.

Subject matter will vary with the specialties of the participating schools and the facilities they can make available to WSB-TV. Taking part in the unusual presentation are two divisions of the U. of Georgia (Athens and Atlanta), Georgia Institute of Technology, Emory U., Ogletorpe U., Wesleyan College (Macon), Agnes Scott College and the Atlanta Institute of Technology.

Faculty Member Handles
Each of the participating schools has placed its share of the series in the hands of a faculty member who will work closely with the coordinating group to produce the best-rounded series possible.

KRON-TV San Francisco, on March 19, began Operation Education, a three-weekly, 30-minute series in cooperation with Stanford U., the U. of California and the public school systems of Alameda and San Francisco counties.

Programs by the two universities are subtitled, "Let's Explore," while the public schools will present under the subtitle, "Children at School."

A variety of subjects, both academic and purely practical, will form subject matter for the universities' programs. Televiewers will see and hear dramatized discussions on "Living Foasilla" and on "Housewife's Battlefront—Soap and Detergents."

In the Children At School series, televiewers will be acquainted with the school systems, what subjects are taught and why they are taught in a prescribed manner.

TVA PACT
L.A. Stations Sign

WESTERN section of Television Authority late Wednesday night signed an agreement with five Los Angeles television stations (KNBH KECA TV KLAC TV KTSF KTTV) on a contract covering performers on live TV programs, following several weeks of intensive negotiations.

The contract, similar to that concluded a few weeks ago with KTLA (TV), becomes effective April 15 to continue to Nov. 30, 1952, with a provision that it can be reopened April 15 of that year if the cost of living rises 10%. KFTV, sole Los Angeles station not reaching agreement with TVA, faces a strike by the union.

Final contract contains some 76 additional provisions over the basic wage scales and working conditions, many of which were agreed to previously. Important feature of the contract is carrying through of the plan of payment according to length of program based on percentage of single program strip rates. Contract also calls for restricted use of kinescopes and prohibits cancellation of program unless absolutely unavoidable.

TAX BOOSTS
CED Recommends Increases

COMMITTEE for Economic Development last week called for a boost in manufacturers' excise taxes on TV sets to 20% instead of the administration's proposed 15%.

This was part of the over-all tax recommendations made by CED, a businessmen's group, at a Washington news meet. Other features:

1. A $1 billion tax increase and a $6 billion cut in proposed spending.

2. A $1 billion profit tax to bring the combined income tax rates on corporate profits in excess of $25,000 to 60%.

3. A 20% federal tax on durable consumer goods would include, in addition to TV sets, such articles as automobiles, refrigerators, etc.

4. A new excise tax of 5% on other commodities not now subject to excises.

However, four of the 34 members of CED's research and policy committee disagreed with the recommended tax increase on durable goods on grounds that (1) they could not bring about a reduction in down consumption and (2) would be discriminatory. Instead the dissenters asked for reliance on general excise taxes.

Representatives of the radio-TV industry appeared March 15 before the House Ways & Means Committee, objecting to the proposed increase in excises on radio-TV sets on the ground that it would reflect the public enlightenment and informational value of media [BROADCASTING * TELECASTING, March 19].

The NBC program, to be submitted to the Ways and Means group, also called for tighter curbs on bank credit and a national program encouraging private savings.

AMA MEETING
Leading Speakers Listed

THOMAS D'ARCY BROPHY, board chairman of Kenyon & Eckhardt, New York, will be among Martin Debecker, account executive, Bristol-Mcys Co.; Alfred Politz, president, Alfred Politz Research Inc., and W. W. Wachtel, president, Calvert Distillers Corp., to speak on April 25, sponsored by the American Marketing Assn.'s New York chapter.

Speakers at the afternoon session, in addition to Mr. Brophy, will include George Hansen, president, National Retail Dry Goods Assn.; Dr. Richard S. Taylor, president, CED; and Thomas D'Arcey Brophy, chairman of Kenyon & Eckhardt. All are expected to speak on "The Urban Mass-Market and the Advertising Strategy to Meet It".

Other speakers will be announced later. A full program of informal conferences will be conducted by:

Dr. Virgil Reed, associate research director, J. Walter Thompson Co.; C. W. Bond, research director, McCann-Erickson; Alvin Draper, research director, W. B. Dyer Thompson Co.; Norman Tvetter, vice president, Erwin, Wasey & Co.; Martin Debecker, account executive, Ruthrauff & Ryan, and Robert L. Foreman, vice president, BBDO.
MEMO to an advertiser who missed the boat

Perhaps you once thought you could wait and see if television was really going anywhere before you took the plunge. Then one day you woke up to find the boat had already sailed....Today many advertisers who might two years ago have established priceless franchises with a "Studio One" or "Toast of the Town" find themselves literally shut out of nighttime television, much as they'd like to be in....Such advertisers will do well to make sure they're aboard when the next big boat sails...and that's DAYTIME TELEVISION....

Already the time is getting short. Most reliable professional opinion is that daytime too will be a complete sell-out within a year. As one expert put it, "the advertiser hoping to enter television now...had better start looking at daytime TV while it is still here to look at."...So let's look at it. How good is it? How far does it go? What's in it for me?...First of all, it's good...and getting better all the time. There are more big shows and big names (have you caught Garry Moore, and Steve Allen?)....Because of such shows, daytime listening has shot up 101% in 4 months (sets-in-use September-January)....And the advertiser can go just about anywhere he wants to in daytime television. 90% of the television stations in the country are now on the air before 2 pm...and all of them are on before 6 pm. By next year, it's reliably predicted, almost all TV stations will be (please turn to the back page of this insert)
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<td>12:00-1:00</td>
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**Additional Information:**
- **NBC Daytime Schedule**
- **CBS Daytime Schedule**
- **ABC Daytime Schedule**
- **Fox Daytime Schedule**
- **Telegating Network Showsheet**
Detroit TelePulse
JOINS
Pulse Roster

Available in March, and monthly thereafter, the Detroit TelePulse report becomes the 17th individual market report published regularly by Pulse for the benefit of its subscribers and interested parties.

TelePulse reports are now issued monthly in the following markets:

NEW YORK
CHICAGO
PHILADELPHIA
CINCINNATI
LOS ANGELES
BOSTON
CLEVELAND
DAYTON
ST. LOUIS
COLUMBUS
SAN FRANCISCO
WASHINGTON, D. C.
BIRMINGHAM
BUFFALO

and . . . Syracuse, bi-monthly, and three times a year in New Haven.

For information about any of these TelePulse reports and other data . . .

Ask the Pulse

The Pulse, Inc.

15 West 46th Street

New York 19, N.Y.
broadcasting before noon. So it's clear you can—right now—hit your market wherever, whenever you want to, through daytime television....

Best proof of all that daytime television's really arrived is the list of its great national sponsors. Right now, six of the country's top seven advertisers of low-unit-cost products are in daytime television. Biggest of them all, Procter & Gamble, is already sponsoring 15 quarter-hours of network daytime a week, starting with television's first serial, "The First Hundred Years." And such advertising experts as Quaker Oats and R.J. Reynolds Tobacco Co., with Garry Moore; United Fruit Company, with Homemaker's Exchange; General Mills, with Betty Crocker...

are now making substantial daytime investments....

You add to that some other factors: flexibility in format, the chance to experiment with program material and commercial approach at just half the cost of nighttime television; the chance to hit a specific audience with your message...in other words, all the things that have always made daytime radio a good buy, with the prodigious plus of television's impact...and you will know you'd better take another look—quick!—at daytime television....

And while you're looking, you'll of course discover your best chance of seeing a quick pay-off in daytime television is with CBS...with the programming brains and creative ability that have put CBS radio programs so far out in front of competition, both day and night. Today's a good day to look at daytime television...so look at the best, on CBS.
FUTURE VIDEO
Forecast Sees 90% Filmed

MORE THAN 90% of television programming will be on film within five years, according to a prediction of Larry Gordon, president of Vidicam Pictures Corp.

"Commercially went on film early in the business," he said. "Advertisers learned immediately that it was safer and more economical to put their messages on film rather than do it live."

He said "the same thing is happening with regular programs" and that "it's only a matter of time until the overwhelming majority of shows follow the trend."

New York location of Vidicam, successor to Television Features Inc., which Mr. Gordon also headed, includes over 10,000 square feet of studio space and has under one roof every process of motionpicture making except film developing, spokesman reported. The company uses the Vidicam production system, which consists of interlocking film and TV cameras and eliminates much re-shooting of film, according to Mr. Gordon, who developed Vidicam.

Associated with Mr. Gordon are Alfred Justin, executive vice president; Otto Sutter, vice president; Ben Parker, head of production, and Sidney Zucker, director of photography.

NARND TV GROUP
Byron Appointed Chairman

APPOINTMENT OF James A. Byron, WBAP Fort Worth, as chairman of the National Assn. of Radio News Directors' television committee for the second straight year has been announced by NARND President Ben Chatfield, WMZQ Muncie, Ga. Mr. Byron and the WBAP staff won the association's TV Newsmaker Award. Other television broadcasters on the 1951 committee, which was enlarged from 3 to 10 members, are Edward Wallace, WTAM Cleveland; George_unknown, KINO New York; Robert Ford, KZTV New York; Spencer Allen, WGN-TV Chicago; Richard Oberlin, WHAS-TV Louisville; Jack Knell, WBT-TV Charlotte, N. C.; Jack Krueger, WTMJ-TV Milwaukee; Ralph Renick, WTVI (TV) Miami, Fla.; Bob Reden, WOC-TV Davenport, Iowa. One other member still is to be appointed.

THEATRE VIDEO
RKO Link Buys Telescreen

KEITH'S Theatre, Washington, D. C., link of the RKO chain, last week announced that it will install a large-screen television system to be ready for operation by May 1. Installation of the system will be begun immediately, the theatre reported.

The equipment will be RCA's model PT-100. Cost of the installation was announced at $25,000. Equipment expense was announced at $15,800.

Telecasting • BROADCASTING

Holding first reel of Shootin' the Breeze series is Mrs. Helen Alvarado, president, and Harry Clarke, owner of Clarke's Clothiers.

'SHOOTIN' BREEZE'
For Oklahoma Home Folks

WATCHING their boys "breakup housekeeping" in preparation for shipment to overseas duty, Tulsa TV viewers were warmly enthusiastic over KOTV (TV) Tulsa's Shootin' the Breeze With the 45th, a new quarter-hour, weekly series sponsored by Clarke's Clothiers of that city.

Action shots of the all-Oklahoma 45th Div. are featured in the new series, and plans have been made to follow the division wherever it goes—to Japan or combat in Korea. Subject to the censor's shears, the folks at home will be with the men on the battlefield. Those films already made have been used by the Army for morale-boosting purposes in the 45th.

Idea for Shootin' the Breeze is credited to Mrs. Viola Noble, publicity director for Clarke's Clothiers. The store made all arrangements with Army officials in Tulsa, arranged for a camera to be used by Army public relations men in filming the series. The store does not intend to neglect its radio advertising because of the popularity of its TV production, Mrs. Noble emphasizes. Clarke's will continue sponsoring its 15 year old quarter-hour nightly newscast on KTUL Tulsa in addition to many spots on other stations.

ATS OFFICERS
Nominating Group Named

NOMINATING committee for officers and directors of the American Television Society during 1951-52 was announced by David Hale Halpern, president, last week.

Committee members named were: Halsey V. Barrett, DuMont Television Network, chairman; Will Baith, Uni, Norman Lighting; George WOR-TV New York; George Shupert, Paramount Film Productions; N. Charles, Bakersfield, Calif.; N. Warren Caro, Theatre Guild; Don McClure, McCann-Erickson.

Nominations will be reported for an election to be held in May.

U. S. TELEVISION NEWS, new distribution firm, has been incorporated in California for national distribution of Chet Roberts' hour-long quarter-hour, news-action films to TV stations. Firm is headed by Miles W. Ark, also operating chief of Barr Mfg. Co., Los Angeles, sponsor of the night club Roberts' reports on KLAC-TV Los Angeles. Plans now call for distribution of films being shot by Mr. Roberts and Newsworld Cameraman Russell Day in Far East. After their present eight-week tour of that sector, pair will film news events and interviews in U. S. and Europe for future distribution. Plans also include visiting Philippines, Islands, Messrs. Roberts and Day reportedly scored an exclusive by being the first American newsmen to record the Communist-led Huks.

INS-TELENEWS has been preparing special hour-long sound films for the following subjects: Viewed- and listened to Kefauver committee crime investigation in New York. Films were scheduled for presentation on New York's WEH (TV) Los Angeles, WENR-AM Chicago, WXYZ-TV Detroit, KGO-TV San Francisco and WJBK-TV Detroit.

EASTMAN KODAK Co., Rochester, N. Y., announces the new Eastman 16mm projector Model 25 which is to give "a new standard of performance and quality of reproduction." Eastman believes its new projector will insure "top-quality screen presentation from a round film which compares favorably with the best 35mm projection performance."

ACADEMY FILM PRODUCTIONS, Chicago, has completed TV version of "At The Stake," the 1934 film starring Kayo Chocolate Drink through Melamed-Hobbs, Chicago agency; Velvet Peanut Butter through Simons-Nicholson, Detroit; Hannah and Hogg Wines, J. N. Draznin, and Rolfe Foley Slip Covers through Gerstel-Loeff Adv., Chicago. Rolfe Foley commercials will be used nationally, supplied free to department stores carrying product. Kayo plans to advertise in Minneapolis with local dealer tie-ins and Velvet will sponsor announcements in Cleveland and Detroit.


SNADER TELESCRIPTIONS Corp., Los Angeles, has completed 10 film shorts. Five feature Rose Marie, former "Sally Rose Marie" of motion pictures. The other five feature a musical combination—"Fire House Five Plus Two."

JERRY FAIRBANKS PRODUCTIONS, Los Angeles, has signed Lyle Talbot, Marla Wilcox, Virginia Christine and Rand Brooks for roles in The Man With The Lap, program in the Front Page Detective series scheduled for filming this week.


CANADIAN ADIRAL CORP., Toronto, in 1956 made net profit of $308,163, increase of $169,000 over previous year. Sales in 1956 were $4,971,988 as compared to $2,981,010 in 1949.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism Copyright-Infringement
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Satisfying, inexpensive
CARRIED NATIONWIDE
For details & quotations

Employers
Reinsurance
Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

April 2, 1951 • Page 75
C D. OWENS appointed vice president of All-Scope Pictures Inc., Hollywood producer of TV film. He was sales promotion manager of California Prune and Apricot Growers Asn., San Jose, where he handled promotional advertising including TV advertising films.

WILLIAM E. BEST, L. A. bureau manager for United Press, has in addition taken over executive duties of the late HAROLD E. SWISHER, who was Western Division radio manager [Broadcasting Telecasting, March 26]. WILLARD WILKS, assistant to Mr. Swisher, appointed acting radio news editor.

ALAN FISCHLER, coordinator of daytime operations ENDE-TV Los Angeles, to Snader Telestion Sales Inc., as West Coast sales representative. He will work out of Beverly Hills office.

FRANK GUTHRIE, appointed field assistant to president of Air King Products Co. Inc., Brooklyn, N. Y. Duties will include administering and coordinating field procurement on all purchases.

MICHAEL HITZIG, DuMont TV Network, to Robert S. Taglinger & Assoc., N. Y.

ALLEN BUCKLEY, in work, as assistant to Mr. Swisher, appropriate.

It. ROBERT ALLEN BUCKLEY, in work, to Snader Telestion Sales Inc., as West Coast sales representative. He will work out of Beverly Hills office.

FRANK GUTHRIE, appointed field assistant to president of Air King Products Co. Inc., Brooklyn, N. Y. Duties will include administering and coordinating field procurement on all purchases.

MICHAEL HITZIG, DuMont TV Network, to Robert S. Taglinger & Assoc., N. Y.

ALLEN BUCKLEY, in charge daytime program direction KECA-TV Los Angeles, named director of Oxtar & Steffner Inc., L. A., package You Asked For It.


REGIS TOOMEY signed for featured part in The Loving Family TV film series currently being produced by Green Film Corp., L. A.

A-C failure can’t stop this pickup

The Collins 12Z remote amplifier provides automatic, instantaneous change-over to battery operation if line power interruption occurs. This light, handy remote combines four input channels with individual controls, a master control, an a-c power supply, and compact storage for three 45 volt B and five A batteries in one easily carried unit.

The 12Z is one of a complete Collins line of one, two and four mike remote amplifiers for reliable, convenient, high fidelity operation on any job. Your nearest Collins office will be glad to give you full information.

For broadcast quality, it’s... COLLENS RADIO COMPANY Cedar Rapids, Iowa 11 West 42nd Street NEW YORK 18 1320 North Industrial Blvd. DALLAS 2 2700 West Olive Avenue SURF OR Dogwood Road, Fountain City KNOXVILLE

technical...

WILLIAM WIGHT and BOYD BENHAM, technicians KTTY (TV) Los Angeles, to KTSW (TV), Los Angeles, other additions to KTSL staff include WILLIAM SCHERTLE, Pacific Tele-one & Tele-terrestrial, Inc., as main- tainence technician; SPENCER HAYS, ROBERT NELSON, JOHN McMur- ray, as projectionists. Transferring from CBS-TV are ROBERT COLVIN, as assistant supervisor; FAT DIGNAN, JACK JENNINGS, ROBERT DUNN, video technicians from CBS radio staff, JOHN HOOK, HENRY WHITAKER, VERNE TASCHNER, STAN THOMPSON, and technicians RAY ANGONA, EDWARD CHANEY, as- sistant technicians. CHARLES CHESTER transfers from KNX Hollywood FM transmitter, to KTSL transmitter crew.

H. E. FARRER appointed to electrical department staff American Standards Assn., N. Y. He is assistant to secretary of American Institute of Electrical Engineers.

STURLE J. PARKS appointed chief engineer WNTN Matches, Miss. VICTOR TAKACH named chief engineer WPTC New Brunswick, N. J. (see Front Office).

JOHN CRUNTHER, WANT Richmond, to technical staff WXGI same city.

WHITE & ARNOLD

New Market Research Firm

SALE of Market Research Co. of America to Industrial Surveys Co. has been announced by Percival White, president of Market Research Co. At the same time Mr. White and Pauline Arnold (Mrs. White) announced the formation of a new firm, White & Arnold, Marketing Counselors.

Saree of Market Research Co., including its Chronologic Index, to Industrial Surveys assures the continued operation of the oldest and largest marketing research businesses in the country, the announcement pointed out. Market Research Co. was formed in 1934 through the merger of Arnold Research Service which Miss Arnold had organized in 1926, and Percival White Inc., formed in 1925 as White & Parton.

White & Arnold, which will use the present New York offices of Market Research Co. at 250 E. 43d St., will do consultative work in marketing and market research, product development and testing, sales planning, general management, etc., but will not engage in actual handling of surveys.

KPAI Banning, Calif., joins Southern California Broadcasters Assn. as 56th member.
REALIGNMENT of communications and warning system planning for broadcast radio and other operations, under the directorship of Col. William Talbot, USAF (retired), was revealed last Monday by the Federal Civil Defense Administration.

Col. Talbot was named director of a newly-created Warning Communications Div., succeeding Robert Burton, who will leave his communications post within 90 days. Mr. Burton will remain in a broadcast capacity for the present, it was understood. He expects to participate in the technical sessions slated to be held during the National Broadcast Convention in Chicago April 16.

Col. Talbot has been serving since January as chief of the Air Attack Div., which under the re-organization will be consolidated with the communications group, it was explained.

The division is charged with preparation of an outline detailing the utilization of radio and TV stations by local civil defense officials, and the role of radio amateurs and other communications agencies. The outline also was included in the President's proposals for U. S. Civil Defense [Broadcasting - Telecasting, Sept. 25, 1950].

A technical manual, outlining the role of communications in the pre- and post-attack phases of civil defense, is currently under preparation by CDA. It has been delayed temporarily pending action by FCC prescribing rules and regulations for use of amateur frequencies and a clarification of the operational roles of broadcast stations, which FCC outlined last week (see story this issue). A chapter will be devoted to broadcast station operation.

The division is responsible for the design, installation and operation of a nationwide warning system designed to give timely warning to local civil defense agencies and the public of imminent or actual enemy attack, as well as for design of control centers and all types of communications equipment.

Other Developments
Reorganization of CDA's communications operations was one of several prime developments last week, among them:

- Announcement of a Civil Defense Mutual Aid Agreement between the United States and Canada, providing for full exchange of information on communications and other services.
- Senate confirmation of the nomination of John J. Wadsworth as deputy administrator of CDA. He previously headed the Office of Civil Defense before Congress enacted legislation setting up CDA.
- Hearing before a congressional committee on the Defense Communications Act of 1951, the first communication in the communication bill. The bill, if enacted, would reorganize CDA to give the agency the authority to contract with other nations for communications facilities and equipment in the United States.
- Senate approval of the nomination of John J. Wadsworth as deputy administrator of CDA. He previously headed the Office of Civil Defense before Congress enacted legislation setting up CDA.
- Senate confirmation of the nomination of John J. Wadsworth as deputy administrator of CDA. He previously headed the Office of Civil Defense before Congress enacted legislation setting up CDA.
Respects
(Continued from page 48)

knowledge which could be of value to them in contract negotiations.
So, in 1933, Mr. Woolley was moved from his night job into a full daytime position in the station relations department, and it was then he decided to make radio his career.

The law degree still seemed attractive, however, and in spite of a scholarship offer from Columbia, he switched to New York U. night school, graduating in 1935 with the degree of Juris Doctor, having completed some post-graduate courses in the extra year necessary to comply with the residence requirements.

NBC offered him a post in the network’s law department, but the station relations work proved more attractive. He remained in that department until the fall of 1935 when he went to Detroit as general manager of WWJ, the Detroit News Station.

After 14 months in Detroit, NBC asked him to come back to New York as manager of the service division in the station relations department. In 1945, he was named assistant to Bill Hedges, vice president in charge of stations. When Mr. Hedges was put in charge of NBC’s planning and development, he became director of the NBC station relations and traffic departments.

During the years that Mr. Woolley worked with station relations, NBC grew from about 70 stations affiliated with the old Red and Blue network system to 170 affiliated under a single network. When TV began to demand strong and immediate attention in 1948, and NBC decided it must work fast to form a new network on a good legal foundation, NBC called on Easton Woolley to help in the big job of setting up NBC-TV.

After 18 months of nurturing, the TV network was well established and it became evident that the growth of the new medium required a separate set-up for NBC-TV. Radio and television activities were then separated for all departments. Mr. Woolley remained in charge of radio station relations.

While at NBC, Mr. Woolley played an important role in establishing the regional “war-clinic” meetings between station executives and network officials. These conferences were held yearly from 1945 to 1946, being replaced by the annual NBC affiliates convention inaugurated in 1947.

Mr. Woolley was largely responsible for inaugurating and handling the regional “workshop” meetings held between NBC department heads and station staff members at the actual operating level.

While he was helping NBC build its TV network, the NBC affiliate in his old home town, KDYL Salt Lake City, was launching its TV station, putting it to a new medium in the Intermountain territory.

S. S. Fox, president of KDYL-AM-FM-TV, invited Mr. Woolley to return to his old home to carry out administration of the corporation’s properties. In the fall of 1960, he left New York and became executive vice president of the network, piped in to the Intermountain Radio and Television Corporation, licensee of the KDYL stations.

Soon after, he became a stockholder in the corporation and a member of its board of directors.

When the word got around among the affiliates at their annual meeting in White Sulphur Springs it that Mr. Woolley was returning to Salt Lake City, the officials presented him with a beautiful French antique silver tray, appropriately inscribed, and a new automobile as a mark of their appreciation for his services to the network for nearly 20 years.

Married in 1941.

In the swirl of business activity, Mr. Woolley found time to marry Christine Hamilton Poler of Medina, N. Y., in 1941, a 35-year-old woman who considers that he traveled more than 350,000 miles during that busy decade.

Born in Los Angeles on Jan. 8, 1904, Mr. Woolley still considers Salt Lake City his home since his family moved there a few months after young Easton was born.

Recreations has been a necessity to Mr. Woolley and he has tried to accomplish as much tennis as he could in the early ’40s, in between thousands of miles of traveling and continuous negotiations for the growing network. He says he played a pretty good game of tennis, which gave way to a “lousy game of golf.” To make up for golf, he tried color photography to his hobbies and now owns several thousand 35mm slides.

He is a member of Sigma Chi.

His national business fraternity is Alpha Kappa Psi and he also belongs to Sigma Kappa Phi, national honorary fraternity in romance languages. He is a member of the bar of the State of New York.

FARM TOUR
WFAA To Sponsor

WFAA Dallas will sponsor a 16-day farm and sight-seeing tour starting May 9 that will take a party of 12 people through eight southern states and to Havana, Cuba.

Murray Cox, WFAA farm director, will serve as tour leader. A special plane will have 12 Pullmans, two diners and a club car. The Texas state commissioner of agriculture will be along.

A study of southern agriculture and industry, Mr. Cox said, is the aim of the trip. Cost to those taking the WFAA tour will be around $450.

CONSERVATION
Shield Designed For Ads

DR. BURTON BROWNE, president, Burton Browne Adv., Chicago, has designed a conservation shield for voluntary interference in advertising.

The shield is to serve as a reminder for the public to conserve critical materials.

Dr. Browne is making the emblem available to all advertisers interested. A number of advertisers reportedly now are using it, including four Burton Browne clients. They are, the Simpson Electric Co., Littlefield Inc., Regency Booster and Jensen Mfg. Co.

CBS REMODELING

Hollywood Offices Needed

COMPLETE remodeling of CBS Columbia Square premises in Hollywood, to provide office space for expanding television and radio operations there, is announced on Thursday by Austin Joscelyn, director of CBS Hollywood operations.

The premises now are occupied by Brittingham’s Restaurant and Sidney’s Ltd., haberdashery. Leases on the two properties expire next month and will not be renewed. Remodeling construction now is scheduled to begin June 1 and be completed sometime near midsummer, Mr. Joscelyn said.

‘Code of Ethics’

PROPOSALS to set up an independent commission to study and recommend a “code of morality and ethics” as a guidepost in the conduct of “appointed and elected” government officials have been entered in Congress. Two bills to set up such a code were introduced in the House. They are HB 3433, dropped in the hopper by Rep. Thurston B. Morton (R-Ky.), and HB 3541, sponsored by Rep. Kenneth B. Keating (R-N.Y.).

The commission would be bi-partisan. The move was an outgrowth of Senate probing into the conduct of the Reconstruction Finance Corp. Sen. J. William Fulbright (D-Ark.), who has headed the RFC probe, introduced a similar resolution (S. Con. Res. 21), in the Senate.

The Little Station with the BIG WALLOP!
For unusual economy and long life... use
RCA thoriated-tungsten filament tubes

The remarkable performance of RCA-5671's at WGAR illustrates the reliability of RCA thoriated-tungsten filament construction in power tubes for broadcast and industrial services.

In addition to providing long life and dependability, the RCA thoriated-tungsten filament in the 5671 consumes 60 per cent less power than a conventional pure-tungsten filament... making possible savings of $1300 or more a year in filament power alone in a typical 50-kw AM transmitter!

The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds. The new radiator fits the same air jacket as used for the former radiator.

RCA-developed thoriated-tungsten filaments are also used in types 5762, 5770, 5771, 5786, and 5831 for broadcast and industrial services, resulting in dependable performance and substantial savings in filament power.

To get all the performance and life you pay for... buy RCA tubes. They're available from your local RCA Tube Distributor or direct from RCA. For technical information on any of these types, write RCA, Commercial Engineering, Section 37DP, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

BROADCASTING • Telecasting
April 2, 1952 • Page 79
P.I. OFFERS

SPRING is here, bringing with it some innovations in per-inquiry use of radio by purveyors of tonics and baby chicks, according to station complaints. A few efforts by business houses to obtain radio time on a free basis have helped enliven the radio scene.


The American Advertising letter started out like this:

My client, The Formine Pharmaceutical Co., Seattle, has just created a new, wonder-working liquid vitamin and mineral called "REVIVO" and intends to prepare a national merchandising campaign through the one medium we know will reach the most people for the greatest length of time—RADIO!

"REVIVO", a patented Chlorophyll creation of Dr. Jules Marton, world-renowned chemist and Doctor of Chemistry, is not just any ordinary, run of the mill concoction. NO—"REVIVO" utilizes the very energies of nature—the full power of Chlorophyll. Numerous, conclusive tests reveal it will bring relief and supplemental energy to the people as a whole.

You perhaps will remember the Readers' Digest article on Chlorophyll and what it does for the human system. References will be made to same to provide confidence to the radio buyer.

The letter went on in similar vein, offering to pay 35 cents for each $1 bottle of Revivo.

Mr. Stout took the letter and paraphrased it, paragraph by paragraph, to present the KSEE side of the story. The first three paragraphs of his reply to American Advertising started:

My employer, the KSEE Broadcasting Co., Inc., Pittsburgh, has developed a new, wonder-working radio station called "KSEE" and intends to keep this station on an equal basis to the most advertisers for the longest length of time.

"KSEE", a licensed radio station, managed by Thad M. Sandstrom, is not just any ordinary, run-of-the-mill station. NO—"KSEE" utilizes the very desires of the listening public ... the full power of the best in programming. Numerous, actual tests reveal that it will bring greater sales to advertisers as a whole.

You will perhaps remember the BROADCASTING & TELECASTING article on "P.I. deals and their effect on the radio system. Reference is made to same to provide you with confidence in "KSEE".

Thus far Mr. Stout has not indicated the Seattle firm has replied to his unique response to a P. I. offer.

The chic business enters its peak period with an offer from Jane Cox Oliver, owner and manager of Cox Adv., Columbia, S. C., to pay $1.20 on each order for 100 chicks selling at $3.96 or the equivalent of any mixed selling price. Client is Black's Poultry Co.

Hayes Offer

S. W. Hayes Hatcheries, Bloomington, Ill., takes a different approach to the P. I. type of offer. Mr. Hayes describes the offer as follows:

Any of our leading breeds such as Barred and White Rocks, New Hampshire Red, White Wyandotte, White Leghorns, we could offer at $7.00 per 100 customer to pay postage. These are first class chicks, fresh from the incubator and as hatched. They would not be sexed and filled with cockerel chicks has been done in some cases. We could offer you 1½ per chick or 100 chicks for a half dollar (not per case).

WQBA Columbus, Ga., has just received what it describes as an "outlandish proposition," according to Walter M. Windsor, general manager. Mr. Windsor said a representative for Durkee Famous Foods called on the station, proposing to buy eight spot announcements a day, five days a week, or a total of 40 spots a week. Four spots a day would promote margarine and four salad products. The advertiser would supply transcriptions, with each spot offering "a card deal to the first five listeners phoning the station, each of whom will be mailed a card entitling them to a free sample of the product advertised. The station is to handle this receiving of phone calls and mailing of cards, including postage."

Then Mr. Windsor describes the plan of payment in this way: "The station is not to get the national rate for these spots. Nor is it to get the local rate. Here, honestly, is the proposition. The station is to get 2½ on margarine and 5% on salad products of the amount which will be used for the local wholesale.

Rat-Rid Co., Dallas, through John F. Harrison, Dallas, distributor for the company, offers to pay 50 cents net on each dollar order for the product. A spot announcement submits dramatic claims for the company's rodent exterminator.

Stations have received letters from Keegans School of Broadcasting.

AD SEMINAR
Agency Executives Meet

A SEMINAR for advertising agency executives on "Successful Advertising Agency Management," held by New York U.'s general education division, will begin tomorrow (Tuesday). In all, there will be six weekly dinner sessions meeting at the Faculty Club, 22 Washington Square North.


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PROGRAM RATES
KIRX Announces Reduction

A GENERAL reduction in program rates to national and regional advertisers, effective May 1, has been announced by KIRX Kirksville, Mo. Sam A. Burk, general manager, emphasized that the "reduction in rates has nothing to do with the ANA attempt at lowering rates in TV cities."

Mr. Burk explained that "with the agencies doing the servicing of the accounts, any increase in rates to national advertisers is not justified. Consequently, we are lowering our national rates to the same as to our present local advertisers."

Mich. Council, AAAA

FRANK W. TOWNSEND, vice president of Campbell-Ewald, Detroit, has been chosen chairman of the Michigan Council of American Agency Associations. Other incoming officers of the council will be Cari Georgi Jr., vice president of D. P. Brother & Co. Inc., as vice chairman, and Elliott E. Potter, Young & Rubicam vice president, as secretary-treasurer. The three officers will serve on the board of governors. Other governors for the coming year will be George Richardson, J. Walter Thompson, vice president, and Blount Slade, vice president of Brooks, Smith, French & Dorrance. The Michigan Council represents nearly 35 agencies in the state.

"You don't have to go to Florida to find a dog-gone good bet. Elliott-Haynes area study shows I'm TOP DOG in the Vancouver area."
TERRIFIC RESPONSE

KLRA Little Rock, Ark., presented test spot announcement for local Purina store. Spot preceded Eddy Arnold show at 9:30 p.m. with store offering free tickets to first 100 people coming into store after 7:30 next morning. Immediately following the spot, calls began pouring into the managers of store. They kept coming until almost midnight.

The next morning, before the store opened, the local police were called out to maintain order and break up a traffic jam. A crowd of over 500 people had formed outside the store to get their chickens.

TRANSMITTERDEDICATION

KIDO Boise, Ida., March 18 formally dedicated its new 5 kW RCA transmitter with hour long local program. Show, held at Boise Junior College auditorium with 850 people attending, featured music, including soloist, 15-piece orchestra and 36-voice chorus. Speeches were delivered by local citizens, including the governor.

NEW FILM SERIES

WHAM-TV Rochester, N. Y., presenting series featuring reports from representatives in Washington via film. Rep. Kenneth Keating (R-N.Y.) and Rep. Harold C. Os- tertagSt (R-N.Y.) were the first to appear. Station reports that other outlets have requested use of film.

FARM SHOW ON TV

WBNS-TV Columbus, Farmtime With Bill Zipf, sponsored by Columbus Steel Structure Co., David Davies Inc. (meat packers), and Ohio Tractor and Implement Co. (Ford...tractor...distributor) Sun. 2:45-3 p.m., featuring Bill Zipf, farm editor of Columbus Dispatch. Show features weekly farm news roundup including livestock review, weather reports, general farm news and calendar of local events for coming week. Mr. Zipf also drives outstanding farm personality.

DEFENSE VIA TR

KCMO-FM Kansas City, Mo., sending brochure to local and national trade headed "Transit Radio answers the call of the colors in red, white and blue. Inside tells how transit radio will be used in case of bombing and has pictures of buses equipped for emergency.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. MCOLLISTER COMPANY

member N.A.B.

56 ACACIA DRIVE

ATHERTON, CALIFORNIA

DAVENPORT 3-3061

Paul W. McCollister, General Manager

BROADCASTING • Telecasting

programs promotion premiums

TOO MANY CALLS

KCHI Chillicothe, Mo., to increase listeners on afternoon music show feature, "Mystery Tune," offering free tickets to local theatre which is one of show's sponsors. So many calls reportedly came in that telephone company suggested station get additional phones to handle calls because local switchboard was jammed. Company said board was so completely tied up that only one out of every 10 calls ever reached station.

NOBODY HOME

KWK St. Louis went into action just before Easter to help the post office dispose of 5,000 baby chicks which had arrived, were unclaimed and had to be disposed of in few hours. Within 15 minutes after first announcement, all chicks reportedly were sold, on their way to happy Easter homes.

FORUM ON 'VOICE'

ENTIRE proceedings of Philadelphia Bulletin Forum are to be re-corded by Voice of America for condensation into documentary programs to be beamed throughout world in 24 languages. Three hours will be nationwide broadcasts over CBS and MBS, while 20 more hours will be heard over various Philadelphia stations. Five hours of TV coverage also will be provided.

PROGRAM BIRTHDAY CLUB

WOL Washington, Punch and Judy, 5:05-5:50 p.m., Mon.-Fri., has added feature for young listeners by forming "Punch and Judy Birthday Club." Uncle John, show emcee, sends membership card with child's name on it, and from time-to-time will send comic strips and popular children's books. Station reports it has already received over 500 requests.

DUAL PROMOTION

KYW Philadelphia sending time-buyers and advertisers promotion sheets giving data on coverage by MBS, and coverage accompanied by memo explaining the map and figures. Other promotion is small sheet, also with memo attached. Memo is in simulated handwriting telling of results station gives with shows. Sheet has part of letter from satisfied lis- tener who bought product adver- tised on Musical Clock show. Memo invites advertisers to get in touch with station.

GOVERNOR ON TV

WTMJ-TV Milwaukee, From The Governor's Office, alternate Sat., 5:30 p.m., featuring Gov. Walter J. Kohler Jr., who appears with legislators and discusses current state issues. Show is handled by remote crew from Madison. The March 27th broadcast, March 29th car- ried an editorial on program prais- ing station for its work in present- ing show.

SUPERMARKET TV

KEYL (TV) San Antonio, Tex., brought opening of H. E. Butt Grocery Co.'s new supermarket to thousands of viewers last month. Store is one of largest in South- west and features drug depart- ment, fountain service, cosmetics, appliances, nursery, bakery and fancy foods, in addition to standard grocery items.

RADIO JOURNALISM

WAVZ New Haven, Conn., has made up book telling story of its service to New Haven area. Sta- tion is one of first in country to be "run like a newspaper" and has been favorably commented on by Columnist John Crosby, The New York Herald Tribune, Pathfinder magazine, Changing Times and others.

OPERA WINNERS

AWARDS to winners of the Metropolitan Opera Auditions of the New York Opera Association. Thursday, 10-10:30 p.m., were presented on last Thursday's broadcast by Mark Woods, vice chairman of ABC board. Maria Leone, 22, Detroit soprano, received first-prize scholarship of $2,000 under Metropolitan Opera A. sian. supervision, while Paul Knowles, Cleveland tenor, and Fred Thomas, 17-year-old from stage school, received $1,000 scholarships. Out of 700 ap- plicants for auditions, 32 were heard on ABC broadcasts and 11 were selected for stage schools. Six subsequently were selected for semi-final broadcasts, from which the three winners were chosen.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

RACK-RACKET

WSB-TV Atlanta reports that youngsters have latched onto a new "rack-racket" by swapping Canada Dry Ginger Ale point-of-sale display cards from two dozen stores. Cards feature picture of Canada Dry-sponsored "Mr. Don and Woody Willow," ventriloquial puppet team seen daily on WSB-TV from 4:30-5:30 p.m.

SKI-LIFT MIKE

CKNW New Westminster, B. C., poasts an intrepid disc jockey, Jack Cullen, who took up a radio columnist's challenge to do his Owl Prowl program from Grouse Mount- ain's skilift. Future plans include broadcast from bottom of False Creek in diving suit—if chal- lenging Columnist Dick Diespecker of The Vancouver Daily Province will accompany him.

SAFETY FIRST

WKR-CAM-FM-TV Cincinnati has been congratulated by city safety officials on new series of one-minute spots featuring short inter- views with school safety patrol boys who ask motorists to be care- ful when driving in school zones.

BUSY CAMPAIGN

WQUA Moline, Ill., using double page advertising in local news- paper. Ad features shows presented on CBS and carried by station as Quad Cities CBS outlet. Station to plug its CBS affilia- tion has used billboards, window posters, direct mail and heavy schedule of spot announcements.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE

Are an IDEAL, LOW COST Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions said yearly), these New Horning silicone-treated eye glass tis- sues have a high quality appeal for everyone needing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION

Department S

Please send free samples and full informa- tion about "window-back" Sight Savers.

Name ..................................................

Company ...........................................

Address .............................................

City .................................................. State ..............................................

April 2, 1951 • Page 81
ROY MORRIS, station manager WJIG Tallahassee, Fla., appointed program director WAGC Chattanooga.

ROLLO HUNTER, assistant to program director ABC Western Div, and program manager KECA Los Angeles, named Western Div. production manager, succeeding DRESSESER DAHLSTEAD, promoted to program director of Western Div. (Broadcasting, March 19). HARRY WALSTRUM, radio operations manager KECA, appointed station program manager. CLIFF ANDERSON, Western Div. business manager, program department, named assistant to Mr. Dahlstedt. JACK MEYERS, program operations manager, named network assistant production manager.

JOHN R. HURLEY, public relations staff Don Lee Net- work, Hollywood, appointed program manager of network succeeding CARLTON ADAIR, resigned. He has been with the network since 1946, when he became assistant to vice president in charge of station relations, transferring for short time to sales service staff, and subsequently to public relations.

NEO SHERIDAN, news director WTVI Philadelphia, Pa., appointed program director. He replaces FLOYD M. JACKSON, resigned to accept position with Detroit Steel Corp.

MARLO LEWIS and DONALD DAVIS appointed executive producers for CBS television programs originating in New York, HUBBELL ROBINSON Jr., vice president in charge of network programs, announced last week. Mr. Lewis will be responsible for all comedy, variety and participation programs, and Mr. Davis for all dramatic productions. Mr. Lewis was co-producer with ED SULLIVAN of Toast of the Town and producer of Frank Sinatra and Steve Allen shows. Mr. Davis has produced The Play's the Thing and Fraternality Playhouse.

R. MAXWELL-WILLSON appointed program director WJAR West Yar- mouth, Cape Cod, Mass.

JOHN A. PALUMBO, supply clerk CBS Hollywood, named to newly- created post of purchasing agent for network. He continues supervision of supply department. RICHARD JOLLIFFE, CBS script department, replaces him in former capacity.

ED CAPRAL, program director and announcer WBAL Atlanta, Ga., now serving in Army. He is stationed at Fort Jackson, S. C.

DON BRINKLEY, assistant program director and chief continuity writer WBBM Chicago, resigns to work as TV writer in Hollywood.

RICHARD T. HICKOX, chief an- nouncer WLAW Lawrence, Mass., appointed program director, ARTHUR FLYNN, announced as acting chief announcer.

JACK PINTO, an- nouncer WREC Wilkes-Barre, Pa., to WBUD Morrist- iniana, Pa., replacing ROB KENT, who is now assistant producer Voice of America, N. Y. AL MARTIN, gradu- ated Leigh U., to announcing staff. ROB ABERNETHY, graduate Prince- ton, to announcing staff. PAT WILKES to handle women's show on station.

LOIS Van DEMARK, continuity editor KCMO Sioux City, Iowa, to WLWD (TV) Dayton in same capacity.

SAMY ANDERSON, production-assist- ant, is replaced on the show by a Mr. Eric, Pa., appointed traffic manager. ANDY McCAFFREY, associated in past with Shuberts and Eastern Air Lines, to ABC publicity staff.

CHARLES STROTHE, continuity di- rector WCPO-TV Cincinnati, ap- pointed producer-director.

RAY MOORE appointed to announcing staff WJZ Baltimore, replacing BILL HALE, now with WSR-TV. Mr. Hale replaces GEORGE BRYANT, resigned. JOHN WOODS to WAGC Atlanta, as morning disc jockey, replacing JOHN WIRSLY, who is now with WFGM Fitzburgh, Mass., in same capacity.

ROBERT V. BROWN, program di- rector, and JOHN GAUNT, senior producer-director KNBH (TV) Hollywood, to NBC-TV of which KNBH is affiliate. Mr. Brown will supervise production of NBC-U. S. Navy docu- mentary film series now being planned and is now conferring with network and Navy officials in N. Y. and Wash- ington. Mr. Gaunt, after three months' leave of absence, will go to N. Y. for eight weeks to prepare for fall pro- gramming to originate in Hollywood. During his leave of absence Mr. Gaunt will complete direction of 65 KNBH Cycles Malone films at Consolidated Films Inc., Hollywood.

WILLIAM SLATTER appointed program director WNAT Natchez, Miss. Mrs. B. C. BARKSDALE appointed office manager, replacing Mrs. M. ELLIS.

DONN WINTHER, WCAU Philadelphia, to WTTL same city, as disc jockey replacing BILL GELHERT. PHIL PATTON named executive pro- ducer Super Circus, on ABC-TV from Chicago. Was executive producer for TV at network's Central Division. FRAN HAMEL appointed program di- rector WREB Holyoke, Mass., succeed-ING JOHN DeMARCO, called into Army. GERRY COUGHLIN, staff announcer, called into Air Force. SY LEVY, disc jockey, appointed musical director to LARRY THERIEN to WREB staff.

WILLIAM ELLWELL, manager of pro- gram operations WCBS New York, appointed production di- rector WDSU New Orleans. He will be in charge of all radio production for station and will be responsible for creation of new production tech- niques in station's program m in g.

Mr. Ellwell, LYMAN CLARDY, staff director WCBZ, appointed manager of operations succeeding Mr. Ellwell. Mr. CLardy, will be replaced by REX COS- TON, assistant supervisor in CBS network operations. Mrs. WILLIAM ELLWELL, WCBZ sales service man-ager, will be replaced by MICHAEL CAMPBELL, CBS Co-op Div.

TOM JACOBSON to KFWB Los An- geles as staff announcer.

ALLEN GREY, writer's director, WMIT Portland, to WBSA New York.

PEGGY MILTON to traffic department WMAZ Macon, Ga., replacing JANE McPHERSON, resigned.

BILL WELSH, radio and TV sports- caster, signed by KTTV (TV) Los Angeles, to year-long exclusive contract for sports and special events in addi- tion to other assignments. Duties will include announcing wrestling matches from Hollywood Legion Sta- dium starting today (Monday); Holly- wood Stars baseball games starting April 4, and as m. of several pro- grams.

EDWARD P. MORGAN, veteran for- eign correspondent and reporter, to CBS news staff, N. Y.

FRED SHEEHAN, news and special features department WENR Chicago, to news staff ABC New York.


GUS MANCUSO, former National League catcher, signed by KATL Houston to broadcast baseball games of Houston Buffalos.

TOM CARBON, announcer WJW Cleveland, appointed sports director, succeeding JIM GRANER, who has been recalled to active duty with Army.

WILLIAM TROPEY named news di- rector WOBC West Yarmouth, Cape Cod, Mass.

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BASEBALL

SOUND EFFECT RECORDS

5 D/F SPEEDY-O DISCS

COVER ALL REQUIREMENTS $0.35, or $1.20.

Order G.O.D. Today While Supply Lasts

Charles Michelion, Inc.

23 WEST 47TH ST., N. Y. 19

BASECASTING - TELECASTING

Order 7-0595

Page 82 • April 2, 1951

Radio and Television Star

Microphone of Show Business

RCA's

'marvin'"
1909 George M. Burbach Jr. 1951

FUNERAL services for George M. Burbach Jr., 41, widely known radio and TV executive, were held last Wednesday at the Lupton Funeral Parlor, St. Louis.

Mr. Burbach died suddenly on March 24 at the home of his wife's family in West Hartford. Death was attributed to coronary thrombosis.

Mr. Burbach was the only son of George M. Burbach, general manager of KSD-AM-TV St. Louis and the St. Louis Post-Dispatch.

He had been assistant to the vice president in charge of radio and television, Federal Advertising Agency, New York, until very recently and previously had served as business manager of the radio department at McCann-Erickson, New York, for three years. A member of the sales department of NBC for 10 years, he entered radio as a member of the staff of KSD.

Planned Defense Work

At the time of his death, he was serving as guest lecturer for the Television Workshop, New York, and Fordham U., while completing plans to enter radio defense work with the government.

Mr. Burbach was the first editor of Broadcasting • Telectasing Yearbook, when it was inaugurated in 1935.

He was born in St. Louis and graduated from the U. of Missouri. Surviving are his widow, Mrs. Natalie Clemens Burbach, and his father and mother, Mr. and Mrs. George M. Burbach of St. Louis.

On All Accounts

(Continued from page 10)
of Indiana extension division.

After an educational but depressing period with the Dept. of Public Welfare in Lake County, Ind., she began commuting to Chicago and Mitchell-Faust as timebuyer and assistant to the vice president in charge of radio.

Mrs. Poloson and her husband have just passed their one-year hurdle as co-owners of a retail furniture store in Chicago Heights, a southwestern Chicago suburb 20 miles from their home. Although she has no active part in the operation, she pointedly checks the black and red figure columns each weekend.

Travel devotees, Mr. and Mrs. Poloson take off in their car about twice a month, choosing only the general direction in which they will drive. In this successfully haphazard manner, the Polosons have covered most of the East and Midwest, and this summer will concentrate on the West and California.

DEAN Carl W. Ackerman, Columbia U. School of Journalism, looks over one of the 9 x 12 pages produced every 3 1/3 minutes by the facsimile receiver at the university. [Broadcasting • Telectasing, March 26]. The Facsimile machine is a General Electric product.

NLRB RULINGS

WCAU-TV, KWIN Affected

DECISIONS involving WCAU Inc., licensee of WCAU-AM-FM-TV Philadelphia, and Rogue Valley Broadcasting Co. Inc., licensee of KWIN Ashland, Ore., were handed down by the National Labor Relations Board late last week.

On the basis of petitions filed by the American Federation of Radio Artists (AFL), the board ordered separate elections to determine the bargaining representative for two units at WCAU-TV—one comprising directors and employees in the film, script and production departments, the other composed of announcers and special artists. The station contends certain employees should be excluded on the ground their duties are supervisory or are centered primarily in radio rather than television.

Under the NLRB decision, producers, directors and heads of art, film, photographic and production facilities would be excluded from the first group, while assistant directors and employees of those departments are designated parts of the unit. All staff and special program announcers, as well as special artists (actors, singers, etc.) who appear before WCAU-TV cameras, save two director-announcers and a program-director-announcer, were placed within the second group.

In the case of KWIN, the board adopted the preliminary findings of Trial Examiner Frederic B. Parkes II and ordered the licensee to "cease and desist from discouraging membership" in IBEW Local 49. KWIN was requested to reinstate Ralph Click, described as chief engineer, and offer him renumeration for any loss of pay. KWIN had claimed that Mr. Click was a supervisor and that his discharge had not violated the National Labor Relations Act. Mr. Click was dismissed Sept. 2, 1949. Union's complaint was filed June 6, 1950.

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On All Accounts

(Continued from page 10)
of Indiana extension division.

After an educational but depressing period with the Dept. of Public Welfare in Lake County, Ind., she began commuting to Chicago and Mitchell-Faust as timebuyer and assistant to the vice president in charge of radio.

Mrs. Poloson and her husband have just passed their one-year hurdle as co-owners of a retail furniture store in Chicago Heights, a southwestern Chicago suburb 20 miles from their home. Although she has no active part in the operation, she pointedly checks the black and red figure columns each weekend.

Travel devotees, Mr. and Mrs. Poloson take off in their car about twice a month, choosing only the general direction in which they will drive. In this successfully haphazard manner, the Polosons have covered most of the East and Midwest, and this summer will concentrate on the West and California.

DEAN Carl W. Ackerman, Columbia U. School of Journalism, looks over one of the 9 x 12 pages produced every 3 1/3 minutes by the facsimile receiver at the university. [Broadcasting • Teletasking, March 26]. The Facsimile machine is a General Electric product.

NLRB RULINGS

WCAU-TV, KWIN Affected

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March 23 Decisions ... BY THE COMMISSION

Oral Arguments Scheduled
Scheduled oral arguments for April 27 in following proceedings:

WWST Wooster, Ohio—initial decision released Nov. 22, 1950.

Revocation of license of KFMT Fort Morgan, Colo.—initial decision released Jan. 24.
KFTP Fremont, Neb.—initial decision released Dec. 27, 1950.
KCEO Lewiston, Kan.—initial decision released Jan. 29.

Scheduled oral arguments for May 4 in following proceedings:

WKNX Saginaw, Mich. and WMJI Jackson, Mich.—initial decision released Jan. 16.
KOBN Harrison, Tenn.—initial decision released Nov. 21, 1950.

March 26 Applications ...

ACCEPTED FOR FILING

Modification of CP
WGAF Atlanta, Ga.—mod. CP new AM station for extension of completion date.
WGAP Lowell, Mass.—same.
KACE Dallas, Tex.—same.
WTKR Mt. Jackson, Va.—mod. CP new AM station for approval ant. and change main transmitter location to Fairground Road and State Highway 41.
WTTY Bloomingdon, Ind.—mod. CP new AM station for extension of completion date.

License to FM
WBIR-FM New Orleans—mod. CP new FM station to change ERP from 138 kw to 115 kw etc.

AM—1250 kc
Central Ohio Bestg. Co., Near Galion, Ohio—CP new AM station on 1250 kc unil. DA-D-AM-AMENDED to change to 1130 kc 1950-1200 and change DA.

License for CP
WBZZ Vineyard, N. J.—license for CP to change hours operation and install transmitter.
KWYC Paducah, Ky.—license for CP for changes in FM station.
WEVC Evansville, Ind.—license for CP new noncommercial FM station.

License Renewal
Following stations requesting renewal of licenses:
WKXK San Jose, Calif.; WDWO Orlando, Fla.; WYBS Canton, Ill.; WITJ Nashville, Tenn.; WITZ Jasper, Ind.; KGAR Garden City, Kan.; WGAY Silver Spring, Md.; WMBM Boston.

Grants authorizing new stations, changes in facilities, and transfers of license to the end of this department, accompanied by a roundup of new station and transfer applications.

MARCH 23 TO MARCH 29

Ant-antenna cond.-conditional

Night mod.-modification

Daytime synch. FM-antenna

STA-special temporary authorization

CG-conditional grant

 Grants authorizing new stations, changes in facilities, and transfers of license to the end of this department, accompanied by a roundup of new station and transfer applications.

Following were granted mod. CPs for extension of completion dates as shown to:
KSKJ Columbus, Neb. to 5-13-51; cond. WNAV'S-FM Charlotte, N. C. to 6-30-50; WAWB Waukesha, Wis. to 6-15-50; WPTA Mayaguez, Pat. to 4-18-51; KQW Irving, Tex. to 6-15-50; KXKJ Cape Girardeau, Mo. to 6-14-50; KEDY-Salt Lake City to 1-1-51; KKKW Hutchinson, Kan. to 1-14-50; WRFD Worthington, Ohio to 1-19-51.

WBBK New Orleans—granted lic. new AM station; Cond. (800 kc 4 kw DA).
WFLR Detroit, Mich.—granted lic. for installation of new main trans. as aux. under present location. Granted lic. for installation of new main trans. as Well. at 600 kc 3 kw DA.
KMTR Omaha, Neb.—granted lic. for installation of new main trans. and main studio locations outside city limits of Ponca City.
WDDB-FM Orlando, Fla.—granted new FM station: 92.3 mcis. Ch. 22 (92.3 kc 1 kw DA).
WCMY Kalamazoo, Mich.—granted CP to install new AM station and reconnect educational FM station which expired Mon. 26, 1950.
WJAL-TV Baltimore, Md.—granted CP to install new AM transmitters at main stations, site to operate on Ch. 11 (195-200) at 400 kc 1kw DA.
VKAS Astoria, Ore.—granted lic. for changes in frequencies and hours operation, pending lic. mod. (1320 kc 25 kw DA).
KVCN Eureka, Calif.—lic. new AM station and main studio location (1320 kc 25 kv board) to 1-19-51.

Grants new licenses to change trans. and main studio locations outside city limits of

WSBA York, Pa.—granted CP to install new AM transmitters at main stations, site to operate on Ch. 11 (195-200) at 400 kc 1kw DA.
WNYS-KX Evans, Neb.—granted lic. new AM station and specify main studio location (195-200) at 400 kc 1kw DA.
KVAS Astoria, Ore.—granted lic. for changes in frequencies and hours operation, pending lic. mod. (1320 kc 25 kv board) to 1-19-51.


KVLC-FM Little Rock, Ark.—granted lic. new FM station for extension of completion date from April 28, 1950 to 6-12-50 and 195-200 watt at 129 ft.

WMDE Norfolk, Va.; WSAM Presque Isle, Me.—granted CP new remote pickup CPX-282, 25 kw.

General Electric Co. (REXMIN), Near New York, N. Y.—granted mod. CP to install an additional trans., with peak power 25 kw to operate in 700-790 kc frequencies within 490-580 mc band A and A3 emissions; cond. changes in main location; changes in main trans. dates from 10-4-50 to 180 days thereafter.

All Oklahoma Bestg. Co. (KA-763), Topeka, Kan.—granted CP—main trans. to change frequencies to 28.11, 28.46 mc.

By Examiner H. B. Hutchinson

Channel 11, Lower Providence, Pa.—lic. new FM station for extension of completion date from March 25, 1950 to May 15, 1950.

BY THE SECRETARY

WBGM New Bedford, Mass.—granted CP for new AM station and specify location for same (1250 kc 1 kw) to 25 kw 4000 ft.
WEHS Boston, Mass.—granted license for new FM station for extension of completion date from 4-25-50 to 1-1-51.
Weboase Boston, Mass.—lic. for new FM station for extension of completion date from 4-25-50 to 1-1-51.

KEPO El Paso, Tex. and KTDF-WM-AM—lic. for new AM station to change name to Rowley-Brown Bestg. Co., from WEKX to KOMW.

KOMW Inc. Omaha, Wash.—granted new remote pickup KA-662.

KTRU Houston, Tex.—granted new remote pickup KBB-788.

KCPW Utah City, Utah.—granted CP for changes in main location and main studio locations.

WUSF Nashville, Tenn.—lic. for new remote pickup KBB-788.

Agriculture Bestg. Co., Chicago, Ill.—granted CP for new FM station for Chicago commercial educational FM station to make changes in transmission line.

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Member AFCCE*

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New Rochelle 6-1620

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144

Ohio Broadcasting Co., Gallon, Ohio; is corrected to read:
Central Ohio Bstg. Co., Gallon, Ohio
—Granted petition insofar as it requests leave to amend application so as to reduce power at night from 1 kw to 500 w and to revise DA: dismissed insofar as it requests that WDQK and WTVM be severed from this proceeding.

March 28 Applications...
ACCEPTED FOR FILING
AM-1470 kc
WLAM Lewiston, Me.—To install new aux. trans. on 1470 kc 500 w DA for aux. purposes only.

March 20 Decisions [FCC Actions, Mar. 28] the item relating to KPHO-TV is corrected to read:
KPHO-TV Phoenix, Ariz.—Granted the new TV station and to change station location. (Previous action inadvertently showed also a change of transmission location.)

In March 20 Decisions [FCC Actions, Mar. 28] the item relating to Central BROADCASTING * Telecasting

CP to change type trans., main studio location etc.; cond.
KWPC-FM Muskogee, Okla.—Granted mod. CP for extension of completion date to 8-1-51.
WNAC-AM Boston, Mass.—Same to 5-1-51.
KBRY Beverly Hills, Calif.—Same to 5-12-51.

FCC CORRECTIONS
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March 20 Decisions [FCC Actions, Mar. 28] the item relating to Central BROADCASTING * Telecasting
Help Wanted

Managerial

Texas ABC Network needs aggressive commercial manager. Box 1583, BROADCASTING.

Experienced manager as salesman-manager, to assume full charge western Pennsylvania territory, Pittsburgh area. Full modern facilities and equipment. Excellent opportunity for qualified person. Box 1583, BROADCASTING.

Manager wanted for opening in small northeast market. 1000 day. Send complete resume and photo with application. Sales a major requirement. State past radio work and references required. This job requires full all-round radio experience. Must possess excellent ability and work effort needed to make successful operation. Box 2845, BROADCASTING.

Experienced man as salesman-manager, to assume full charge western Pennsylvania radio station in city of 60,000, Pittsburgh area. Finest and most modern facilities and equipment. Excellent opportunity for qualified person. Box 2717, BROADCASTING.

Assistant commercial manager. One of radio’s top 10 cities. Many experienced managers expects to retire within the next few years. Excellent opportunity for man whom he can train to succeed him. To be considered, you must have at least five years of radio selling in a competitive market. Excellent ability, knowledge of radio business, character, references, the desire for permanency and the willingness to work. An outstanding opportunity awaits the right man. Will give full particulars about your past experience and qualifications. Send full information. All replies will be held in confidence. Box 2854, BROADCASTING.

Manager wanted: Experienced man strong in sales and organization to assume full charge of 250 watt Carolina station in city of 10,000. Excellent pay to right man. Send experience, references and photo with application. Box 2653, BROADCASTING.

Salesmen

Salem was man wanted—Basic ABC station market over one million dollars. Experience necessary. Must be successful commercial man. Reply Box 2613, BROADCASTING.

Salesman with commercial management potential wanted. Must prove himself capable of receiving. Send information. Our accomplishments as preliminary to interview. Box 2503, BROADCASTING.

Salesman: Excellent opportunity for the right man or woman with sales experience for one of New England’s major markets. Salary, commission and expenses paid. Write Box 2514, BROADCASTING.

Wanted: Experienced radio salesman with proven productivity in one of nation’s most special feature selling. Capable of earning over $25,000 the first year. Box 2484, BROADCASTING.

Wanted—Salesman for metropolitan market of 200,600. Fulltime CBS affiliate. Excellent commission. State sales record and past working experience. Must be able to work on a minimum commission. Box 2742, BROADCASTING.

Sales-promotion. Experienced in all phases of radio audience building, station promotion with ability to build local programs that can be sold and will produce for the sponsor. Advertise your program or product at very low cost. Advertising rates and references expected. Salaries commensurate with ability. 5 kw network and all other major area. Box 2842, BROADCASTING.

New England station wants hard working experienced man. Good proposition for right party. Box 2523, BROADCASTING.

Help Wanted (Cont'd)

Salesman Announcer, 1000 watt independent station in city of 100,000. Salary 15%. No drifters wanted. WIVY, Jacksonville, Florida.

NBC outlet wants good man for personnel position. Must have complete knowledge of picture, salary requirements first letter. WTVG, Cumberland, Maryland.

Anuncios

Progressive southwestern Kilowatt has immediate opening for combination announcer, good salary and opportunity for right man. Send recent photo and resume to Box 2537, BROADCASTING.

If you’re a good announcer with first class license and have at least two years experience, starting salary to an up-and-coming station in large metropolitan area. Must have complete references, full details and disc in first letter. WQAM, Miami, Florida.

Anuncios announced, central Illinois, 250 watt, give full details, experience and salary required. Box 1583, BROADCASTING.

Wanted: Announcer with first class license: must not be drifter. South eastern network. $75.00 per week. Must be in good physical condition. Send resume to Box 2751, BROADCASTING.

Excellent opening on established station for trained announcer. Large south eastern network station. Send your best samples. Reply confidential, Box 2718, BROADCASTING.

Wanted: Announcer, morning DJ. Experienced man, strong on record show and news. Good starting salary, graduate pay scale on annoucement. Good experience, photo and salary expected to Box 2573, BROADCASTING.

Announcer for Gulf Coast area, with first class license. Send disc, photo, reference letter, etc. Box 2514, BROADCASTING.

Combination announcer—first class license on announcing. Must be total professional. Send box for details. Clean habits. Start $52.46, 48 hour week. Answer with all details of experience. WCAX, Burlington, Vermont.

Eastern market with great opportunities for experienced or semi-experienced announcers, complete living conditions. WGBS, Springfield, Tennessee.

Announcers


Southern 1000 watt wants staff, play by play. Must have fresh voice. Send disc and photo for interview. Southern 1000, Atlanta, Georgia.

Immediate opening for good announcer with first class license. Salary depends. Contact Bill Davidson, 520-1111, WELD, Point, Williams, N. C.

Announcers (5) ambitious, energetic, single men. Can become station manager in one year. WQAM, Williams, N. C.

Immediate opening for good announcer with first class license. Salary dependent upon experience and voice. WBYT, Savannah, Georgia.

Combination announcer with first class license, Salary dependent upon experience. Reply Box 2547, BROADCASTING.

New England station wants hard working, dependable man. Good proposition for right party. Box 2523, BROADCASTING.

Help Wanted (Cont'd)

Good, solid commercial announcer, preferably with independent station experience. Excellent opportunity. State salary desired, and whether you are a single man or married. Box 2545, BROADCASTING.


Technical

Experienced engineer-announcer with network experience. Experienced voice, disc, personal record, salary required. Reply by May 15, 1946. Box 2543, BROADCASTING.

Engineer: Chief with construction experience to install 1000 watt in New York state. Send complete resume on yourself and past experience. Salary and status, reference, salary requirement, send to Box 2543, BROADCASTING.

Eastern New York station wants experienced morning, ten hour, announcer. Five day, 40 hour week, excellent salary, for man with 5 years qualifications. Box 2673, BROADCASTING.

Technician wanted for Virginia network station. No announcing required. Experience needed. Reply Box 2543, BROADCASTING.

Transmitter engineer familiar with tape recorders and remote installations. Call Edward H. S. Goodman, WADA, Havre de Grace, Maryland.

Engineer with announcing capabilities needed by the middle of May. A first class license is essential. Immediate reply by May 15, 1946, by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, N. M.

Chief engineer and transmitter operator. State salary, experience, references, etc. Reply WFBQ, Butler, Montana.

Wanted by May First. First class engineering experience in WSAU, Dubuque, Iowa. Will work for experience or solid commercial experience and salary. Reply WBYT, Huntington, West Virginia.

Engineer with experience and qualifications for sales engineering and newspaper advertising. Reply by May 15, 1946. WBAI, New York City.

Transmitter engineer, no experience. No experience necessary. Transmitter engineer for NCM, 7500, in or near WREL, Lexington, Virginia.

Studio engineer wanted. License desired. Contact Victor Vos, Radio Station WWCA, Gary, Indiana.

Production-Programming, others

New Pennsylvania independent needs girl for continuity and air work. State experience and details first reply. Contact Box 2544, BROADCASTING.

Topnotch NBC eastern station in pleasant, nice size community. Send complete resume and photo with application. Box 1583, BROADCASTING.

WANTED: Experienced and aggressive news director-announcer for regional network. Must organize and direct department in addition to writing, editing and broadcasting. Must have strong writing ability. Write Box 1783, BROADCASTING.

Help wanted - female continuity writer, or woman who has a good voice for women’s roles. Must be familiar with all types of network affiliate well established in East Coast area. Give Professional station affiliations. New England station. All replies confidential. Box 2342, BROADCASTING.
Help Wanted (Cont’d)

Experienced program director, progressive middlewest 5 kw. Must have demonstrated ability to develop and sustain a successful creative format, to achieve program progress, and to qualify, send and maintain competitive ratings. Send resume and salary history to Box 2763, BROADCASTING.

Fulltime newsman for three man news department; good writing and air talent. Box 389, BROADCASTING.

Copywriter, male or female. Must have prior experience with newspapers and/or TV. Good pay, 50 hours per week. Box 425, BROADCASTING.

Situations Wanted

Managerial

In eighteen months increased gross ten times with station in 100,000 market. Ready to assume full management of any station. Box 677, BROADCASTING.

Salesman

Salesman-sportscaster, 5 years, large and small market, married, all sports. Will relocate. Box 304, BROADCASTING.

Situations Wanted

Announcer

Baseball announcer; One of nation’s best. Real promoter. Not run of the mill caller. Send resume and speaking fee. Box 1342, BROADCASTING.

Announcer, 28, experienced, presently employed, veteran, interested in TV. Send listening audience and tape or write. Box 1345, BROADCASTING.

Announcer-writer. Ten years experience regional network stations-network newscaster 4 days a week. Has a professional broadcast background and establishes progressive middlewest "musts." We expect more and pay accordingly. Box 253, BROADCASTING.

Fulltime newsmen for three man news department; good writing and air talent. Send resume. Box 392, BROADCASTING.

Copywriter, male or female. Must have prior experience with newspapers and/or TV. Good pay, 50 hours per week. Box 425, BROADCASTING.

Situations Wanted

Managerial

In eighteen months increased gross ten times with station in 100,000 market. Ready to assume full management of any station. Box 677, BROADCASTING.

Salesman

Salesman-sportscaster, 5 years, large and small market, married, all sports. Will relocate. Box 304, BROADCASTING.
Situations Wanted (Cont'd)

Television

Salesmen

Account executive, employed, experienced, seasons, capacities; desires position TV sales. Box 292J, BROADCASTING 

Production-Programming, others

Producer-Director. Available at once for position where talents won't be wasted. Six months with leading eastern network station. Experienced in all phases of TV, radio, films, publications, newswires and periodical work. Willing to grow with station. Box 232J, BROADCASTING.

For Sale

Stations

Successful 1 kw daytime station and class B FM in large eastern metropolitan area. Excellent signals, gross over $200,000.00. Box 202J, BROADCASTING.

For sale: 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 292J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and General Electric monitor. Box 109J, BROADCASTING.

Best offer takes 3 kw Federal FM transmitter. Andrew 4 bay side mounting antenna with 360 feet 6 inch cable, hangers, etc. Box 136J, BROADCASTING.

Have new groomed radio towers complete with 210 bare copper ground wire. Write Box 182J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters; two GE BM-IA station monitors; two bay GE antenna, reasonable. Box 166J, BROADCASTING.

For sale: Equipment, complete set tower lights (4) and flashing beacon Hughley-Phillips, $250.00. Gates tuning unit model 61A less meter, $100.00. Westernhouse tower flasher unit 40-400, $250.00. 2-Flickering inch transcription arms complete with head $50.00. Brush tape recorder monitor BK-601, $65.00 plus transportation costs. Contact, J. Eric Williams, Radio Station WCAT, 250 Genesse St., Aug., N.Y.

Western Electric 160 B-1 kw transmitter. Best offer. Box 294J, BROADCASTING.

RCA 5682 console. 2 300A W. E. re-ductor panels. 2 9A spare heads. 12 faders, one 200, one 100, one 50. 24 Jack Panel wired. Make offer, sell separate or together. Contact Chief Engineer, KCRC, Enid, Oklahoma.

Help Wanted

Salesmen

For sale: Approximately five hundred brand new ohme coax seven-twelve inch copper conduit. 20 feet lengths. Best offer cash. F.O. O. Radio Station WRGB, Hendersonville, N.C.

Bargain: 3 year old tower, Winch- charger 300, 156' high; complete flashing unit, six double guy wires, in excellent condition. A real bargain, standing on concrete. For sale: antenna, Florida. 300 feet, 4 leg self supporting Bowno tower, complete with all lighting equipment. Available about May 1. In excellent condition. Good price to fast buyer. Call, write or wire Ken Green, WLEM, Bowling Green, Kentucky.

For sale: One kw Western Electric transmitter, foot Winch charger tower, and all necessary related equipment, for student station in midwest area, including office equipment. Now in daily operation, but available April 1 because of consolidation. Also one Collins limiter and one Presto recorder. Inquire WWHG, Hornell, New York.

For Sale

Castings

tion. Network For Principals. Gross FM 232J, radio, experienced, seasoned salesman, desires position where he can be associated with a reputable commercial FM company. Salary $15.00 a week to fast buyer. Box 270J, BROADCASTING.

Background includes FM console. 280 kw FM antenna with Esterline Angus one kilowatt transmitter; 1A 1170-16 meter; BM 3-226J, GE 3-226J, etc. In good condition. Write Box 246J, BROADCASTING.

If price is right, am interested in purchasing radio station with application for license to add FM. All replies considered. Commercial Broadcasters, 188 W. Randolph St., Chicago, Illinois.

Cash for quick sale. 1 1/2" rigid coax, 800' of Andrew 451 or Communications Products 1A-650. Must be perfect shape for new FM installation. Give price amount and condition. Box 106J, BROADCASTING.

Wanted in good condition: General Radio 4727A FM frequency monitor; Esterline-Angus one milliamphere range meter; preferably with alignment chart and oscillograph. Box 296J, BROADCASTING.

Wanted: Approved kilowatt transmitter in good condition. Box 191J, Plano, Texas.

Will pay cash for good used equipment for 250 watt installation. Everything from tower to studio. Gadgeton Radio Company, P. O. Box 927, Gadsden, Alabama.

Help Wanted

Salesmen

PROGRAM SALESMAN

Distinctive radio-TV programs with nationally known personalities, news, sweepstakes, entertainment. Account man with good background in radio and television recommended. $300 weekly minimum commission continuously. Box 270J, BROADCASTING.
New Business
(Continued from page 14)

NABC-TV, effective May 7 for 52 weeks, with eight-week hiatus. Agency: BBDO, N. Y.


GEOBEL BREWING Co., Oakland, Calif., May 2 starts half-hour weekly Jerry Colonna Show on KECA-TV Los Angeles and May 14 on KGO-TV San Francisco by Vitapix recording. Both contracts for 13 weeks. Agency: Russell, Harris & Wood Inc., S. F. Program also being made available to other ABC-TV stations on sustaining basis, with Goebel holding option in several eastern markets. MCA produces package, budgeted at $5,000 weekly.

GENERAL FOODS Ltd., Toronto (Jello), replaces on April 9 to Jan. 14, with summer hiatus, My Favorite Husband with Father Knows Best on 23 Trans-Canada network stations, Mon. 8-8:30 p.m. Agency: Baker Adv., Toronto.

KVOO ELECTIONS
Ordered by NLRB

A DECISION to determine whether an engineering employe at KVOO Tulsa, Okla., shall include himself within a unit designated for radio engineers and technicians was ordered last Thursday by the National Labor Relations Board. The station is licensed to Southwestern Sales Corp.

Petition for representation originally was filed by the Omaha Chapter of the National Assn. of Broadcast Engineers & Technicians (NABET), and drew disson from KVOO in the case of five employees whom the union would represent.

NLRB ruled that, inasmuch as it is forbidden by law to include professional employees in a unit with non-professionals unless the former group so decides, separate elections should be held. John Bushnell, lone professional employee who reportedly holds a first-class engineer's license, will thus decide whether he wishes to be included with the engineers and technicians, the board ruled. Action was taken, NLRB said, because Mr. Bushnell was hired "primarily for research and not for the operating staff of the station."

KVOO Run-off at CBS

RUN-OFF election for CBS white-collar employees in New York will be held April 18 by NLRB to determine whether Local 3, Newspaper Guild of New York, CIO, will represent the employees for collective bargaining, or whether there will be no union. An NLRB election March 7 was inconclusive and made a second election necessary [BROADCASTING • TELECASTING, March 12].

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting

National Nielsen Ratings • Top Radio Programs

(TOTAL U.S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—
and including Telehome and Telephone Homes)

EXTRA-WEEK FEB., 11-17, 1951
EVENING, ONCE-A-WEEK

Current Rating Current Rating

Rank Rank Program

NCX Radio Theatre (CBS) 20
2 2 Charlie McCarthy (CBS) 18.9
3 3 Fred (CBS) 16.9
4 5 Amos 'n Andy (CBS) 16.2
5 6 My Friend Irma (CBS) 16.1
6 7 Palais Black Ribbon Bowls (CBS) 15.7
7 6 Walter Windell (ABC) 15.1
8 12 Fibber McGee & Molly (NBC) 15.0
9 8 Goodwin's Tales of Texas (CBS) 14.9
10 9 You Bet Your Life (NBC) 14.1

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 41,003,000
—1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes only listening up to 1 minute.

Copyright 1951 by A. C. NIELSEN CO.

EQUIPMENT STOLEN

Carolina Stations Hit

A BAND of burglars, who in February stole equipment on night raids at two North Carolina stations, struck again last week, victimizing two other Carolina stations.

Don Voght, chief engineer, WLTC Gastonia, N. C., reported to police that early March 26 burglars made off with $3,000 worth of equipment. That same night, 31 miles away, WFBN Gaffney, S. C., was burglarized of considerable radio equipment. Curiously, a safe was left untouched.

In February, thieves stole equipment from WSAT Salisbury and WBUT-AM-FM Lexington [BROADCASTING • TELECASTING, March 5].

DOG DAZE
Caused by Weather Cuts

A KODY North Platte, Neb., listener who signed herself "Mrs. M. E. W." has advised the station that radio is driving her dog insane.

"Dear KODY staff," she wrote, "I know it is your duty to give us the weather report. But I have a very nervous and sensitive dog 'Bettie.' She is scared to death of thunder and lightning. Whenever you announce that we are going to have a thunder and lightning storm she immediately goes into hiding under the foot of the bathtub ... and won't emerge until we have had a storm and all is calm again. So could you please use some other form or way that she doesn't understand or wait just before you have one. Say an hour or so. So she won't have to be nervous so long before we have said storm. She is becoming a nervous wreck."

Nellie A. Thomas

MRS. Nellie Albrecht Thomas, 70, mother of C. L. (Chet) Thomas, KKXR St. Louis general manager, has died in that city. A native of Cincinnati, Mrs. Thomas went to St. Louis in 1946. In addition to Mr. Thomas, she is survived by a daughter, Thelma, and two other sons, Harlan and Roy.

WWBZ Now Full Time

FRED M. WOOD, general manager of WWBZ Vineland, N. J., has announced that the station since March 15 has been operating full time, 24 hours to midnight. The station operates on 1360 ke with 1 kw, directional at night. With a new transmitter building and facilities now complete, future plans include studio remodeling, Mr. Wood added.

ACADEMY AWARDS presentation of "Oscars" on stage of Pantages Theatre, Hollywood, will be carried by ABC, March 29, 11 p.m.-12:30 a.m. It will be relayed by shortwave facilities of the Armed Forces Radio service worldwide.

MISS LILY WILSON

The Boy Company
New York City

Dear Lily:
Here I am writing to you again, but I just can't pass up the opportunity to thank you for your kind note about Thet's of Thursday nights. Thet's a marvel of a show.

But I have a problem to deal with. I have a very nervous and sensitive dog named 'Bettie.' She is scared to death of thunder and lightning. Whenever you announce that we are going to have a thunder and lightning storm she immediately goes into hiding under the foot of the bathtub. ... and won't emerge until we have had a storm and all is calm again. So could you please use some other form or way that she doesn't understand or wait just before you have one. Say an hour or so. So she won't have to be nervous so long before we have said storm. She is becoming a nervous wreck.

Yours truly,

WWBZ

CHARLESTON, W. VA.
VAB ANNUAL MEET
Set May 3-4, Hot Springs

ANNUAL meeting of the Virginia Assn. of Broadcasters will be held May 3-4 at The Homestead, Hot Springs, Va., John W. Shults, pres., announced last week.

There will be a registration fee of $5 per person and members are asked to send their requests for reservations directly to The Homestead. Members also are invited to bring their wives.

Feature of Week
(Continued from page 19)
las, housewives by the thousands were buying Maryland Club (“For only 2¢ or 3¢ more...”) and receiving free double-orchid corsages for Easter wear.

All week long, leading up to Saturday, some 170 radio and TV spots were used in a saturation campaign on the observance of “Maryland Club Coffee Day” with its fashion tie-in and orchid give-away.

Dallas grocers ran out of the 50,000 Hawaiian orchid corsages available. To accommodate thousands of disappointed would-be buyers, Maryland Club extended the one-day orchid offer to cover the following week, renewing the corsage supply.

“It was sensational,” said Clay Stephenson, executive vice president of Tracy-Locke Co., Dallas, agency on the Maryland Club account.

Making their debut at the Fashion Show simulcast were Maryland Club’s 21 Dallas “First Ladies of Fashion,” local socialites whose good grooming coincides with a preference for Maryland Club Coffee.

During the coming year, a weekly show on KRLD-TV called Maryland Club Presents will be a blend of society gossip, fashion talk and the coffee you’d drink if you owned all the coffee in the world” (a Maryland Club slogan for the campaign).

A Dallas beauty, dubbed “Miss Maryland Club,” participated in the AM and TV buildup for the promotional debut.

The Dallas Fashion Center, an organization of garment manufacturers, cooperated with Maryland Club for the fashion presentation.

This was the first big advertising push by Duncan Coffee for Maryland Club, long known to a limited clientele as a premium brand, originally sold only to hotels and restaurants.

Duncan Coffee Co.’s highly advertised product is Admirable Coffee.

Station executives in Dallas said the radio-TV coverage of the 11 a.m. to noon Maryland Club event was the heaviest ever given anything other than a Presidential speech or the like.

Proceeds from the show, to which tickets were sold at $1.50, went to a Dallas charity.

EXECUTIVES whose combined years of service total more than a century discuss future plans with Dan B. Miner (seated), president, Dan B. Miner Co., reportedly Los Angeles’ oldest advertising agency, which today observes its 40th anniversary. Standing (l to r) are Isabel Moses, v.p., with agency since 1919; Marie R. Sweeney, sec-treas., 1928; J. C. More, exec. v. p., 1924, and Edith Grooms, media dir., 1924.

PREMIERE of new CBS Philip Morris Playhouse drama series, Thurs., 10-10:30 p.m., brings together (l to r) Charles P. Tyler, Biow agency v.p.; Charles Martin, producer, director and host on new show; Patrick H. German, Philip Morris adv. mgr.; and J. L. Van Volkenburg, v.p. chg. network sales for CBS. Playhouse is budgeted at about $1 million yearly.

GATHERED at The Caribe Hilton in San Juan, Puerto Rico are (l to r) Thomas Muniz, pres., Puerto Rican Assn. of Broadcasters; Charles A. Wall, v.p., Broadcast Music Inc.; James L. Cox, special representative for BMI, and Horwood Hull Jr., v.p., PRAB and mgr. of WAPA San Juan.

CAMPAIGN records for American Cancer Society are passed out by Art Harre (r), station manager, WJJD Chicago to (l to r) Dorothy Miller, educational dir., WBMM Chicago; H. Leslie Atlass Jr., prog. dir., WIND Chicago; and Francis Dixon, pub. ser. dir., WENR Chicago. Mr. Harre heads Illinois Div. of the ACS’s volunteer radio committee.
NEW GRANTS, CHANGES, APPLICATIONS

Box Score

SUMMARY TO MARCH 29

Summary of Authorizations, Stations On the Air, Applications

Class

On Air

Licensed

CPS
Cond

App'd

In

Grants Pending Hearing

AM Stations

2,239

3,215

131

1

265

127

FM Stations

661

510

161

-2

197

190

TV Stations

97

67

14

14

87

171

*on the air.*

random opinion and order denied

WFKR

with noticed by WFRM,

directed against FCC decision granted

KFMA

license to change operating assignment

KFAC

WADC

Grants

March 28.

WJSU

Grant

March 28.

WVFB

Grant

March 28.

WVSU

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March 28.

WVTC

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March 28.

WVPI

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WTVK

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WVMS

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WVSA

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TUBE OUTPUT

DISCUSSION of measures for maintaining the production flow of receiving tubes, pending evaluation of military requirements and the constantly highlighted electronic developments

1. and 2) prevent waste of material and deterioration of vital plant facilities.

The agency stressed that a portion of new production may have to be sacrificed to maintain the parts replacement program set forth under the government's MRO (maintenance, repair and operating) program. Industry representatives in turn, reported progress in conservation efforts and noted the industry had produced 383 million receiving tubes last year, reaching a high level this past January with output of nearly 40 million.

Attending the session were representatives of General Electric Co., Philco Corp. (Tube Div.), Raytheon Mfg. Co., Sylvania Electric Products Co. and other firms.

Retail Radio Success
(Continued from page 28)

is what retailers are planning now. This is in direct contrast to first of the year advertising predictions. This does not necessarily mean that the advertising percentage will increase. Retailers are anticipating gains in total sales volume over last year. Current estimates indicate approximately a 10% increase. If retailers continue their identical advertising percentages, we will see approximately 10% increase in retail advertising dollars.

Another measure, Mr. Abrahams continued, is to "promote at the time people want to buy." A third measure is to "get more for the advertising dollar by using the right advertising attack." Proven methods are in use to create more sales and get more results "through the process of revealing greater information to the customers," he said.

"At NRDGA, we put much effort into the study of radio for retailers," Mr. Abrahams went on, because "we had continuous demands from stores for information about radio, how to use it, when to use it, how to evaluate it and other points.

Why do stores use radio? Why is the use of radio increasing? Here are the reasons," he continued:

1. Radio has a personal appeal—

you hear and feel the presence of the announcer. . . . We've used announcers and announcer's announcer's announcer. . . . It is a form of personal contact.

2. Radio has widespread circulation—

It helps to increase a store's trading area . . . included . . . (is) . . . a listening audience diversified in income, age and social position.

3. Radio reaches customers in their homes—these customers need not exert any effort to spend any money to

hear the advertising messages.

4. Radio has various types of programs to reach specific audiences—

. . . Makes it possible to use the "beamed program technique" and talk to particular groups with express interest in selected merchandise.

5. Radio is flexible and can be shifted quickly to meet specific and timely situations.

6. Radio can create quick acceptance of a definite department or service.

7. Radio helps to develop store character.

8. Radio creates word-of-mouth publicity—. . . It is part of parlor conversation to gab about commercials or tunes on the radio.

9. Radio stimulates employees—. . . Gets an added boost from store people who are often enthused by their store's radio activities.

10. Radio strengthens a store's position with its resources—Manufacturers are often impressed with a store's radio activities.

11. Radio increases the acceptance of other media—Helps to confirm advertising messages in other media and magnify their importance.

12. Radio builds store traffic and increases sales.

Case Histories Cited

Citing a half dozen case histories to illustrate his points, Mr. Abrahams said: "It would be possible to go on and on with case histories of successful retail radio results. Our files are full of them. Properly used to sell merchandise, by showing benefits which customers can get from the merchandise, radio can be a highly productive advertising medium. Used properly, it can do a great deal to shrink the high cost of advertising."
January Billings
(Continued from page 25)
ing the year’s first month with $765,569 in gross billings, while Lever Bros. ranked third by in-
vesting $742,742 in network advertising. Fourth and fifth were General Foods and Sterling Drug with gross time purchases of $734,845 and $650,800, respectively.

Largest of the product group ad-
vertisers in January were the food producers, whose gross billings to-
taled $4,134,283, a slight increase over the January 1950 $4,100,124 total. General Foods’ expenditure of $709,433 topped the individual advertisers within this group.

The Toiletries & Personal Care manufacturers ranked second through their $2,372,164, investment, $480,427 of which was purchased by Gillette Safety Razor Corp., which led this group.

The Drugs & Remedies class, led by Sterling Drug Co., expended $2,967,641 to place third among the product groups. With fourth and fifth place fell to the Selling Materials manufacturers and the Soaps, Ceners & Polishes category.

The overall total of $16,666,712 in network gross billings during January 1951 evident an approxi-
nate 4% drop from last year’s $17,085,040.

ABA ELECTIONS

Brooks Named President
W. EMMETT BROOKS, manager, WEBJ Brewton, Ala., was elected president of the Alabama Broad-
nastics Assn. at its annual spring meeting in Birmingham March 22-23. Mr. Brooks, a lawyer and newspaper pub-
lisher, succeeds BERT Bank of W7BSC Tuscaloosa, Ala.

Chosen to serve with Mr. Brooks were: Tom Martin, WAPX Mon-
gomery, vice president; Malcolm Street, WHMA Aniston, sec-
etary-treasurer. Mr. Martin re-
placed Mr. Martin, WAPX Al-
master, was elected to replace Mr. Martin on the board of directors for Dis-

Mr. Brooks

Mr. Frost first joined the network in 1932 as manager of the program traffic department, San Francisco. Two years later he was named program manager, and in 1946 was appointed to his formerly held post as assistant to the vice president.

When the BMI is Yours
Another BMI “Pin Up” Hit—Published by Spitzer
MORE THAN I CARE TO REMEMBER

On Records: Gordon Jenkins—Dec. 27349; Ray Anthony—Cap. 1367; Bill Farrell— MGM 10990; Ames Brothers—Coral 60363.

On Transcriptions: Ray Anthony—Langworth; Bob Crosby—Standard; Larry Fontine—World.

Flamingo Promotion Set
LEIGH FOODS INC. will spend $200,000 promoting its Flamingo frozen orange juice over WCBS-AM-TV New York during the next year, it was announced Friday. By far the largest sum ever spent by a food promoter producing a single product over a New York station, according to WCBS sales officials, it will be used for one-minute cartoon announcements over WCBS-TV each week for 52 weeks, starting yesterday (Sunday), with replacement every two months by 16 new cartoons; and a compre-

NEW ORLEANS’ GREAT NEGRO MARKET

IN WASHINGTON

WMRY GETS RESULTS

A large New Orleans drug chain increased gross business 400% in one month last with WMRY. Like many other stations, it is now using a liberal schedule with good results.

Programmed for Negroes by Ne-
groes, WMRY is effectively directing the buying habits of this vast, faithful audience.

The ONE DIRECT APPROACH TO NEW ORLEANS’ LARGEST MAJOR MARKET

FLAMINGO

BROADCASTING • Telecasting

April 2, 1951 • Page 93
COY SCORES McFARLAND BILL AT INDIANA LAW BANQUET

FCC Chairman Wayne Coy last Saturday was to unleash blast at provision of McFarland Bill (S 568) which prohibits Commissioners from consulting with Office of Formal Hearing Assistants and other staff members on adjudicatory matters. In speech, prepared for Indiana Law Journal banquet, Indiana U. School of Law, Bloomington, last Saturday night, Chairman brought up matter while outlining relationships between FCC and lawful procedures and said:

To cut the Commissioners off from all its expert staff would mean that the FCC itself would have to furnish all the required legal services.

Mr. Coy to testify when hearings on S 568 open Tuesday before House Interstate & Foreign Commerce Committee (see story, page 58).

FAIRBANKS TO NARTB BOARD

ELECTION of Richard M. Fairbanks, president of WIBC Indianapolis, Ind., to NARTB board of directors, representing District 8, announced Friday by C. E. Arney Jr., association secretary-treasurer. Mr. Fairbanks, in ballot which ended Thursday midnight, won close race in Indiana-Michigan area over Milton L. Greenbaum, owner-president, WSAM Saginaw. Both were nominated to fill unexpired term of George J. Higgins, who resigned on move from District 8 to KMBC Kansas City, Mo. Mr. Fairbanks assumes post immediately, serving until close of 1952 NARTB convention.

WMAM REVOCATION HEARING

WMAM Milwaukee denied alleged intent to deceive FCC as to ownership and finances at oral argument Friday before full Commission on station's petition asking FCC to set aside final ruling which would deny license to cover initial construction permit [BROADCASTING • TELECASTING, March 19; Dec. 20, 1950]. WMAM charged FCC in reversing recommendation of hearing examiner to grant license failed to show "errors" of examiner's conclusions.

CIVIL DEFENSE SPOTS

ALLOCATION of network radio-television time for civil defense spots set by Advertising Council, Charles Jackson, White House assistant, revealed Friday. Network radio and television weeks start April 9 and April 23, respectively. Use of "live" or filmed announcements on TV undetermined. Spots designed to familiarize American public with emergency alert cards and posters in their areas. Series also extended to cooperative programs.

HARVEY CASE HELD OVER

GRAND jury now considering case of ABC Commentator Paul Harvey's unauthorized entry into atomic lab will be held over through April, U. S. Dist. Atty. Otto Kern er said Friday. Government seeking indictment of Mr. Harvey charging violation of national security.

Closing Circuit

(Continued from page 4)
as many stations reclassify themselves under new structure. Boost in receipts began on November board action requiring income bracket to be based on report submitted to FCC.

U. S. TOBACCO (snuff), through its agency, Kudner Adv., New York, looking for quarter-hour hillbilly shows in southern markets. Starting date is tentatively scheduled mid-April.

SELLING RADIO MAJOR ISSUE BEFORE BAB MEET APRIL 17

MAJOR issues on agenda for BAB program April 17 during NARTB convention in Chicago announced Friday by BAB President William B. Ryan, who said emphasis would be on selling radio aggressively and constructively.

Issues to include: (1) AM rate reduction question, "including analysis of erroneous or misleading assumptions on which recent demands for rate cuts by the Assn. of National Advertisers and others have been made;" (2) "fair sales practices . . . to guard against loss of prestige . . .;" (3) "radio's past failure to provide advertisers with basic, fundamental market data on the medium;" and its "obligation to conduct sound, believable research to prove (radio's) right to a larger share of the national and local advertising dollar."

AD COUNCIL CAMPAIGNS RECEIVE RADIO-TV AID

PUBLIC service campaigns of Advertising Council during emergency period receiving heavy support from radio and TV but "much of the print support" has waned, according to Robert B. Mathews, assistant director of advertising, General Foods Corp.

Speaking at luncheon session of Asnn. of National Advertisers convention at Hot Springs, Va. (early story page 23), Mr. Mathews called for increasing advertiser support of public service advertising in printed medium. "One council member said advertisers are contributing generously of radio and TV time.

AUTRY IN 9 MARKETS

GENE AUTRY'S Flying A Pictures, new half-hour film series shot for TV, which stars Jack Mahoney, was sold in nine markets before it was released. CBS Radio Sales TV productions has spotted it for Langendorf Bakeries in Seattle, San Diego, San Francisco and Los Angeles; for Peterson Baking Co. in Omaha and for various sponsors in Kansas City, Milwaukee, Louisville and Pittsburgh.

SUPPORTED, ANA HEARS

HENRY SCHACHT, national advertising manager of Borden Co., electedANA board member succeeding Howard Chapin, recently named General Foods director of Birdseye marketing and sales. Mr. Chapin resigned from board with assumption of new General Foods post. ANA closed convention Friday with off-record discussion of war situation by Frank Pace Jr., Secretary of Army.

REPRESENTATIVE NAMED

NATIONAL TIME SALES, New York, appointed eastern representative for Texas Spanish-language broadcasters group (KTXX Austin, KCOR San Antonio, KONO Corpus Christi, and XEO Matamoras and XEIR Reynosa, Mexico).
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.

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD