IN THIS ISSUE:

Biow Survey Shows Radio's Leadership
Page 15

Summer Sell Out For TV Seen
Page 15

Baseball Season Finds Radio, TV Ready
Page 17

Sterling Defends Radio Silence
Open Mike, Page 48

TELECASTING Begins on Page 55

20 TH
The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

Famous Phil's taking Baltimore by storm! He's on W-I-T-H now for two full hours (2 to 4 P.M.) Monday through Saturday. He does the whole show himself. And what a salesman he is! Phil is big time stuff for this great local show. For participations, ask your nearest Headley-Reed man.
HOW TO PLOW AND PLANT IN RICHMOND

It took a lot of plowing and planting, tilling and toiling to harvest the bumper crop of listeners the Havens & Martin stations deliver in Virginia's first market. Pioneers in radio and television both, WMBG, WTVR and WCOD are as much a part of prosperous Richmond as its traditions and landmarks. They are as close to its people, their likes and tastes, as you'd want your national sales message to go. A Blair representative will be glad to amplify the facts.

Havens & Martin Stations are the only complete broadcasting institutions in Richmond.

WMBG AM  WTVR TV  WCOD FM
FIRST STATIONS OF VIRGINIA

KPRC leads by 35%* over Houston's second station

FIRST in Mornings
FIRST in Afternoons
FIRST in Evenings

* In Total Rated Periods
Hooper Radio Index
January-February, 1951

KPRC
HOUSTON

950 kilocycles • 5000 watts
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.
WASHINGTON radio-TV lawyers, through Practice & Procedure Committee of Federal Communications Bar Assn., will ask FCC for immediate oral argument on legality of procedure on TV allocations. Group will contend that FCC's tactics, rather than hold new authorizations in abeyance until involved city-to-city hearings and other legalistic processes are completed — perhaps many months hence.

FURTHER DEVELOPMENTS in ABC, NBC and CBS suits to permanently enjoin FCC's 1949 give-away ban has not expected until summer or early fall. Attorneys for both sides are trying to narrow issues.

STAFF REPORT recommendation now before FCC inveighs against Muzak-type services by FM stations, on ground that they are in derogation of Communications Act which requires sponsor identity. Beep services eliminate commercials. On other hand, Transit Radio type presumably would get blessing as in keeping with requirements of law on sponsor identification plus fact that service cannot be performed by wire lines.

HI-V (concentrated orange juice), New York, to launch extensive radio spot campaign throughout East and Midwest within next month, probably featuring voice of Arthur Godfrey (one of company's directors), Franklin Bruck Adv., New York, is agency.

FEELING GROWS on Capitol Hill that educators' lobbying for TV time and/or channels gaining momentum. Bill already introduced in House by Rep. Emanuel Celler (D-N.Y.) to get 25% of TV commercial time (see story, page 87) may be followed by similar move in Senate.

THEATRE interests indicate no immediate counter-action on FCC's planned licensing policy to study alleged anti-trust and restraint of trade practices of movie applicants (earlier story, page 85). Rather the bill sit back and await Commission's next move as well as to see what comes out of upcoming rash of spring exhibitor and distributor conventions, where it's expected issue will get thorough discussion.

ALLIED States Assn. of Motion Picture Distributors, while suggesting FCC policy ideas on movie applicant licensing were "planted" with it, nevertheless refuses to specify or elaborate on point; merely suggests: "Let the shoe fit where it will."

JUDGING by advance signs some NARTB board members want to pass back on proposal of test survey committee to clear up research confusion. Instead of adopting committee's proposal, backed by Assn. of National Advertisers, for NARTB to kick off project, some directors want to slip it to Broadcast Audience Measurement.

EYEBROWS SHOT up Friday as result of extracts of speech by Edgar Kobak, BAB board chairman, business consultant and station (Continued on page 82).

### Upcoming

**April 15-19**

NARTB 25th anniversary Convention
Hotel Stevens
Chicago

**April 16:**

Mobilization Conference, Eighth Street Theatre, Chicago.

**April 16-18:**

Engineering Conference, Hotel Stevens, Chicago.

**April 16-19:**

Management Conference, Hotel Stevens, Chicago.

(Complete list of Upcomings on page 79)

### Business Briefly

**ZIFF-DAVIS TO GREY**


**AGENCY APPOINTED**

W. Lee Wilder, producer-director of "Three Steps North," released through United Artists, names Buchanan & Co., New York, to handle advertising. Radio will be used.

**VITAMIN SPORTS**

Rybutol B-Complex Gelcaps, Vitamin Corp. of America, Newark, effective April 13 in Midwest Chicago Cub games on WBBK (TV) Chicago and also sponsors last half of Wednesday and Sunday home games played by Hollywood Stars on RTTV (TV) Los Angeles (see early sports story, page 17). Agency, Harry B. Cohen, New York.

**INSURANCE PROSPECT**

Sun Life Insurance, Baltimore, considering spot radio campaign. No agency.

**ROUX EXPANDS**


**NEWS RENEWED**

Pure Oil Co. renews Mon.-Fri. news program with H. V. Kaltenborn and Richard Harkness on NBC 7-7:15 p.m. (EST) 52 weeks, effective April 20. Agency, Leo Burnett Co., Chicago.

**TWO JOIN BAB PANEL**

Two leading advertiser-agency figures added to Broadcast Advertising Bureau program at NARTB (NAB) convention in Chicago (see story, page 19). Panel to be led by Edgar Kobak, BAB board chairman, also to include Robert M. Gray, manager of advertising and sales promotion, Standard Oil Co., and J. S. Stolzoff, Poote, Cone & Belding, Chicago. A network representative also is to appear.

**MacDONALD MAY MOVE**

John H. MacDonald, NBC vice president and treasurer, understood to be considering several offers with likelihood he will make choice shortly. With network 16 years, he was one of original four administrative vice presidents. Duties he's been handling will be taken over by Joseph V. Heffernan, newly elected financial vice president (story page 20).

**SIGMA DELTA CHI AWARDS**

Sigma Delta Chi 1950 radio-TV awards, to be presented May 24 at Waldorf-Astoria, went to: Leo O'Brien and Howard Maschmeier, WPTB Albany, for radio newswriting: WAVZ New Haven, for public service in radio journalism; Jack E. Krueger, WMJ-AM-FM-TV Milwaukee, for radio reporting. Special award in radio-TV reporting made to Leonard Bartholomew, WGN-TV Chicago.

**Broadcasting**

**Telecasting**
Power
Programming
Performance

Greater Kansas City's ONLY

50,000
WATT STATION for Mid-America

KCMO meets the Time-Buyer's requirements... with:

POWER... with 50,000 Watts for daytime broadcasting.

PROGRAMMING... with diversified and specialized programs to appeal to Mid-America listeners.

PERFORMANCE... delivering results and coverage at a low, low cost per 1000.

For detailed information on rates and time, contact KCMO or our representative.

810 kc.
10,000 WATTS NIGHT

National Representative
THE KATZ AGENCY
## LATEST SHARE OF AUDIENCE*

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*Survey Periods:
Monday through Sunday 8 AM to 5:30 PM
February 1951—Hempstead, Long Island—Conlan

**"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

represented by RAMBEAU

---

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING:

- Blow Study Shows Radio Still Dwarfs TV
- Profitable TV Summer Seen
- Breakdown of JWT Accounts
- Radio-TV Ready for Baseball Season
- FCC Reorganization Plans Completed
- Harold Fellows Named NARTB President
- The Man Fellows
- Record NARTB Registration Reported
- Ad Tax Proposal Joins Capital
- ‘FCC Streamlining Hearings Open
- Kobok Blames Radio for Rate Cut Plan
- Telecasting Protest on WAMC Decision
- Kennecott Hits ‘Excesses’
- C&W Has New Pitch With Flowers
- House Group Votes Voice Fund Cut

TELECASTING Starts on Page 55

DEPARTMENTS

Agency Beat 8 New Business 7
Aircasters 10 On All Accounts 8
Allied Arts 72 On Gr Dotted Line 24
Editorial 44 Open Mike 44
FCC Actions 74 Our Respects 44
FCC Notices 16 Programs, Promotions, 71
Feature of Week 10 Premiums 47
Front Office 46 Strictly Business 10

UPCOMING 79

WASHINGTON HEADQUARTERS

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gard, Associate Editors; J. Halley, Makeup Editor;
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Riley, EDITORIAL ASSISTANTS: Estelle Dob-
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L. Dant, Ad. Production Manager; Harry Stevens,
Classified Advertising Manager; Eleanor Schahri,
Doris Orme, Judy Martin; B. T. Taissoff, Treasurer;
Irving C. Miller, Auditor and Office Manager;
Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS’ SERVICE: JOHN P.
COSGROVE, Manager; Roger K. Raser, Doris J.
Buchling, Jonah Gillitt, Grace Motta, Warren
Sheets.

NEW YORK BUREAU

488 Madison Ave., Zone 22
Plaza 8-5555; EDITORIAL: Rufus Crafer, New
York Editor; Florence Small, Agency Editor; Pete
Dickerson, Assistant to New York Editor; Gretchen
Grotz, Lily Thackston.

Bruce Robertson, Senior Assistant Editor.

ADVERTISING: S. J. PAUL, Advertising Director;
Eleanor R. Manning, Assistant to Advertising Di-
rector; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

300 N. Michigan Ave., Zone 1
Entire 6-4618; William H. Shaw, Midwest Advertis-
ing Representative; Jane Pinkerton, News Editor.

BOSTON BUREAU

99 Broadway, Zone 11
World: 4-9351; Sydney Paul, Advertising Represen-
tative; John Scovil, News Editor.

TORONTO:

417 Harbour Commission, Empire 4-0175
James Montagne.

BROADCASTING * Magazine was founded in 1951 by
Broadcasting Publications Inc., using the title:
BROADCASTING—The News Magazine of the Fifth
Estate. Broadcast Advertising * was acquired in 1932
and Broadcast Reporter in 1931.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy
new business

Network...

FIRESTONE TIRE & RUBBER Co. has signed 52-week contract for continuation of NBC-AM-TV simulcast of The Voice of Firestone.

PURE OIL Co., Chicago, renews its quarter-hour five-a-week news show for 52 weeks from April 30 on 54 NBC stations through Leo Burnett Agency, same city. Program, aired Mon. through Fri. from 6 to 6:15 p.m. CT, features H. V. KALTENBORN and RICHARD HARKNESS, network commentators.

Spot...

NALLEY'S, Tacoma (pickles and potato chips), sponsoring new song-and-chatter program, Money and Mack on KEX Portland, KOMO Seattle, KGA Spokane and KMO Tacoma. Program on 26-week basis to start. Show is transcribed by John Keating Recording Studio, Seattle. In addition, account is using same talent in transcribed spots aired on more than 20 stations in states of Washington, Oregon and Idaho. Agency: Condon Agency, Tacoma. HOWARD SMITH is account executive.

ACME BREWERIES, S. F. and L. A., through Foote, Cone & Belding, S. F., buys what is reported to be largest block purchase of spot time in Bay Area radio history. New jingle promoting Acme Gold Label Beer will be featured over five Bay Area and five Central Valley stations for four months, total of 10,000 spot announcements.

Agency Appointments...

SCHIAPARELLI of PARIS newest line of products for men including a pipeful of perfume (Eau de Cologne, shaving cream, after shave lotion, talc and soap), will be promoted through Robert Orr & Assoc., N. Y. Radio and TV may be used.

KELBERT WATCH Co., N. Y., appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising of watches in Puerto Rico and Virgin Islands.

FINNISH STATE RAILWAYS, FINNISH AIRLINES (AERO-OY) and ORGANIZING COMMITTEE at 15th Olympic Games at Helsinki in 1952, names Victor van der Linde Co., N. Y., to handle its advertising in this country. Radio and TV may be used for all three accounts.

Adpeople...

Major Gen. JOHN R. DEANE, president Italian Swiss Colony Wine Co., Asti and S. F., re-elected president of Wine Institute.

SMILES followed the premiere March 15 of the CBS Philip Morris Playhouse, new weekly radio drama with a $1 million annual budget. Charles Martin (second, l) producer, director and host on the program, receives congratulations from J. L. Van Volkenburg (r), vice president in charge of network sales, in the presence of Charles P. Tyler (l), vice president, Blaw Co., agency, and Patrick H. Gorman, Philip Morris advertising manager.
You can’t afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives

JOHN BLAIR & CO.
DR. E. LAWRENCE DECKINGER, research director Biow Co., and WILSON J. MAIN, research director Ruthrauff & Ryan, N. Y., elected president and secretary-treasurer, respectively, of Copy Research Council. Other members of the executive committee elected include Dr. ALLEN B. SIKES, retiring president and service manager of Bureau of Advertising, American Newspaper Publishers' Assn., and EDWARD BATTEY, research director Compton Adv., N. Y.

ROBERT BAILEY, manager of retail advertising Simmons Co., Chicago, to Christiansen Adv. Agency, Chicago, as account executive.

FRED OSTLER, LeVally Agency, Chicago, to copy department Needham, Louis & Brorby, same city.


BOYD INNES, Ruthrauff & Ryan, Chicago, to Emil Reinhardt Adv., Oakland, as account executive.

KENNON & ECKHARDT Ltd., Toronto, moved to 8th floor, Toronto Star Bldg., 80 King St.

ROBERT HALDEMAN, media department J. Walter Thompson Co., S. F., transfers to agency's Los Angeles office where he will work with accounts. JACK HÖRÁK, research department, will succeed him in San Francisco.

R. E. JEFFERSON, account executive Stewart, Bowman & Macpherson, Winnipeg, to Vancouver office of agency.

JAMES J. McGUINN to Kenyon & Eckhardt, N. Y., in publicity department.


ADVERTISING contest judges who will select the top five from the more than 50 papers submitted by ad students at Ohio State U.—all members of the Cincinnati Advertisers Club—include, seated L to R: Ted Brown, president, Perry-Brown Agency; Richard F. Peck, radio-TV division of Procter & Gamble Co.; A. A. Bissmeyer, director of sales and promotion, Alberts Supermarkets Inc. and W. T. Kilduff, sales promotion manager, H. & S. Pogue Co., Cincinnati department store. Standing is Joel W. Stovall, sales manager, WKRC Cincinnati.

Renegade Cowpoke Rounds Up Sales in Buffalo

If you want to lasso a big listening . . . and buying . . . audience in Buffalo, New York, investigate the horn-rimmed varmint above. He’s Johnny Eisenberger, known to Buffalo audiences as “Old Saddlebags”. And he rides the range on WBEN five days a week at noon.

No doubt about it, the country is cowboy-conscious . . . only more so in Buffalo. “Old Saddlebags,” a rip-snortin’, rootin’ tootin’ disc jockey has built up a tremendous following in The Queen City.

This Singer-Actor with a network background spins popular Western tunes, gives out with chummy chatter, and corrals guest stars whenever they’re in town. It’s a combination that spells SELL for sponsors. So if you want to put the spurs to your product in the Buffalo market, check with Petry for details on this low-cost, highly popular show. Available two, three or five times weekly.

WBEN

NBC BASIC — BUFFALO

April 9, 1951 • Page 9
** TIMEBUYERS: **

You could write that line over a hundred times and it still wouldn’t mean as much as the latest American Research Bureau Survey.

Yes, research proves again that WRC is your best buy, dollar for dollar, program for program and audience for audience.

Radio listening in Washington is up—way up! WRC’s share of this greater audience is higher than ever.

So, whether you are interested in batting averages, or home runs, look at the WRC record in ARB’s current report. Your decision can only be WRC!

---

** feature of the week **

A SUGGESTION that Ralph Kiner should play first base for the Pittsburgh Pirates this year may be only one man’s opinion—\textit{that of Bob Prince, celebrated sportscaster at WJAS Pittsburgh}—but it starts a barrage of letters to the station, ballpark and Mr. Kiner himself that may last for weeks.

This is just one of the many devices Mr. Prince uses to bait an enthusiastic audience to his nightly \textit{Case of Sports} program. It also is proof positive to his sponsor, Fort Pitt Brewing Co., that radio advertising pays off in handsome dividends. Last February the program started its eighth year at WJAS.

But it was not always a \textit{Case of Sports} for the brewing firm. Back in 1940 Mike Berardino of Fort Pitt contacted Faris Feand of BBDO and gave the go-ahead sign for radio advertising. A musical program was the first offering, producing favorable results. But Mr. Berardino wanted to concentrate on sports to sell his beer and ale, a decision he implemented within a few years.

He turned to Mr. Prince, a rapid-fire sportscaster who was rapidly gaining favor with the WJAS audience, who embarked on a sports show complete with interviews, guests, questions and answers and other material. Additionally, Fort Pitt added more sports to its broadcasting calendar. Mr. Prince had been handling a similar program for a department store, which had allowed the contract to expire.

12 Years of Radio

That radio advertising has played a prominent part in the growth of the brewery over a 12-year period is shown by the fact that today it is among the nation’s largest brewers. And WJAS and BBDO have proven to their satisfaction that carefully written commercial copy, selected personalities and the most suitable time for a program (6:16 p.m.) are invaluable for attaining concrete results—upping the output of the sponsor’s beer from some 84,000 to millions of barrels a year.

Mr. Prince got his start in sports as an assistant to the famous RayRowsell on baseball play-by-play and has since expanded his talents to football, hockey, basketball, golf and boxing—and selling beer.

---

** strictly business **

**Mr. WISE**

**HARRY HANNO WISE** Jr. entered the radio field armed with the assurance from his prospective employer that hiring him would be complete waste of time—for at least two years anyway.

That was in 1945. Today the employer, George P. Hollingbery Co. (radio and TV representatives) gives every indication of being convinced that hiring that particular employe was not a waste of time but a sound move on their part. In any case the West Coast manager of the Hollingbery office is now Harry Hannon Wise Jr.

This entrance into the radio representative field was preceded by a decision to enter the radio advertising business via an advertising agency, and came about during the course of a Mexican honeymoon.

Backed up by radio advertising courses gathered during his three years at Northwestern U., and supplemented by actual experience in the advertising department of the Chicago Tribune during that time, Mr. Wise approached Ross Metzger, vice president in charge of Ruthrauff & Ryan’s Chicago office, as to the opportunities available in the radio end of the business. Mr. Metzger told him that the best and most rapid way to learn about radio would be in the (Continued on page 72)
we do the leg work...

... Knitting one-third of the nation's women's hosiery furnishes over 50,000 Carolina hosiery workers and their families with a steady supply of money to buy the products you advertise. To do your leg work among 3,000,000 well-heeled Carolinians, draw on WBT, the biggest single advertising medium in the two states.
Styled to match your audio

Ideal for EMERGENCY

NEAT AND SIMPLE — with everything up front in easy reach.

RCA TYPE BTA-250M. Same size as an audio rack. See it at the N.A.B. Convention.
RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

Now you can take advantage of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a complete transmitter and FCC-required monitoring equipment!

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. It was planned that way!

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 1000 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations.

EMERGENCY! Type BTA-250M "on-air" from inside the control room. See how functional styling matches audio racks. Unit on left is the companion audio-and-monitoring unit.

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

In Canada: RCA VICTOR Company Limited, Montreal
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
More North Carolinians Listen to WPTF Than to Any Other Station.
RADIO STILL DWARFS TV

By PETE DICKERSON

TO NEW YORK advertising people, who are not the sort that not all the nation is as thick with television sets as is their home city, Hal Miller, radio and TV research section manager of the Bow Co., last week issued a reminder that radio coverage of the U. S. still dwarfs TV.

In an address before a meeting of the American Marketing Assn., Mr. Miller reported on recent Bow Co. research on the question, "Has Television Overtaken Radio?" The answer, in a word, is no.

Mr. Miller warned that it was difficult for those living in New York, "today the Mecca of TV and, to a large extent, radio," to "conceive that many more homes across the country are reached by radio and television than are reached by television."

Looking at the coverage of the two media, he said radio homes in America currently were estimated to be 42 million, while television sets installed as of Feb. 1 were estimated at 11 million. This left 74% of the total U. S. homes, virtually all of which have radio, without television.

Use CBS Map

Pattern of TV installations had been studied by preparation of a map to show the "physical coverage of the 62 CBS stations, using the CBS 0.1 mv/m line concept, normalized to county lines," he said. Then, using NBC's estimates of TV sets installations for Feb. 1, 1951, and allocating these data by states . . . "TV set penetration percentages were worked out. Estimated retail sales and buying power of the TV areas also were computed, he said.

Results, Mr. Miller continued were:

"1. Nine states are without television at all. (By the way, we estimated that these nine states represent 5% of the U. S. popula-
tion—45% of U. S. mountain goats.)"

"2. The penetration of television in the entire U. S., as of Feb. 1, 1951, was estimated to be 26%.

"3. Among the states touched by television, there is great variation in the degrees of penetration, ranging from about 2% in Mississippi, to almost 90% in D.C.

"4. In 31 states, accounting for 40% of the country's population, the TV penetration was less than 26%.

Even in speaking of "television areas," he continued, there is a tendency to forget that many homes in them are without TV sets, and "thus these people never see television in their homes."

"As long as the number of stations remains the same, and existing power facilities remain the same, it will be physically impossible, because of the distances involved for 37% of America's homes ever to see television at all," Mr. Miller went on.

An investigation sometime ago to estimate the number of TV sets by markets to be expected by Janu-
ary 1952, he continued, indicated that in January this year only seven markets, containing 20% of the population, had 50% or greater TV penetration; and that this num-
ber television sets was expected to increase to 33 and to account for 29% of the population by January 1952.

National penetration by the beginning of 1952 it was estimated, would be about 36%.

It was noted that even in the 33 most highly-concentrated TV markets, nearly 6 million families still would be without TV by January 1952, Mr. Miller said.

Estimate Basis

These estimates, he went on, were predicated upon TV set pro-
duction continuing its phenomenal rise through 1951, with installation of about 16.3 million sets by Janu-
ary 1952. "We further felt that the freeze would still not be lifted and that the number of television areas would still be the same."

Since then FCC's proposed pro-
gram, under which TV stations would increase eventually from the current 107 to a potential 2,000, had become known. With such an increase, he said, "it is expected that 73% of communities could then be served."

In view, however, of world con-
ditions and known allocations of steel and other essentials, "it would seem that construction of new stations might well be relegated to the distant future."

In fact, he continued, the 16.3 million sets predi-
c tion "now seems a little high to us."

Turning away from coverage, Mr. Miller looked at comparative costs.

A study based on December 1950 Nielsen data for sponsored half-
hour evening radio and TV programs, he said, indicated the fol-
lowing results:

"1. Although the national Niel-
sen rating for the median half-
hour evening radio program was substantially below the TV rating (9.6 for radio, and 21.9 for TV), the two actually were not com-
parable. Nielsen TV point piece rating reflects only program popu-
ularity, whereas the radio rating is projectible.

"2. Estimated cost of median half-hour evening radio program (Continued on page 8)

TELEVISION'S "Operation Sum-
mer 1951"—it's first big summer—is almost ready to emerge from the planning stage, with early indica-
tions it will be a profitable one.

At least one top-level network sales executive predicts that TV will be sold out during the forth-
coming hot season.

Although advertisers and their agencies in large numbers are still mulling plans, developments thus far indicate many sponsors will carry their present shows straight through the summer, without hiatus, while the majority will hold their time franchises with less ex-
clusive summer replacements, tend-
ing toward film rather than live productions.

Both CBS and NBC have worked out hiatus plans to attract their regular advertisers to stay on the air. ABC's plans were not dis-
closed, while DuMont Television Network reported all of its top ad-
vertisers would continue through the summer.

To convince advertisers of sum-
er that television's worth as a sales medium, NBC-TV also last week unveiled statistics behind its up-
coming "Straw Hat Plan No. 2," pegged on the thesis that "televi-
sion will be the favorite summer activity of the forty million!"

As an incentive to advertisers to forego the regular eight-week summer hiatus, CBS-TV is offering sponsors in Class A time an addi-
tional 10% on time charges, aside from weekly and annual discounts, plus an allowance of one-third of program costs, without regard to whether the show is a CBS pack-
age, agency produced, or outside package. Sponsors taking eight weeks off must pay for all over eight.

NBC-TV Offer

NBC-TV, as part of its hiatus plan [BROADCASTING • TELECAST-
ing, March 19], also is offering sponsors in Class A a time a con-
tribution toward summer program expenses as an inducement to fore-
go hiatus.

A survey of advertisers, agencies and networks indicates that al-
ready at least four new network shows are on the horizon for sum-
mer TV sales, plus at least five new spot campaigns.

"OPERATION SUMMER"

Profitable for TV

McKesson & Robbins, New York, through its agency, J. D. Tarcher Co., New York, is preparing a TV network show and is negotiating with three networks for time and date. Details are expected to be completed early this week.

Bohn Aluminum, Detroit, has signed through Biow Co., New York, for American Forum of the Air, on NBC-TV starting April 29, from 1:30-2 p.m. on Sunday, while Walter Johnson Candy Co., on Sat-
urday (April 7) started sponsorship of The Flying Tigers, Saturday 6:30-7 p.m., over 21 stations of the DuMont TV Network. Johnson agency is Franklin Bruck, New York.

Receiver Sales Division of Allen B. DuMont Labs is sponsoring The DuMont Royal Playhouse, new film drama series, over 18 stations of the DuMont network, beginning Thursday (April 12) for 26 weeks. The films are produced by Bing Crosby Enterprises, Hollywood.

Hood Rubber Co., Watertown, Mass., through McCann-Erickson, New York, is plunging into a good size spot announcement campaign (Continued on page 8)
ACCOUNT breakdown of timebuying in radio and television at J. Walter Thompson, New York, effective with the retirement of Linnea Nelson [BROADCASTING • TELECASTING, April 2], was learned by BROADCASTING • TELECASTING last week.

All questions of a general nature or on accounts not currently active in radio or TV and having no buyer specifically assigned are to be directed to Jim Luce.

In addition Mr. Luce will supervise those accounts (with the assistance or junior-timebuyer noted in parenthesis): Atlantic Sales Corp. (Mario Kircher), P. Ballantine & Sons, (Waters Yeager), Florida Citrus Commission (Mario Kircher), Ford Dealer Advertising Assns. (Bill Wren), Ford Dealer Cooperative (Bill Wren) and J. B. Williams (Bill Thomas).

Jayne Shannon will supervise with the assistance or junior buyer noted also in parenthesis on the following: Anthracite Institute (Jane Jaffe), Brillo Mfg. Co. (Jane Jaffe), Devoe & Reynolds (Jane Jaffe) General Cigar Co. (Jane Jaffe), Johns-Manville Corp. (Bill Thomas), Kliner & Co. (Mario Kircher), Lever Bros. (Mario Kircher), Mentholatum Co. (Mario Kircher), Scott Paper Co. (Bill Thomas), Standard Brands (Jane Jaffe), W. F. Young Inc. (Mario Kircher).

Anne Wright will supervise the following accounts (also with the assistance of those listed in parentheses): Church & Dwight Co. (Bill Thomas and D' Vera Topol), Eastman Kodak Co. (Mario Kircher), Fanny Farmer Candy Shops (Bill Thomas and D' Vera Topol), Irving Trust Co. (Mario Kircher), NBC (Dorothy Degler), Pacific Mills (Bill Thomas), Owens-Illinois Glass Co. (Dorothy Degler), Pan American-Glacier Airways (Dorothy Degler), Pennick & Ford (Messrs. Thomas and Topol), Pond's Extract Co. (Dorothy Degler), Purolator Products (Bill Thomas), RCA (Dorothy Degler), Shell Oil Co. (Bill Thomas) and Ward Baking Co. (Messrs. Thomas and Topol).

**MILITARY SHOWS**

**Armed Forces Add to Drive**

U. S. ARMY and Air Force have renewed their ABC network radio show, Let's Go With Ralph Flanagan and have begun featuring other AM-TV features in their recruiting campaign. The Army and Air Force, through Grant Adv., Chicago, three months ago bought the Flanagan show along with The Shadow on Mutual, Roller Derby on ABC-TV, part of Operation Tandum on NBC and sports events from Madison Square Garden on DuMont. They also are sponsoring The Lineup on CBS under a short-term contract.

As it stood last week, The Shadow was scheduled for cancellation, along with the Madison Square Garden events because of the "slackoff in interest" in sports during the summer. Money remaining in the radio-TV budget of this fiscal year, which ends June 30, presumably will be appropriated within the next week.

Grant Adv. is understood to be working on new arrangements which were authorized last month in Washington [BROADCASTING • TELECASTING, March 12] for radio and TV to be used during the fiscal year beginning July 1. Present plans include a concentration of spots in the continuing recruiting drive on 60 kw stations throughout the country. An additional 60 kw will be spent during a 2 1/2 week campaign starting in mid-April on about 50 stations in this category. A second follow-up spot campaign also is being considered.

Renewal of the Flanagan show is effective April 23. The program is aired Monday, 9-30 p.m. CT, and will originate at various Army and Air Force bases.

**Announce Changes**

**RCA DIVIDEND**

Voted by Board

DIVIDEND of 80 cents per share on RCA common stock voted by the RCA board of directors last Thursday, payable May 28 to holders of record at close of business May 11.

Brig. Gen. David Sarnoff, RCA board chairman, who announced the dividend, also reported that the board intends to place common stock on a semi-annual dividend basis with the dividends payable in May and November, provided future earnings justify such action. The board also declared a dividend of 80 cents per share on the first preferred stock for the period April 1-June 30 payable July 2 to holders of record June 11.

**'PYRAMID PLAN'**

ABC Signs P&G

SALE of another leg of ABC's new "Pyramid Plan" of program sponsorship to Procter & Gamble, covering two five-minute evening newscasts weekly, was announced last week by the network.

Procter & Gamble, whose sponsorship of the initial portion of Stop the Music, The Sheriff, and David Amity launched the Pyramid plan the previous week [BROADCASTING • TELECASTING, April 2], this time added Lee Griffith & the News, effective last Wednesday. The program will be heard Wednesday, 8-59-9 p.m., and Thursday, 8-59 p.m.

**PILLSBURY BUYS**

B&B Operation Unchanged

PERSONNEL and policy at Ballard & Ballard, Louisville, and handling of advertising by Henri & McDonald, Chicago, will remain the same despite purchase of this company by Pillsbury Mills, Minneapolis. Ballard & Ballard, which manufactures and distributes Obelisk flour and other flour and feed products, will continue its radio and television advertising.

Current schedules at Henri, Hurst & McDonald provide for spot radio shows in five markets, AM participation in about 15 cities and TV participations in 18. Although Obelisk flour and the grocery products and feeds are distributed primarily in the South and Southeast, Overready biscuits are distributed nationally by Kraft Foods Co. B&B will retain its own trade names, and operate as a separate part of the Pillsbury organization.

**KOOK Joins RMBS**

KOOK Billings, Mont., new 5 kw CBS affiliate, has joined the Rocky Mountain Broadcasting System, station has announced. The latest addition increases to 12 the number of RMBS stations.
PROFESSIONAL baseball leagues start their annual schedules next Monday, the heaviest in radio and television schedule in the history of the sport. For the first time broadcasters and telecasters will join forces with the leagues in joint promotional efforts, designed to stimulate attendance at games and to stir new interest in the sport. This joint drive will well under way, spurred by the NARTB (NAB) and Radio-Television Manufacturers Assn. It is built around baseball's 75th anniversary and the 50th anniversary of minor league baseball.

Well over 1,000 radio stations and at least 35 TV stations will bring live play-by-play and recreated accounts of games to every part of the nation, well in excess of the 1950 coverage. While no estimate of total amount to be spent by advertisers has been made, it is known the sum will be well ahead of any past year.

Close watch will be kept on promotional efforts to determine if they provide the answer to complaints that TV keeps customers away from games in TV areas as well as claims that major league play-by-play accounts interfere with attendance at minor league games.

The whole matter will be threshed out in detail at the NARTB convention next week. Two sports sessions are planned, one at the Tuesday afternoon Management Conference and the other during Television Day proceedings, slated Thursday (see convention story page 19 for details).

Leading sports figures will take part in these discussions, the result of winter-long efforts to work out a formula under which broadcasters and telecasters can obtain good program fare while team operators enjoy profitable gates.

Network officials were brought into the promotional drive in a series of conferences held by Robert K. Richards, NARTB public affairs director, and Matt Brescia, radio-TV consultant of the National Assn. of Professional Baseball Leagues, organization representing the sport.

Handling Promotion
Network executives handling coordination of the promotion functions are Sig Mickelson, CBS public affairs director, and George Grannall, CBS public relations director, employed in the aural and video broadcast fields.

An example of the network program will be a scheduled interview in connection with radio-TV coverage of the Ezzard Charles championship fight April 11. At that time Mr. Brescia and Phil Piton, executive assistant to George Trautman, president of NAPBL, will be interviewed on radio and TV networks.

Spot announcements and programming suggestions are being distributed to all stations and networks. A complete procedure will be available at the NARTB sports panel, for use by both stations and club owners.

Official lists of baseball coverage plans for the National and American Leagues were given to BROADCASTING • TELECASTING last week. Liberty Broadcasting System and Mutual are hooking up to carry major league games. Special hookups have been arranged by individual sponsors, such as the East Coast chains assembled by Atlantic Refining Co. [BROADCASTING • TELECASTING, March 12].

Atlantic announced it was broadcasting Boston Red Sox games on a hookup in New England and televising their games on three sta- tions.

(Continued on page 50)

PLACE BLAME

Magazine Clears Radio-TV

MINOR leagues have only themselves to blame, and not radio or TV, for their present plight, the magazine Sporting News will say in an editorial slated for publication in its April 11 issue, reaching newsstands today (Monday).

"Minor league club owners blame radio and television broadcasts of major league games, but this reason fails that is the fault of the actual facts," according to the editorial (see baseball story this page). "Most of the games in the minor leagues are played at night. Workers in factories, shops, stores, who are employed during the daytime therefore have every opportunity to enjoy baseball. The editorial continues:

Only one game each day, with the exception of the All-Star Game and World Series, was broadcast on a national network last year, and only four home broadcasts were in the afternoon, the clutters of the minor league minor and to chance to hear them, as they were at work. They were busy earning money and they did not have the money to attend games at night.

To blame television is just as much out of line, if not more so. The television networks are still limited and telecasts of games are on local chains. Only the All-Star Game and the World Series appear on all television screens served by coast-to-coast hookup. It is not the television of ball games that cut into minor league attendance, but television itself. . . . Television is moving ahead rapidly, improving all the time. It is baseball's main counter attraction. What is baseball doing to keep pace . . . ?

Charges 'Parasites'

"The unvarnished truth is that most of the minor league clubs have been parasites, resting on major league clubs." The editorial states most minor league clubs are not owned by experienced baseball men, and they are not developing as much material for the majors.

Urging baseball men to invest their money in the sport, the editorial concludes, "Do not blame radio, and don't blame television. It's a weak alibi."

FCC REORGANIZATION

OF even greater interest than the organization chart of the new board is the selection of key person- nel. Harry M. Plotkin, assistant general counsel in charge of broadcast- ing, frequently has been men- tioned as the likely choice for the key spot of director. In the view of many observers, this position would be second only to that of the FCC chairmanship in determination of policies and procedures (plus actual authority). plotkin a director of sports; Tom Velotta, ABC vice president; Paul Jonas, MBS sports director.

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(Continued on page 50)

Plans Completed

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(Continued on page 50)

Wells Roanoke, Va., became an NBC affiliate following contract negotiations by (1 to r) Horace Fitzpatrick, WSLS assistant and commercial manager; James H. Moore, executive vice president and general league clubs.

Newman E. Camp, director, AM station relations, NBC. Until June 15 the station also will carry programs from ABC, with which it formerly was affiliated.

BROADCASTING • TELECASTING

April 9, 1951 • Page 17
NARTB PRESIDENCY

NARTB (NAB) has moved most of the way through the long reorganization process with selection of a new president. The new president, Harold E. Fellows of WEEI Boston, as president (see Fellows sketch this page). There still remains the job of finding a manager for the autonomous television wing of NARTB.

NARTB President Justin Miller becomes general counsel as well as board chairman at his own suggestion. The legal post has been vacant since last December when Don Petty resigned to devote full-time to his law practice.

It appeared at the weekend that a TV manager could not be named prior to a meeting of the NARTB Television Board, scheduled Saturday noon at the Stevens Hotel, Chicago.

Disclosure last Monday morning that Mr. Fellows had been unanimously picked for the presidency by the board's eight-man presidential committee set the wheels in motion for selection of a TV manager.

A dozen names have been mentioned for the TV post. The selection committee is headed by George B. Storer, head of the Fort Industry stations. Telephone lines were kept hot last week as committee members exchanged ideas.

Mr. Storer's committee will report on progress of the manager-ship project at the Saturday board meeting, though they are ready to announce the appointee.

Thomas Mentioned

Several names have been mentioned frequently. Among them is Eugene S. Thomas, WOR-TV New York-.. chairman of the NARTB Television Board. His name also had been mentioned for the presidency. Another person mentioned for both posts is Robert D. Sweezy, WDSU-TV New Orleans. It is known he had received serious consideration in the presidential search, as had Howard Lane, Field Enterprises, and Byron Price, assistant secretary general of the United Nations. Mr. Price would not have been available for a year.

Also mentioned ever since TV stations threw in their lot with NARTB has been Wayne Coy, FCC Chairman. Those advocating his appointment have emphasized his intimate knowledge of the Washington scene as well as his wide official acquaintance, in addition to his practical broadcasting experience and Commission leadership.

Selection of Mr. Fellows came after a two-month search that started right after the board had adjourned its Belleair, Fla., meeting. Through the eight-man committee discussions his name had been among the leaders.

First tender of the presidential post went to Carl Haverlin, BMI president, but Mr. Haverlin was unable to accept the offer.

Caught off balance by this development, the committee resumed its search, culminating in a series of meetings that started March 26 in the office of a Washington attorney. Negotiations moved to New York and final approval by the eighth committee member came Sunday night.

By Monday morning papers had been signed by Mr. Fellows and Ben Strouse, WWDC Washington, committee secretary.

Salary terms for Mr. Fellows were not officially announced. It is known the committee had assigned a maximum of $76,000 a year for combined salaries of a president and Judge Miller, raised from president of chairman of the board at his own request during the Florida board meeting.

The combined salaries are believed to be inside the $75,000 limit. A two-way escalator salary formula was devised. Under this plan, it was speculated, Mr. Fellows might start his five-year contract at $35,000 the first year, rising to $40,000 the second, $45,000 the third and $50,000 the fourth and fifth years. At the same time Judge Miller, who has a three-year contract, might receive $35,000 the first year, $30,000 the second and $25,000 the third year, it was indicated.

Effective Jan. 4

Both contracts are effective next June 4. Mr. Fellows will take office at that time. He will take part in next week's convention proceedings and will be presented to the convention Monday afternoon by Judge Miller.

The original contract held by Judge Miller ran to March 1, 1964, terminable on one year's notice in which case he would have served as acting president until the term ended at $12,000 a year. It was understood he had been receiving $50,000 a year.

Mr. Fellows plans to maintain his Swampscott, Mass., residence when he takes office in June, flying to his home for weekends. Mrs. Fellows expects to join him in Washington next autumn.

Judge Miller will serve as president until Mr. Fellows takes office.

Under the division of duties, in line with new by-laws revisions, Judge Miller is relieved of administrative duties. As of Monday, he gave up the post he made at the Florida board meeting. Mr. Fellows takes over this work, as well as all of the functions formerly held by William B. Ryan when he was NAB general manager. Mr. Ryan is now president of Broadcast Advertising Bureau.

Judge Miller called a special dinner meeting of the combined NARTB boards in Chicago for 5 p.m. Saturday. Topics include plans for the 1952 NARTB convention, review of the secretary on by-laws and charter changes, report of the presidential committee; final negotiation of contract for the chairman of the board.

The NARTB television directors will hold a luncheon-afternoon meeting. Topics include finances and dues; budget; report of TV personnel committee; ASCAP negotiations; audience measurement methods; TV program contest; program exchange; proposed film to aid public in TV reception; standard rate and contract forms; agenda for the April 19 TV business meeting.

Commenting on selection of Mr. Fellows for the NARTB presidency, Mr. Strouse issued this statement on behalf of the selection committee:

"Our good fortune in obtaining the service of Mr. Fellows to direct the

(Continued on page 79)

NEW PRESIDENT of NARTB (NAB), Harold E. Fellows (center) of WEEI Boston, is greeted by Justin Miller, NARTB board chairman, and Ben Strouse, WWDC Washington, board member and secretary of special presidential selection committee.

The Man Fellows

By J. FRANK BEATTY

ABOUT the most exciting thing that ever happened to New England radio was the mike debut of Harold Fellows, 20-odd years ago.

It took a few years before the Cabots and the Lodges had completely disposed of the frosty front that delayed staid old Boston's acceptance of this new medium and its indefatigable exponent, but in record time (for Boston) Harold Fellows and radio were an inherent part of the historic scenery.

It's this knack of gaining acceptance that has carried him high in broadcasting and New England circles.

And it's this knack that equips him for one of the nation's most important, and explosive, trade association pastimes of NAB (NAB) president.

In the waning hours of April Fool's Day, a relieved and hardworking presidential committee sat back and purred contentedly over a job well done (see story this page).

The two-month search for the right man to direct NARTB's operations had been no joke. Now, at last the assignment had been completed. Harold Fellows was the man, and he had the unanimous approval of eight NARTB board committee members representing the highly competitive facets—large and small—of a vast and growing industry.

Who is this Harold Fellows?

Wide Industry Background

Thousands of broadcast executives can answer that one—and quickly. They know him as an NAB board member, director of CBS New England operations, general manager of CBS's WEEI Boston, leader in NAB affairs and a fast—very fast—man with a story.

West of Cape Cod he's known variously as Mr. Massachusetts, a civic and business leader and one of the most likable citizens in that region.

When all Fellows' talents and personal traits are added up, they form an imposing profile.

But when all his radio experience is brought into the picture, there emerges the ruggedly vigorous and oft-smiling man of 52—a natural and perhaps inevitable presidential selection.

The whole story of Harold Fellows, NARTB president-elect, is typified in the terse reply he gave when BROADCASTING • TELECASTING asked him what he proposed to do about his new assignment when he takes over June 4. He said, simply and humbly:

"Whatever I've got I'll give to the job.

"I don't let his modesty, or his ball-bearing laugh, lull you into the belief that he's a pushover in a controversy.

There'll be ample chance to test

(Continued on page 79)
FOUR-PLY appeal of the 1951 NARTB (NAB) convention—mobilization, reorganization, TV and technical—is drawing the heaviest advance registration ever.

By mid-week the NARTB convention office at the Stevens Hotel, Chicago, and the headquarters staff at Washington had received well over 2,000 advance registrations, far ahead of last year. Convention sessions run April 16-19.

With programming emphasis placed on practical methods and the present emergency as well as workshop sessions on commercial operating methods, the reorganized association will present the heaviest and most practical agenda within memory of its officers.

Member attendance will be augmented by a large number of non-member stations which will attend the FCC-military-industry mobilization conference Monday morning, starting at 9. Admission will be via tickets supplied by the FCC.

Emergency Plans

This conference will be a follow-up version of the March 26 emergency meeting in Washington to which stations were invited by the FCC [Broadcasting • Telecasting, April 2, March 26]. Plans for coordination of government agencies and broadcasters during the emergency situation will be worked out along with manpower problems (see story page 25).

By mid-week 657 paid registrations had been received by NAB for the Management Conference, which starts Monday afternoon and runs through Wednesday. Engineering Conference programs start Tuesday morning and end Wednesday afternoon. The annual banquet will be held Wednesday evening. Thursday will be Television Day, with morning, lunch, and afternoon sessions scheduled.

Over 140 paid registrations were listed already for the engineering session and 236 for the TV meeting.

C. E. Arney Jr., NARTB secretary-treasurer and convention chairman, said hotel bookings were far ahead of 1950. Mr. Arney is operating at the Stevens Hotel, along with Arthur C. Stringer, manager of the annual equipment and service exposition.

Final program details for the management meeting were being worked out for the week by Eugene S. Thomas, WOR-TV, York, chairman of the board's convention committee, and Robert K. Richards, NARTB public affairs director, who is handling the meeting.

New interest developed last week in the Tuesday luncheon address of Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, as danger of a heavy spring offensive by enemy troops became a major world topic. Gen. Bradley's address will be recorded and edited for later re-broadcast. He will discuss the Korean situation at a later off-the-record session he will answer questions submitted by broadcasters.

Coy Speaks Wednesday

FCC Chairman Wayne Coy will make his traditional address on cable cases at the Wednesday luncheon. Workshop sessions at the management meeting will cover such topics as Broadcast Advertising Bureau, FM, research, sports and labor. Two special panels are scheduled during the week, one at the Tuesday afternoon management meeting and the other during Television Day. Key figures from the populace will participate.

A feature of the Monday afternoon opening will be a slide film presentation of the reorganized association, with an explanation of the duties of the radio and television media.

Interest in the annual equipment and service show has been spurred by FCC's action in announcing a proposed TV reallocation, with proposed a large number of UHF channels.

Exhibitors in Exposition Hall, in the Stevens lower lobby, will be:


For exhibitors, showing lighter equipment and services, include:

- Ampex Electric Corp.; Associated Program Service; Audio & Video Products Corp.; Broadcast Advertising Bureau; Bruce Eells & Assoc.; Century of Progress; Broadcast Division; Collins Radio Co.; Federal Telephone & Radio Corp.; Frederic W. Thomas, Lee Engineering Products Lab.; Harry S. Goodman Productions; Keystone Broadcasting System; Lang-Worth Feature Programs; Lucky Strike Radio Corp.; Memorabilia Program (Aarsel Adv. Agency); Mgmecord Inc.; Musicolor Inc.; Frasco Recording, Inc.; RCA Engineering Products Dept.; RCA Recorded Program Services; SESAC Inc.; Standard Radio Transcription Services; Standard Data & Service; Wincharger Corp.;

World Broadcasting System.

Exhibits will open Sunday, April 15 and run through Wednesday afternoon.

Besides meetings listed above, a series of satellite sessions will be held. These include:

- Saturday — University Assn. of Professional Radio Educators, Upper Tower (continues Sunday); NAB Telecasting Board, 12:30 p.m. luncheon meeting, Room P65; combined NARTB Boards, 5 p.m. dinner meeting, U. S. Army-Signal Corps, Stevens.

Sunday—BAB Inc. Board, noon-5 p.m., PDI; Clear Channel Broadcasting; 2:30-5 p.m.; MBS affiliates meeting, 2-4 p.m., Upper Tower; MBS reception, 4-5 p.m., Lower Tower; BMI Board, 4-6 p.m., PDR 20.

BMI Board Luncheon

Monday — BMI board luncheon to state association presidents, PDI; every station luncheon.

The Monday morning mobilization meeting will be held in the Eighth St. Theatre, adjoining the Stevens. The theatre has been used occasionally for NAB conventions.

John H. DeWitt Jr., WSN Nashville, NAB board member, will serve as chairman of the first panel discussion. NARTB board monitors will be Calvin J. Smith, president of KFAC Los Angeles, District 16 director, and William C. Grove, KFBC Cheyenne, Wy., District 14 director, both of whom have engineering background.

Participating in the opening (Continued on page 28)

ADVERTISING TAX?

By DAVE BERLYN

A JOLTING proposal that a federal excise tax be levied on advertising, particularly the type of advertising that urges "consumers to buy consumer goods," has been offered on Capitol Hill.

Such a tax could run as high as 20-25%, it was indicated.

The proposal, however, did not have specific support of any of the Senate and House members of the Joint Congressional Committee on the Economic Report from which it emanated. The suggestion was contained in a supplementary to the chairman's annual economic report released last week.

Section on the proposed tax on advertising was written by the committee staff, which labeled it "one of the new variables" that the government could levy.

Pointing out that this was not the time in the American economy to "whip up inflation further by stimulating consuming buying" nor the period for worsening the situation of short newsmens or woodpulp, the staff said: "Yet ... an increased volume of advertising continues to spur consumers on to additional spending."

Release of the report met immediate resistance from the Advertising Federation of America. Graham Patterson, board chairman, said the committee's suggestion was a "remarkable" change in present economic conditions in the staff suggestion that a heavy sales tax on advertising might be desirable to curb inflation and reduce consumer buying,

Civilian Goods Plentiful

Mr. Patterson pointed to a surplus of goods in many lines with retailers concerned over the present consumer's market. Even with rising defense production, civilian goods output will remain high, he said, asserting "these goods must be sold or our economy will suffer."

Estimated that a strong civilian economy helps defray defense costs.

"Advertising is a low-cost tool. If advertising were ham-strung or decreased by a tax, personal selling efforts would have to be increased at higher costs to retailer and manufacturer and finally to the consumer," Mr. Patterson said.

This, the AFA board chairman said, would increase not decrease inflation...

The staff saw a number of results which could materialize from (Continued on page 79)
RCA-NBC CHANGES

Heffernan, Werner
To New Posts

ELECTION of Joseph V. Heffernan as financial vice president of NBC and elevation of Robert L. Werner to succeed him as general attorney of RCA were announced last Thursday.

Mr. Heffernan, leaving his present position as RCA vice president and general attorney, will be in charge of NBC's financial affairs, including supervision over legal, financial and accounting operations. His election was announced by NBC President Joseph H. McConnel following a meeting of the NBC board Thursday morning.

Mr. Werner's election as RCA general attorney was announced by Brig. Gen. David Sarnoff, board chairman of RCA, NBC's parent company.

Mr. Heffernan has been associated with RCA operations for 14 years. He became assistant general counsel in 1942, and vice president and general attorney on April 6, 1945. He also is a member of the board of directors of RCA Communications Inc. and the RCA Institutes Inc.

He was a lieutenant with the Navy air force, Atlantic fleet, during World War II.

A native of Washington, Ind., where he was born, Mr. Heffernan is a graduate of St. Louis U. (1928) and holds a bachelor of laws degree from Indiana U. He received his law degree there in 1935. He entered radio at WEMP Milwaukee in 1935.

Mr. Werner has been associated with RCA since February 1947, when he joined the company as first assistant attorney in the law department. He formerly was special assistant to the U. S. Attorney General, and first vice president of the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the

WEI Manager

Struthers Succeeds Fellows

Harvey Struthers, assistant general manager of WEEI Boston, was appointed last week to succeed Harold E. Fellows as general manager of the CBS-owned Boston station.

Mr. Fellows has been named president of the NABRT (see story page 18).

J. Kelly Smith, CBS vice president in charge of station administration, announced the promotion of Mr. Struthers, who has held the WEEI assistant general managership since January.

Mr. Struthers has been with CBS since 1940, when he joined WCQO Minneapolis-St. Paul. During his tenure there from 1940-48 he handled a variety of sales assignments, including that of acting sales manager. In 1948 he moved to the Chicago office of Radio Sales, Radio and Television Stations Representative, CBS, and in August 1950 transferred to the New York office of CBS Radio Sales-TV.

FCC Measure

Johnson to Be Consulted

Sen. ED C. JOHNSON'S (D-Col.) Commerce Committee will be consulted on future action taken on legislation designed to give the FCC control over channels and frequencies over the air. WCGO was licensed to CBS in 1922.

This assurance was contained in a letter sent last week by Chairman L. McClellan (D-Ark.), letters were released last week.

The jurisdictional question arose following introduction of a bill (S 1139) by Sen. McClellan which would reorganize FCC and other regulatory agencies along the lines of Hoover Commission suggestions. When that measure was referred to the Expenditures unit, Sen. Johnson in his letter offered a similar bill (S 1218), which would be turned over to the Commerce group.

Noting that the Expenditures Committee had not yet considered the measure, Mr. Johnson indicated that hearings may be held. But should his committee vote approval, the Senator said that in his opinion the best way for the Senate Commerce group to ask to study the bill "in order that any substantive policy provisions might be given consideration. . . ."

WA SI TRANSFER

Haid Is V.P.-Managing Dir.

SIGNING of final papers to transfer WSAI-AM-FM Cincinnati from Marshall Field interests to Fort Industry Co. was expected to take place in Chicago last week.

Mr. Haid was promoted from WMMN, Fort Industry Co., to vice president and manager of WSAI.

Mr. Sampson, who has been general manager of WSAI under the Marshall Field interest, becomes officer and part owner of Arthur-Sampson Inc., new talent management firm established in Chicago. Associated in the firm with Mr. Sampson is Jon Arthur, WSAI personality and creator and conductor of ABC's No School Today, Saturday morning feature originating at WSAI.

Talent and program features of No School Today were not included among the assets transferred to Fort Industry, it was said. They have been owned by Jon Arthur Enterprises Inc., all stock of which has been sold by the Marshall Field estate to Fort Industry in consideration for a proportion of the latter firm's profits for an undisclosed period. Mr. Arthur's contract as a disc jockey and his ownership of WSAI, however, were transferred to Fort Industry, it was reported.

Robert H. Boulware continues as WSAI sales manager, it was announced.

The WSAI transfer was mutually contingent upon Commission approval of the WSAI sale in order that Fort Industry might comply with FCC rules and policy on multiple ownership, limiting AM ownership to seven stations and FM ownership to six stations as well as on duplication, precluding dual ownership of stations of the same class whose primary signals substantially overlap in the same area. In addition to WMMN, Fort Industry also operates WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami and WJBK-AM-FM-TV Detroit.

WSAI, ABC affiliate on 1360 kc with 5 kw, directional, is licensed to Buckeye Broadcasting Co. All stock in this firm was sold by Field Enterprises Inc. to Fort Industry.

Field Enterprises, which also operates WBBM Chicago, KOKI Portland, Ore., and KJR Seattle, told FCC it "originally acquired WSAI as one of a step in its proposed program to develop diversified broadcasting in the Cincinnati area," but that these interests "have not materialized."

Marshall Field purchased WSAI in 1944 for $650,000 from Croley Corp., which agreed to sell either WSAI or WLW Cincinnati upon adoption by FCC of its duopoly rule.

Mr. Haid on NBC outlet on 1240 kc with 20 kw fulltime, WCOL is licensed to The Pixleys and is an ABC outlet. Mr. Pixley is president and general manager. He is a former WLOK Inc., the new licensee of the WLOK properties.

Mr. Haid has been in charge of WMMN for five years and in radio since 1926. He started at KDKA Pittsburgh, was consultant to broadcasters in building of stations. In the mid-30s he joined Fort Industry in '37.

In 1941 he became manager of WHZ Zanesville, Ohio, then owned by Fort Industry and which it sold in 1946 to Southeastern Ohio Broadcasting Service Inc., owners of WJKB. Mr. Haid moved to WMMN as manager in 1946, becoming Fort Industry vice president in 1947. He was appointed to the board of directors in 1956.
URGE FCC STREAMLINING

Hearings Open

By FKED FITZGERALD

SMALL broadcasters would be spared expensive red tape if FCC procedures were streamlined in accordance with proposed rule changes (S. 658) [BROADCASTING • TELECASTING, Jan. 29 et seq.]. That was told the House Interstate and Foreign Commerce Committee as hearings on the bill, postponed from earlier in the week, finally got underway Thursday morning.

First witnesses were Victor C. Diehm, WAZL-Hazleton, Pa., as spokesman for the Pennsylvania Assn. of Broadcasters; Leon M. Sipes, KELD Eldorado, Ark., representing the Arkansas Broadcasters Assn. and Gordon P. Brown, WSYA Rochester, N. Y., Messrs. Diehm and Sipes attended as proponents of the bill and on invitation of NARTB.

Hearings resumed Friday morning with Chairman Wayne Coy of the FCC in the witness chair and Diehm leading off, as late story at DEADLINE, and it was hoped that the full hearings would be completed today (Monday) and tomorrow.

Other witnesses:

NARTB Pres. Justin Miller; Joseph H. Ram, executive vice president, CBS; Judge Frank Roberson, of the Washington law firm of Spearman & Roberson, as chairman of the legislative committee of the Federal Communications Bar Assn.; Elmore Whitehurst, administrative office of the U.S. Courts; Robert Ramspeck, U.S. Civil Service Commission.

Messrs. Miller, Ram and Roberson are in support of S. 658; Mr. Whitehurst outlined the proposed amendments, and Mr. Ramspeck is opponent, in part, to the bill.

At the conclusion of Thursday's sessions and on the suggestion of Rep. John O. M. J. (R.I.), Committee Chairman Robert Crosser (R-Oklahoma) said that the Dept. of Justice is required to have a representative appear at the hearings. This followed questioning of Mr. Brown, consistent proponent of network licensing, who contended that Sec. 10 of the McClellan Bill allowed the FCC "no way to punish anti-trust violators."

Diehm Leadoff Witness

Mr. Diehm, as leadoff witness, outlined the situation confronting a typical small broadcaster whose operating revenue was not sufficient to justify retention of legal counsel to watch all Commission actions that might affect him. He referred to "volumes of reports, photostats and additional information that is required in renewal applications every three years, 'particularly when much that he is asked to submit is already on file with the Commission."

Insofar as a hearing is concerned, the $2,000 to $15,000 expenditure placed on the small man represents the difference between a profit or loss station, Mr. Diehm said.

Declaring the small broadcaster is aware of the Commission's "tremendous work load," but that he has "simple faith that proper review and more efficient procedures would greatly speed up the mill and ease his economic burden," Mr. Diehm voiced his conviction that S. 658 will go "a long way" to meet some of these problems.

"Frankly," he added, "the broadcasters would feel a great sense of security in knowing that any change will come to their Congressman or Senator for authentic information on the progress of their case before the licensing agency of their Government."

The next witness, Mr. Sipes, echoed much of Mr. Diehm's sentiments, specifically pointing to Sec. 5, subsec. (d) as "a safeguard against the problem of unduly prolonged hearings and consideration of applications."

The bill provides that "(1) within three months from the date of filing in all original applications, renewals and transfer cases and (2) within six months from the date of filing in all others. The Commission shall promptly report to the Congress each such case which has been pending for more than such three or six-month period respectively, stating the reasons therefore."

This procedure he cited as conducive to public confidence in the Congress of major deliberations by the FCC as well as to furnish an "index" to the applicant as to the status of his application.

Example Offered

Mr. Sipes offered as an example of lengthy proceedings, the case of KELD applying for changes in facilities, dating from Jan. 23, 1947, to Oct. 21, 1949, date of the final decision. He said his 250 w station expended $17,822.32 "to engage in this crusade for more satisfactory service to its listening area." In view of the necessity of another $75,000 to make the authorized installation, Mr. Sipes said it was "imperative" that KELD request the Commission to relieve it of its obligation to change.

He pointed out that, before the Commission under accelerated procedure did inadvertently make a grant that was not to the best interests, the 30-day protest period can serve to modify an "undesirable" decision.

Mr. Sipes introduced a statement from James R. Curtis, KFRO Longview, Texas, in favor of the bill. Among other things, Mr. Curtis approved of provisions that could expeditiously renewing of station licenses without the "constant threat" that licensees must be taken away upon the "naked promises" of some other person who could run a station, even though that person "has not (Continued on page 69)

FURTHER steps towards easing the problems of those stations hit by first class operator shortages have been taken by the FCC. In an action, announced last Thursday, the Commission as of April 16 will delegate authority to its 23 field offices of the Field Engineering and Monitoring Division to grant permission for a relaxation of operator requirements for temporary periods of 30 days. This is upon adequate showing that qualified personnel cannot be secured.

Heretofore, the Commission had permitted its Secretary, subject to approval of Chief Engineer and General Counsel, to take such temporary action.

The FCC said that it had received a number of individual reports from stations in certain small markets professing inability to secure radiotelephone first class operators for temporary periods. However, the Commission pointed out that it did not believe the shortage so acute as to merit a general order such as was issued in World War II permitting the renewal of small and Bill licenses, under certain conditions, to operate aural stations.

Additionally, the Commission last week proposed rule making to add a new section to the Rules and Regulations which, if adopted, will codify and describe in detail the procedure by which AM and FM stations may obtain the permission to utilize operators of lesser grades.

Comments on the proposed rule should be submitted to the FCC in Washington by May 4.

Applications to the field offices for a temporary use of first class operators, the FCC stressed, should be signed by the individual, partner, or officer of the corporation, according to the type of license. Also, prior to filing, the applicant must have made every effort to obtain a radiotelephone first class operator from usual sources within a reasonable distance.

In another two-plot action, the Commission also amended its rules inapplicable to long distance renewal of commercial radio operator licenses; and established on a temporary basis a new class of operator license—Temporary Limited Radiotelegraph Second-Order Operator License (TLT)—for use with certain equipment on ships only.

Under this first amendment on renewal, the normal requirements, that an operator must show two years satisfactory service under the license being renewed or take an examination, are waived for the duration of the present emergency or until such date as the FCC may order.

OPERATORS

Relaxation of Requirements Seen in FCC Action

Mr. Thompson

September 1944, has announced his resignation.

At the same time, the Petry Co. announced that Will H. Oldham, account executive in the Chicago office of the Crosley stations for five years, has joined its Chicago office, effective today, as a salesman. Edward E. Veynow, Petry executive vice president, announced in Chicago Mr. Oldham will handle "a select list of agencies, and will develop new business in accordance with a sales plan prepared by the Chicago office to meet the competition of television."

The naming of Mr. Thompson is part of the general expansion program of the Taylor Co., Mr. Taylor said. Simultaneously, the transfer of Robert Feihel, account executive in the New York office to Chicago was revealed. Prior to his affiliation with the firm Mr. Thompson was with KMBC Kansas City.

Mr. Peterson, who announced his resignation from the Taylor Co. effective this week, has made no plans for the immediate future, he said. He opened the Chicago office when the company was known as Taylor-Howe-Snowden, and was there also when it was called Taylor-Bororff.

Mr. Oldham, before working for Crosley in Chicago, was employed by the company as advertising, research and sales promotion manager and as grocery trade relations director. He also was advertising promotion director at the Merchandise Mart Department Store Chicago Field & Co., Chicago. Before that he was associated with the Carroll Dean Murphy Agency, same city.

Mr. Oldham

Mr. Peterson

April 9, 1951 • Page 21
RATE-CUT MOVE

Radio's Faults, Says Kobak

Outlined by Abrahams At Boston REC

SELLING RULES

STRESSING that "you have to help retailers to sell them on radio," Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Assn., laid down rules for a successful pattern at the Boston Radio Executives Club Wednesday evening.

Prior to his address, REC president Harold E. Fellows, general manager of WEAI Boston and director of CBS operations in New England, who last week was named president of NARTB (see story page 18), was presented with a gold box pass amidst a standing ovation by the membership.

A resolution by Program Chairman Stacy Holmes, public relations director, Filene's of Boston, that "the membership of the REC of Boston exults in the elevation of Harold E. Fellows to the presidency of the NARTB" was unanimously passed.

Mr. Abrahams advised broadcasters to study NRDGA records on sales promotion and to study a store before approaching it in order to know how best to help it.

Basic Data

To analyze a store, he continued, a station should get the following basic information: (1) Type of business—promotional or not; volume—a store with big volume spending more than a small one; (2) Location—a store on Main Street not needing to spend as much money as one off the beaten track; (3) Competition—if heavy, it forces the store into line; (4) Type of merchandise; (5) Type of customers; (6) Price lines of merchandise; (7) Location of customers; (8) Shopping habits—knowledge of flow of traffic at certain times, keying programs to peak of traffic; (9) Store's goals and plans; (10) Strong and weak departments—featuring the strong.

After studying the store as the store does itself, said Mr. Abrahams, the station should become familiar with successful case histories of retail use of radio, of which there are plenty. At this point, he counseled, the store should be approached and there should be a frank interchange of knowledge, adapting the knowledge to an original approach for the particular store.

Stating that "the big trouble with radio is it sells itself to the out of date for some time. Radio, he said, must develop more facts, engage in better selling, and make a rate adjustment to meet current situations, and get off the defensive quickly.

Mr. Kobak also called for separation of radio and television operations. They are separate and competitive media, and if not separated one or the other will suffer, he declared.

Practical and result-producing techniques of selling radio advertising at the local and national spot levels were outlined to the institute by Mr. Mitchell.

Among the points of value he stressed were that a knowledge of prospective sponsors' business operations and problems was advantageous to both the advertiser and the time salesman.

The session opened Thursday under the gavel of Frank Crowther, WMAZ Macon, institute chairman.

Those slated to participate in sessions included:

Thursday—Fred Ken, WGBR, Josup; George Patton, WIBB Macon; Dean Covington, WUGW Rome; W. Ray Ringrose, WRD Augusta; Lombin Kay, former director, WSB Atlanta; Wilton Colb, WMAT, and former Governor E. D. Rivers, MGW Valdosta.

Friday—Bill Downs, CBS Korean correspondent; Jimmy Bridges, WSB-TV; H. Randolph Holder, WRCF Athens; Ed Thilenius, WGAU Athens; Ben Chatfield, WM2Z, president National Assn. of Radio-News Directors; Allen M. Woodall, WDAK Columbus, Ga.; John Derr, associate director of sports, CBS New York; Thad Horton, WSB-TV; George Theeringer, WBRL

FETING Phil Baker, star of NBC's The $64 Question, at a luncheon at the Park Plaza Hotel in Baltimore April 3 were radio and ad executives. Mr. Baker on April 2 debut on WITH Baltimore with the Phil Baker Show (BROADCASTING • TELECASTING, March 26). Among those present were (1 to r) Maurice Azriel, of Azriel Adv.; Joseph Katz, of Joseph Katz Co.; Stanley Probst, president of Rem & Reel; Mr. Baker, Morton Levenstein, AWF Agency; R. C. Emery, WITH vice president, and Thomas Tinsley, WITH president.

Columbus; Jack Telly, WGST Atlanta; J. Leonard Reinsch, WSB-TV, and James Bailey, WAGA-TV Atlanta.

Saturday—Miss Helen Farmer, WM2Z; Miss Mary Anne Martin, WRCF Athens; Miss Eileen Stubb, WWBQ Augusta; Miss Alice Wadson, WTOC Savannah; Miss Sara Williams, Liller, Neal and Atlanta; Mrs. C. C. Fuller, Tucker Wayne & Assoc., Atlanta; Miss Virginia Faire, Paio Adv. Co., Atlanta; L. H. Christian, WRF & Alfred H. Purhan, program director, Voice of America, State Dept. New York.

WFCl SALE

Providence 'Journal' Buys

SALE of WFCl Pawtucket, R.I., to the Providence Journal by the estate of the late Frank Crook, and Howard W. Thornley, was announced last week. Consideration was not disclosed pending preparation of the FCC application.

The Providence Journal Co. is owner of WPJB (FM) there, Class B outlet in operation since 1948. WFCl, founded in 1941, is an ABC affiliate, operating on 1480 kHz with 5 kw, directional.

U. S. Attorney General J. Howard McGrath, executor of the Crook estate, sold Broadcasting • Telecasting details of the transaction being worked out and would be disclosed shortly.

FCC in early February approved transfer of control of Pawtucket Broadcasting Co., WFCl licensed to Mr. McGrath as executor pending settlement of the Crook estate.

All of the stock in the station, including that of Mr. Thornley, reportedly will be sold to the Journal. Messrs. Crook and Thornley have been sole station stockholders.

BROADCASTING • Telecasting

Radio's Faults, Says Kobak

Outlined by Abrahams At Boston REC
KEFAUVER PROTEST

By LARRY CHRISTOPHER

SENATE CRIME Investigating Committee Chairman Estes Ke- fauver plans to testify before the Senate Crime Commission that
Chairman Wayne Coy to protest the initial decision of the Commission
which would approve Arthur B. McBride of Miami, Fla., to operate
radio station WALE in Miami. The Commission decided that Mr.
McBride's proposed facilities and broadcast plans do not violate
any laws. McBride, who also owns radio station WMIE in Miami,
was so informed on April 30.

The letter contains several legal arguments on behalf of Kefauver.

TRUMAN TALK

Sent on WMIE Case

By LARRY CHRISTOPHER

The examiner's decision found no evidence to show Mr. McBride
or Continental Press have violated any laws. It further noted extraneous
considerations by religious leaders from Cleveland testified high acclaim
for Mr. McBride's reputation and integrity.

The Senate Crime Investigating Committee desires to be recorded as differ-

Hennock Hits Excesses

Sent on WMIE Case

By LARRY CHRISTOPHER

The comments of Hennock state that Mr. McBride's ownership
and broadcast plans would be in line with the Commission's deci-

SELF REGULATION

By LARRY CHRISTOPHER

FCC COMR. Frieda B. Hennock, a commission member, said that
the Commission should have adequate time to consider the possibility of filing
exemptions, it is true that the Bureau of
law has had this entire matter un-
der investigation and is thoroughly familiar with all aspects of the case and with all
parts of the hearing record.

WAILE CLEARED

In Initial Ruling by FCC

OWNERSHIP and program representa-
tions made by WAILE Fall River, Mass., to FCC in its original applications have been carried out in good faith, Hearing Examiner Elizabeth C. Smith concluded in an
initial decision recommending granting of license renewal to WAILE, re-
port last week by the FCC.

WAILE, operating in 1400 kw with 250 w fulltime, is licensed to Narragansett Broadcasting Co.

The license renewal bid had been requested by FCC and set for hear-
ing in comparison with proceeding with the application of Bay State Broad-
casting Co. for WAILE's facilities and the application of WICH Nor-
wich, Conn., to change its site. The WICH bid later was severed from the case and granted without hear-
ing.

"The good faith of Bay State Broadcasting Co. [was] the initial decision said, "was spec-
ifially challenged" by WAILE during the hearing. Petition by WAILE
to dismiss the Bay State bid "with prejudice" was later granted by FCC, it said.

The examiner stated the evidence "clearly supports the conclusion that the representations made with respect to the station's
operation of [WAILE] were made in good faith." She also found "sub-
stantial compliance with the pro-
gram representations" made in
WAILE's original applications and said "the licensee is rendering a commendable public service to the community which it is obliged to serve.
VA. AP MEET

An awards banquet highlights Two-Day Session

An awards banquet and luncheon session with Congressional delegates highlighted a two-day, semi-annual meeting of the Virginia Associated Press Broadcasters in Washington last week.

The state's AP radio men were treated to a round of events, among them a luncheon at the Capital with Virginia Congressional leaders and key AP executives; a dinner banquet at the National Press Club (both Thursday); and a tour of Washington radio stations. Following the April 16-17 business session also was scheduled Friday when new officers were to be elected.

Representatives of between 22 and 25 Virginia stations attended the scheduled events, which culminated formally Thursday with the banquet. Washington station managers and news editors were invited to attend. Top speakers were Morgan Beatty, NBC commentator, and Dr. Douglas Southall Freeman, WRNL Richmond commentator and former editor of the Richmond News-Leader.

Awards were made in nine categories, and represented the choices of a three-man radio committee from 39 entries submitted for the contest, first of its kind held by the Virginia group. The awards were divided into three classifications, all based on the latest BMB circulation survey of radio families: (1) 50,000 and over; (2) 25,000 to 50,000, and (3) less than 25,000.

Winning Entries

Winning entries by class:

Class 1: WRNL Richmond, Dr. Douglas Southall Freeman; Class 2: WLOC Lynchburg, Calvin Robinson.

Comprehensive News Broadcast—(1) WRNL, Howard Hamrick; (2) WXL, Richmond, Harry Curran; (3) WRAD, Richmond, Dick Morgan.

Local and State News—(1) WDBJ Roanoke, John Eure; (2) WXG, Joe Good; (3) WWOX, Rod Lee.

General News Service—(1) WRNL, Cullen Johnson; (2) WLSL Roanoke, Harry Howell; (3) WPLM Suffolk, L. E. Trorney.

Spot News—(1) WWOD, Rod Lee.

Sports Broadcast—(1) WGBI Newport, Bill Diehl; (2) WAMS, Harry Wiseman and Doug Culley.

Winnipeg Spot Broadcast—(1) WLEK Richmond, Joe Eure; (2) WOOX, Bob O'Leary; (3) WWOD, Rod Lee.

Winning entries in the three-news category were made by WGBI Newport, Bill Diehl, WAMS, Harry Wiseman and Doug Culley.

In announcing the awards, Gov. Earl Warren (seated) offered the three column for proclamation making March 26-31 Advertising Recognition Week in California. With the honor is Jack Broshear, Broshear Agency, Sacramento, and v. p., Adv. Ass'n. of West Coast.

On the dotted line...

Down the contract alley go (1 to r) Chester A. Shafer, American Soda Water Co.; Fred Willen, Willen Refrigerator Service; Francis Loux, KXO in St. Louis, sportscoach; Ted Reineke, Reineke Wallpaper & Paint Co. Signed is a new bowling show which Mr. Loux is handling. The trio have bowling team leagues in Greater St. Louis.

BROADCASTING • Telecasting

BREWING

Edwin V. Garlock, president.

Garland, KOOL Phoenix prog. dir.; Charles Garlock, KOOL gen. mgr. Orchestra will perform on Sunday 1/2 hour program.

RADIO symphony in ink penned by (1 to r) Robert Lawrence, dir., Phoenix Symphony Orchestra; Lew Lowry, KOOL Phoenix prog. dir.; Charles Garlock, KOOL gen. mgr. Orchestra will perform on Sunday 1/2 hour program.

GOV. EARL WARREN (seated) offers signature to proclamation making March 26-31 Advertising Recognition Week in California. With the honor is Jack Broshear, Broshear Agency, Sacramento, and v. p., Adv. Ass'n. of West Coast.

Local Tax Levied

A 5% tax on gate receipts at the fights is now levied by the state. The athletic commission draws its expenses from the tax and the surplus is used to support a state veteran's home at Yountville, Calif. The currently debated bill would extend the tax to receipts from the sale of radio and TV rights also.

Mr. Lasky, in answering arguments that the fight promoters would have to pay the tax, not radio or TV, argued that any such tax would undoubtedly be passed back to the television industry by the promoters. He also denied that radio and TV had adversely affected gate receipts.

BLOCK TAX

On Radio-TV Fight Rights

California radio and TV representatives last week succeeded in blocking, temporarily at least, a state bill taxing payments for radio and TV rights to boxing and wrestling matches.

The bill, which also would place control on broadcasting and telecasting rights to such matches in the hands of the state athletic commission, was held in committee by a vote of 4 to 3. At least 5 votes were needed to report it out with a "do pass" recommendation.

Leading the radio-TV fight against the bill at a legislative hearing last Thursday were William Smullin, president of the California Radio & Television Broadcasters Assn., and Philip Lasky, general manager, KPIX (TV) and KSFO San Francisco.

Mr. Smullin declared the bill "discriminatory among the wirecasting and television industry" and questioned the amount of revenue that would be realized from such a tax.

He said radio and TV are being blamed for certain ills in boxing and wrestling. He also referred to arguments by supporters of the bill that radio and TV could have a drop in attendance at boxing and wrestling matches, with a sub-"round drop in the state's tax take.

SETTING 52-week pact for Bold Venture to be aired Wednesday, 10:30-11 p.m., WSYR Syracuse are (1 to r): Seated, Karl Rogers, Rogers & Porter, Rochester agency; Robert Wills, Genesee Brewing Co., sponsor; standing, Fred I. Geiger, WSYR sales manager; R. C. Danehy, Fredric W. Ziv Co., packager.

RETAIL appliance store $9,600 local program contract put in motion for balance of 1951 on WCMC Ashland, Ky., by (1 to r) M. E. Slagel, WCMC com. dept.; DanPullman, ad mgr., Darwins; Darwin Sturgill, owner and gen. mgr., Darwins, sponsor; Charles C. Warren. WCMC mgr.
EMERGENCY PLAN
Set for NAB Airing

FCC will attempt to resolve misunderstandings and confusion on its proposed emergency broadcast plans, when representatives meet with industry representatives at a special mobilization session in Chicago April 16.

This was indicated last week as principals in the controversial radio silence issue marked time on all fronts—the Commission, the Dept. of Defense and on Capitol Hill.

The special mobilization session has been scheduled as part of the NARTB Chicago convention, to which all industry representatives will be invited.

FCC authorities indicated last week that the Commission will not attempt to rehearse its proposed plan whereby certain stations would be permitted to remain on the air in the event of imminent or actual attack. Instead, FCC expects to take up the highlights of the air-operational plans for radio and television stations, and to answer any question broadcasters may wish to submit.

It was felt that broadcasters who were unable to attend that month's Washington security session [BROADCASTING ● TELECASTING, April 2] will have had an opportunity to review and digest the contents of the proposed plan in the booklet prepared by FCC and sent to all licensees.

Suggestions Filed

Meanwhile, Commission staff members said at least specific recommendations growing out of the March 26 meeting have been submitted to Chief Engineer Curtis Plummer for his consideration. The suggestions were filed by Frank Fletcher, commander of WRK, Washington, Va., and attorney, and Earl Collum, consulting radio engineer.

While the contents were not divulged, it was understood that they dealt chiefly with the possibility of setting up industry advisory committees to consult with Commission staff members on the efficacy of the operational plan. No suggestions had been submitted from licensees on the actual plan itself, it was said.

Revolutions Final

FINAL decision revoking the license of WXLT Ely, Minn., and the permit of KFMA Davenport, Iowa, has been issued by FCC following failure of the stations to take effective steps toward an earlier initial decision upholding original Commission revocation orders [BROADCASTING ● TELECASTING, April 2, March 19]. FCC charged Charles W. Ingersoll and unsafely transferred control and abandoned WXLT and contended L. W. Andrews, KFMA owner, had been involved in the WXLT case.

Present at the Advertising Club of Baltimore meeting were (1 to r) John E. Surrick, vice president and general manager of WFBB Baltimore, who served as "Chairman of the Day," Mr. Barnett, and George Gettman, club president, and account executive for Joseph Katz Co.

FORMER DIRECTORS
NAB Seeks Home Addresses

WHEREABOUTS of two dozen former directors of NAB is one of the smaller problems confronting that trade association.

To complete current records, BROADCASTING ● TELECASTING would appreciate any information on present homes of the following former directors, who have served since start of NAB in 1923:

L. S. Baker
H. J. Bligh
W. W. Butler
C. L. Carper
R. W. DeMott
Walter S. Greely
R. B. Hale
C. H. Henderson
G. Brown Hill
A. H. House
E. H. Jewett
R. M. Johnson
W. W. Kideney
L. E. Knebel
George Khuns
J. W. Laughlin
George Lewis
George Morris
Robert Nevins
Harold J. Power
Henry A. Rumsey
H. S. Scott
Earl Terry
Bowden Washington
W. E. Woods
Harold J. Wrape

ASNE SESSION
Covers Radio-TV Inroads

A FORUM discussion pointing out the inroads of radio and television on newspapers will command top priority as a feature of the American Society of Newspaper Editors' convention at the Hotel Stalier in Washington April 20.

S. Hayes, vice president of WTOP-AM-FM-TV Washington, has accepted an invitation to carry the banner for the broadcasting industry. He is expected to talk on the radio-TV challenge to newspapers in point of the advertising dollar and aura-luminal visual impact.

Other panel members slated to speak are Ed Hoyt, managing editor Cedar Rapids Gazette (KCRG KCRK FM); Ralph McGill, Atlanta Constitution (WSB-AM-FM-TV); John Crosby, syndicated columnist. Supervising arrangements for the session is Laurence L. Winslup, Boston Globe.

Mr. Hoyt will discuss the position of the newspaper in radio operation, contending that they should be separate functions and compete freely. He reported will support the premise that neither should argue for free space or airtime.

Mutual Cooperation

The case for intimate radio-TV newspaper cooperation will be presented by Mr. McGill, on the ground that efforts are part of the whole communications picture and both sound and printed media can cooperate for their mutual benefit.

Mr. Crosby has not prepared any specific subject for discussion, and probably will give an informal talk along lines expressed in his radio-TV column.

The impact of Kefauver Senate crime investigating hearings in New York, Washington and elsewhere also may be injected as an example of the coldness of the printed word when compared to the registration of emotion and truthfulness on the television screen.

The session is slated to be held at 3:30 p.m. and will be one of a number of topics to be explored during the ASNE meeting. Each speaker will be limited to a 15-minute talk, to be followed by questions from the floor. General theme of the session will be "The Challenge of Radio-TV."

Coy Testifies

CHAIRMAN Wayne Coy last Thursday testified before a Senate Appropriations subcommittee on FCC's fiscal 1962 budget request of $5,850,000 to carry on its operations. His testimony was delivered in executive session. Chairman Coy expressed his appearance before a House Appropriations subcommittee Feb. 23.

April 9, 1951 ● Page 25
Convention Attendance
(Continued from page 19)

panel will be Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Curtis Plummer, FCC chief engineer; Robert L. Jalil Ralph Reel, Ernest Thelen and Dave Walker, FCC; Col. James H. Weiner, Air Defense Command. Neal Mc-

Naughten, director of the NARTB Engineering Dept., will be NARTB staff representative.

This panel will include a discussion of plans to coordinate government and broadcaster activities during a national defense and emergency operation in wartime and related information.

Manpower Panel
Second panel will deal with manpower in the emergency and government needs for technical assistance. Thad Hold, WAPI Bir-

mingham, NARTB District 5 director-elect, will be chairman. Board monitors will be Leonand Kapner, WCAC Pittsburgh, Dis-

trict 3 director-elect, and H. W. Linder, KWLW Willmar, Minn., District 8 director.

Panel participants will be Robert C. Goodwin, executive director, U. S. Defense Manpower Commission, Dept. of Labor; Lee W. Jacobs, KDKR Baker, Ore., and Dwight W. Martin, WLCW Cin-

cinnati. Richard P. Doherty, employer-employee relations director, will be NARTB staff representative.

Third panel will cover mobilization and automation broadcast. It will go into ways stations can aid the government. William A. Pay, WHAM Rochester, District 2 director, will preside. Board monitors will be H. Quenton Cox, KGW Portland, Ore., District 17 director-elect, and Jack Todd, KAKE Wichita, District 12 director.

Participants will be Ralph Cogh-

lan, information specialist, Office of Defense Mobilization; George P. Ludlam, vice president, Adver-

tising Council; Gem Randau, execu-

tive director, Office of Civil Defense. NARTB staff director will be Ralph W. Hardy, director of government relations.

No formal luncheon is scheduled

HOWARD LALLY (1), appointed to the newly-created position of director of food broker contacts for WCBS New York, is welcomed to the station by Don Miller (e), sales manager, and Manager G. Richard Swift.

Monday. The convention will be formally opened in the Stevens Grand Ballroom at 2:30 p.m., with Eugene S. Thomas, WOR-TV New York, presiding as chairman of the NARTB Convention Com-

mittee. Mr. Thomas will give a slide film presentation showing "The New NARTB."

President and board chairman-elect, elections were held on Tuesday, will be the principal address of the afternoon. He will introduce Harold E. Fel-

ows, WEET Boston, president-elect (see story page 15). Mr. Pellegri will conduct the session. Mr. Pellegri has been general chairman of the convention. He will not assume his duties until June 4.

Adjudgment is scheduled after Judge Miller presents FCC Com-

missioner Rosel Hyde and Paul A. Walker. A proposal of several broadcasters to present Dudley J. Le Blanc, Hadacol proprietor, to the conven-

tion Monday afternoon has been sidetracked but he is expected to greet delegates (see box this page). At 5 Monday afternoon a recep-

tion will be held in Exposition Hall.

BAB Session
Tuesday morning sessions will be programmed by Broadcast Ad-

vertising Bureau, with Edgar Kobak, WTWA Thomson, Ga., presiding as BAB board chairman. He will introduce Mr. Pellegri, who is the president. Program will be built around the theme "Radio's Respon-

sibilities," with emphasis on the industry's responsibility to sell radio and TV on a professional, constructively in the months ahead.

Following Mr. Ryan's address a forum discussion is planned. Taking part will be the NAB and BAB executives who have directed radio's sales promotion activities in the last decade. They are Maurice B. Mitchell, president and general manager of AM Broadcaster's Service; Frank E. Pellegri, vice president of H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel Inc. Mr. Kobak will preside.

Judge Miller will preside at the Tuesday luncheon. Principal ad-

dress will be delivered by Gen. Cer N. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense. He will speak on the topic, "Korea Today." The talk will be illus-

trated with a gigantic map which will be shipped to the hotel in sections.

Gen. Bradley will answer questions off-the-record. His formal talk will be transcribed for delayed broadcast.

One of the four voices of Democracy winners, Robert Burnett, St. Louis, will give his winning radio script.

Parallel sports and labor ses-

sions will feature the Tuesday afternoon program. Merrill Lind-
say, WSOY Decatur, Ill., District 8 director-elect, will preside at the Board shotgun. Radio stations will be Patt McDonald, WHHM Memphis, small stations director, and Glenn Shaw, KXL Oakland, District 16 director. Scheduled to be Matt Brescia, radio-TV co-

ordinator, National Assn. of Prof-

essional Baseball Leagues; C. L. Jordan, executive vice president of N. W. Ayer & Son; George Trautman, president, National Assn. of Professional Football Leagues; Barton R. McLeod, chairman of the board, Liberty Broadcasting System; L. C. Mc-

Evoy, in charge of broadcasting, American Broadcasting Co.; Mr. Richards, as NARTB staff representative.

The labor meeting will be di-

rected by Harold Essex, WSJS Winson-Salem, N. C., NARTB District 13 director-elect. Mr. Essex will be Kenyon Brown, KWFT Wichita Falls, Tex., District 13 director-elect, and Harold Wheel-

eman, WSMB New Orleans, District 10 director-elect.

Panel participants include Phil Lasky, KSFO San Francisco; Ernest de la Osa, NBC director of personnel; A. Frank Reel, AFRA executive secretary, and Lawson Wimberly, assistant to the international president, IBEW. Richard P. Doherty, NARTB employ-

ee-employee relations director, will be staff representative.

Annual Radio Pioneers dinner will be held Tuesday at 7 p.m. Speakers will be Sen. Estes Kefau-

ter-Tenn., and Brig. Gen. David Sarnoff, RCA chairman of the board. H. V. Kaltenborn, founder of Radio Pioneers, will preside. The organization will honor the memory of Guglielmo Marconi, ra-

dio inventor, by naming him to the Radio Hall of Fame.

Chairman of the dinner is Wil-

liam S. Hedges, NBC vice president. Frank E. Mullen, chairman of the broadcasting Telastar Corp., executive vice president, is a consultant, is president of the Pioneers.

"How to Sell FM"

The Wednesday morning session will be devoted to FM. Mr. Lind-

sley will be chairman. The session will be "How to Sell FM." Taking part will be Raymond Green, WFLN (FM) Chicago, on the value of selling FM to advertisers; Josh Horne, WFMA (FM) Boston; Thomas, N. C., on selling FM to networks; Michael R. Hanna, WCHU Ithaca, N. Y., on FM net-

workings; Robert J. Dean, KOTA Rapid City, S. D., on building and selling FM.

Mr. Pellegri will be chairman of a panel on "FM Specialized Services." Taking part will be Stanley Joseoff, president, Store-

cast Corp. of America, for store-

casting; Howard Lane, director of Field Enterprises, for publishing and for musical function; Hubert Taft Jr., president, radio Cincinnati Inc, for transit radio.

Chairman of a panel titled "Pro-

gress in Broadcast Ideas and Pro-

pects for the Future" will be Everett L. Dillard, WASH (FM) Washington. Taking part will be Leonard Marks; old-timer; S. S. Novik, consultant; Henry W. Sla-

vick, WMCF Memphis and a repre-


FCC Chairman Wayne Coy will deliver his annual address to the industry at the Wednesday luneh-

coon. Judge Miller will preside.

Two parallel programs are slated Wednesday afternoon, dealing with radio research and legislation.

Participants are: Jerry Rembert, KRLD Dallas, retiring director-elect, who will preside at the research session. Board monitors will be Robert T. Mason, WMRN Marion, Ohio, District 7 director-elect, and Craig Lawrence, WCOP Boston, District 1 director-elect.

Participants Listed
Participants will be Henry F. Johnston, WSGN Birmingham, president of Broadcast Audience Measurement Inc.; C. E. Hooper, of C. E. Hooper Inc.; A. C. Nielsen Co.; Sidney Rosl-

owicz, The Pulse Inc.; James W. Seller, American Research Bureau. Dr. Kenneth H. Baker, NARTB research director, will be staff representative.

Lunch panel chairman will be Paul W. Morency, WTIC Hartford. Board monitors will be William B. Quarton, WTM Cedar Rapids; District 7 director, and Frank U. Fink, WTVAX Washing-

to, Va., FM director-at-large. The list of participants includes Frank M. Russell, NBC Washington vice president; Carl George, WGA Cleveland, and F. C. Sewell, WLAC Nashville. Mr. Hardy, will be NARTB staff representative.

A business session for NARTB active members is scheduled at 4:30 p.m.

The annual banquet will be held Wednesday night in the grand ball-

room.

The theme for Thursday, Tele-

vision Day, is "The Year Ahead." Mr. Thomas will preside as chairman of the NARTB Television Day Committee.

Harold Hough, WBAP-AM-TV Fort Worth, will be a chairman of a session on building and keeping radio stations operating. Mr. Hough was chair-

man of the Joint Planning meeting in Chicago at which TV stations decided to organize under the NAR-

TB roof.

Participants in a panel on sports (Continued on page 89)
IN IOWA, WHO IS THE PREFERRED NEWS STATION

In every Iowa Radio Audience Survey from 1938 to 1950, inclusive, the vast majority of all Iowa men and women have ranked NEWS at the top of their "most-liked programs" list. In 1949, when the study below was tabulated, News was first choice for 72.6% of all women, 79.0% of all men surveyed. In 1950, the preference went up to 76.1% for women, 82.9% for men.

<table>
<thead>
<tr>
<th>Usually Listen to Station</th>
<th>Morning News</th>
<th>Noon-time News</th>
<th>Supper-time News</th>
<th>Late Evening News</th>
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</thead>
<tbody>
<tr>
<td>WHO</td>
<td>44.5%</td>
<td>47.3%</td>
<td>47.6%</td>
<td>50.6%</td>
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<tr>
<td>&quot;A&quot;</td>
<td>12.1</td>
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<td>&quot;B&quot;</td>
<td>4.8</td>
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<td>&quot;C&quot;</td>
<td>4.0</td>
<td>2.9</td>
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<tr>
<td>&quot;D&quot;</td>
<td>3.9</td>
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<td>3.9</td>
<td>4.9</td>
<td>6.0</td>
<td>9.7</td>
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<td>&quot;F&quot;</td>
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<td>2.9</td>
<td>3.4</td>
<td>3.9</td>
</tr>
<tr>
<td>&quot;G&quot;</td>
<td>1.7</td>
<td>1.5</td>
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<td>&quot;H&quot;</td>
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<td>&quot;I&quot;</td>
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<td>2.4</td>
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<td>&quot;J&quot;</td>
<td>1.5</td>
<td>1.9</td>
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<td>&quot;K&quot;</td>
<td>1.3</td>
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<td>&quot;L&quot;</td>
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<td>&quot;M&quot;</td>
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<td>&quot;N&quot;</td>
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<td>&quot;O&quot;</td>
<td>0.7</td>
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<td>&quot;P&quot;</td>
<td>0.7</td>
<td>1.2</td>
<td>1.1</td>
<td>0.8</td>
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<tr>
<td>All others</td>
<td>11.2</td>
<td>9.7</td>
<td>9.0</td>
<td>5.9</td>
</tr>
</tbody>
</table>

*Figures have been weighted for correct proportions of men and women living in urban, village and farm homes.
**Less than one-tenth of one per cent of all stations named.

In Iowa, more people like News than like any other type of radio program—and more people prefer WHO News to that of any other station.

This is Point One in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
Radio Dwarfs TV  
(Continued from page 15)  
was substantially more than that for TV: $19,400 for radio, $15,450 for TV, including time and talent. This cost difference primarily was due to the unavailability of full network coverage for most TV programs, which covered time costs.

(3) Median radio program reached 128% more homes than median TV program when Nielsen ratings for median radio and TV programs were applied to actual coverage.

(4) Thus, combining total costs with the homes reached by each of these media, this study revealed that the median half-hour evening radio program was 95% more efficient, in terms of homes reached per dollar expended, than its TV counterpart. Projection of these same ratings and costs to the February 1951 radio and TV base, showed that radio still is 75% more efficient.

Radio Median  
"This investigation ... further revealed ... that in December 1950 there was only one program in all of television (Milton Berle) which reached more homes than the 3.9 million that were reached by the median half-hour evening radio program," Mr. Miller continued.

In computing the number of homes reached by radio and TV, no allowances were made for differences which may exist between the viewers-per-set on TV and the listeners-per-set on radio. Yardstick used in current calculations (3.2 viewers per TV program and 2.3 listeners per radio program) lessened the difference between radio and TV home contacts, but radio would still reach more people than television, he asserted.

Viewers Decline  
Studies in audience composition indicated the average number of TV viewers per set has been on the decline, he said. Probably this was to be expected, he noted, since as the number of TV sets expands and novelty wears off, there would tend to be less visiting of neighbors and relatives.

Turning to the impact value of radio and TV commercials, the "$64 question," he went on, was how much additional value was to be given the impact of sight and sound via TV, as compared to sound only radio.

One theory weighted the value on a 2:1 basis, assuming that human senses are of equal value. "I won't say that this theory is right or wrong. I do know, however, that one of the biggest advertisers in the country, who uses both radio and television to advertise its products, accepts a 2:1 ratio, but a 3:1 relationship," he continued.

Under the 3:1 weighting, he pointed out, despite the previously-

Named CD Chairman  
Hudson C. Millar Jr., owner and general manager of WKRL-DT, Cullman, Ala., has been named by civic officials as chairman of a civilian defense for that city. Prior to buying WKUL two years ago, Mr. Millar was with Kraft Foods Co., the Fred M. Reast Agency, Koury & Eckhardt. In accepting his appointment as CD chairman, Mr. Millar pointed out that although Cullman is a small city, it may be necessary to assist nearby Birmingham, which has been listed as a probable target in the event of an atomic attack.

Mr. Millar noted 93% greater dollar efficiency of radio over TV, the latter (so weighted) would be more efficient. Under a 2:1 ratio, efficiency of each medium would be virtually the same.

Warning that his remarks applied to the local level in the two media, and that different situations would exist in particular localities, Mr. Millar said that there are many more aspects re- garding radio and television which need examination, and even re-examination.

Convention Attendance  
(Continued from page 26)  
and TV will be Rear Adm. T. J. Hamilton, director of athletics, U. of Pittsburgh, and chairman of the Television Telecasting Committee; National Collegiate Athletic Assn.; Davidsonson Taylor, NBC general production executive, and a representa- tive from professional baseball.

Chris J. Witting, DuMont TV Network general manager, will be chairman of a session on morning programming. Taking part will be E. E. DuMont, WRGB Cincinnati; U. A. Latham, WKRC- TV Cincinnati, and M. C. Watters, WKRC-TV Cincinnati.

George T. Shuprht, vice president of Paramount Television Productions, will be chairman of a panel on use of film, supported by "Charles R. Brown, director of TV sales, Bing Crosby Enterprises." One of the luncheon features will be presentation of awards to stations winning the NABT "Under the Same Program" contest. Robert D. Swezey, WDSU-TV New Orleans, NABT-TV director, will preside at the luncheon.

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The Regional Program Conference, WGAL-TV Lancaster, Pa., will conduct an afternoon panel on operating costs. Flanking him will be Lee R. Waltes, general manager of WITF-TV Harrisburg; and Charles A. Williams, secretary-treasurer, WPSL-FM Reading.

Mr. Millar continued.  
Mr. Millar noted 93% greater dollar efficiency of radio over TV, the latter (so weighted) would be more efficient. Under a 2:1 ratio, efficiency of each medium would be virtually the same.

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"More Reasons to Listen, Offter"  
GET THE STORY  
FROM DEVENTY, OUR REP. NEW YORK  
Learn Now About New Night Hour Attractions, Available.
announces the appointment of

The O. L. Taylor Company

as exclusive national sales representatives

effective May first.

WILLIAM T. LANE, General Manager - AARON BECKWITH, General Sales Manager
Many novel promotional tricks are being used by broadcast and television stations. These will be catalogued during the season, the thought that an expanded promotion program can be developed for the 1952 season.

For example, WXRA Buffalo, introduces major league baseball to Western New York on a regular basis with a gigantic parade. WXRA sponsors are Atlantic Refining Co. and Ballantine beer. New York Yankee games will be broadcast, with other clubs when the Yankees are idle or playing at night. WAAM (TV) Baltimore is carrying a six-week series of major league films, running into late April. Films were made available by the Baltimore Orioles, local International League club.

Similar promotion stunts are being staged all over the nation.

At the NARTB's Tuesday afternoon meeting a number of leading sports figures will join a panel discussion on the broadcast-television problem. Among those taking part will be Mr. Brescila and Mr. Trautman, representing the minor leagues; L. C. McEvoy, in charge of publicity for the American League and Barton R. McLendon, Liberty's board chairman. C. L. Johnson, executive vice president of N. W. Ayer & Son, has been invited to take part.

Representing broadcasters will be Merrill Lindsay, WSOY Decatur, Ill., NARTB District 9 director-elect, serving as panel chairman; Pat McDonald, WHHM Minneapolis, small stations director, and Glenn Shaw, KXL Anchorage, Director of Network Development. Mr. Rich will participate as NARTB's baseball promotion coordinator.

A representative of professional baseball is on the Thursday TV convention session, with the topic "Sports & Television — Their Future Relationships." Davidson Taylor, NBC general promotion executive, and Rex Adm. T. J. Hamilton, of Pittsburgh athletic director and chairman of the Television Committee, National Collegiate Athletic Assn., will take part.

National League

Summary of the National League's baseball activities follows:


New York (Atlantic League) — WPIX-TV and WABD (TV), DuMont Network, all home games, sponsored by Ballantine Brewery Inc. and Falstaff Brewing Corp.

Pittsburgh Pirates (radio) — Spon- sored by Atlantic Refining Co. and Sealtest Dairy, on alternate days on WWSW Pittsburgh and regional network, 154 games.

St. Louis Cardinals (radio) — All games on 151; Louis, sponsored last year by Grieseck Brewery Co.

Philadelphia Phillies (radio) — Atlantic Refining Co. and Ballantine's beer, and Supplee-Sealtest, all games; Ballantine, one day; Atlantic and Supplee-Sealtest sponsor 4½ innings each for two days.

Philadelphia Phillies (television) — WTTC (TV), Saturday games; WCAU-TV, all Sunday games; WPTZ-TV, all weekday games and remaining Saturday games; also reported but not definitely ordered are WDEL-TV Wilmington, Del., and WAGL-TV Manchester, Pa., for Saturday games. Sponsorship — Ballantine and Atlantic Refining, all day but no night games, though Phillies may be willing to talk about night telecasts.

Boston Braves (radio) — WJJD and 30 stations of Yankee Network plus WIBG Philadelphia and 154 games sponsored by Ballantine.

Boston Braves (television) — WNEC-TV and WBIZ-TV, 45 days, 14 night games.

Brooklyn Dodgers (radio) — WNYO New York, sponsored by Schaefer Brewing Co.

Brooklyn Dodgers (television) — WOR-TV New York, sponsored by Schaefer Brewing Co.

(Other stations in outer market will be used but list is indefinite at this time.)

Chicago Cubs (radio) — WIND Chicago, sponsorship of all 154 games by Liggett & Myers plus Midwest Baseball Network of 40 stations.

Chicago Cubs (television) — WGN-TV. Last year all home games were sponsored by Peter Hamm Brewing Co. and Atlas.

Cincinnati Reds — No report has reached the UBL headquarters. Burger Brewing Co. sponsored all games on WCPD.

American League plans follow:

Chicago White Sox (radio) — with 154 carrying all daytime games under sponsorship of Goebel Brewing Co., WCFL all night games, home and road, sponsored by Sinclair Refining Co.

HARVEY CASE

Grand Jury Fails to Indict

CHICAGO's Federal Grand Jury Wednesday failed to indict ABC Commentator Paul Harvey, who reportedly entered the Argonne National Lab atomic workshop Feb. 6 to get a authorization for his briefcase. The Grand Jury convened April 2, March 26. The govern- ment, through U. S. Attorney Otto Kerner, asked a week's continuance after Mr. Harvey's arrest on the Argonne grounds. The govern- ment's case was presented in tes- timony of several witnesses before the Grand Jury last week and the week before.

Mr. Harvey, who broadcasts locally for WENR-AM-TV, ABC station, on the ABC network, reportedly entered the security area to expose "lax conditions" in plant guarding procedures for his radio and television audiences. He said, after the favorable opinion of the jury, "It's still the land of the free. I am extremely grateful."

Panel members, instructed not to discuss the case, said the newsmen were understood to have given a favorable vote that was "not close," although a few hours before the decision was announced Mr. Kerner said "I don't think the case would go on."
Of course these are silly questions.

One of the best things about the United States is that it is big—big enough to supply the needs of 161,000,000 Americans, and of many other millions the world over who are semi-dependent on American production.

And yet some men in this big country are critical of bigness.

"Big Business" is their special target. They have urged that some of America's leading business organizations be split up, on the grounds that these companies are "too big" to serve the public interest.

They forget that it was the public's freedom of choice that made these businesses big. They forget that the ability of business to handle big jobs is what helps America in war and serves America in peace.

Companies stay big because millions of customers keep them big. The same people who helped make any business big can make it small again, if they find more satisfaction in buying the products and services of its competitors.

In this country, a company's bigness is one of the best proofs of its usefulness.
NEW C&W PITCH

AMERICA'S gardens, through the magic of radio and the exciting "salesmanship" of Messrs. Harold Cowan and Ralph Whitmore, of Los Angeles, can be transformed into a "veritable blaze of glory for the most modest sum of $1."

These entrepreneurs, who have been "rivaling" with a Federal Grand Jury as a result of early-winter mail-order projects, now propose to utilize radio's sales appeal to flood the nation with gladiolus bulbs.

Prior to the Christmas holidays the Los Angeles promoters are credited with having sold $1 ornamental kits to an estimated 250,000 buyers. When customer reaction to the kits threatened to "tear down" Santa Claus from his arctic throne, postal officials and the grand jury became interested.

Newest C&W offer promises listeners 100 gladiolus bulbs and 100 bulbs for $1, with money back guarantee and postage paid. This modest price compares with the 75-cent price of a dozen top-grade mixed bulbs at a typical garden supply store.

Early last week most of the stations in North Carolina received a pitch from the Los Angeles agency, operating under the firm name Cowan & Whitmore Adv. Agency. Some of the offers proposed to pay the stations $36 to $45 a day for two weeks and then continue on a "half-hour" basis. In return the station would provide a half-hour a day, seven days a week. The half-hour would be split into three 10-minute periods, at the half-hour rate.

Pays Postage

The agency asked that offers be mailed daily, offering to pay postage. A notice letter would be sent each Friday indicating the total number of orders received for the week.

The 10-minute periods would be spread among day disc-jockey programs.

**TIME BUYERS MAKE A STRATEGIC HIT TOO... WHEN THEY BUY THE TREMENDOUS PURCHASING POWER OF KEYSTONE'S SMALL TOWN & RURAL MARKETS!**

Bulbs would be supplied by Paradise Gardens, Grants Pass, Ore., according to the offer.

North Carolina Ams. of Broadcasters received many complaints from stations, many of which have been "smarting" from stings of the Christmas tree ornament campaign. The stations said the offers were made by Harold Cowan, representing Cowan & Whitmore Adv. Agency, 1213 N. Highland Ave., Los Angeles 38, Calif.

One large station representative firm notified its clients it was not quoting its clients to the West Coast agency. This firm added that it was not quoting its clients in connection with offers from Mt. Ranier Bulb Co., Northwest Radio Advertising Co., Canterbury Gardens, Gladiolus Gardens and The Tulip Man, in the Seattle, Wash., area.

Last week Messrs Cowan and Whitmore, partners in the mail-order agency, filed motion with Federal Judge Leon R. Yankwich to dismiss 17 counts of mailing fraud. Earlier they had entered not guilty pleas to the counts, following indictment by a grand jury [Broadcasting • Telecasting, April 2, March 26, 12].

The motion was presented by the defendants through their attorney, Charles H. Carr. It also asks for a bill of particulars. Judge Yankwich took the motion under advisement and gave the U. S. attorney 10 days to file an answer.

*Indicted Last Month*

Messrs. Cowan and Whitmore were indicted March 2 by a Federal Grand Jury in Los Angeles for the Christmas tree ornament deal. Postal inspectors and U. S. Attorney Ernest A. Tolen started an investigation when large numbers of stations were swamped with complaints that the ornaments were merely printed pieces of cardboard. Furthermore, many persons told stations they had received nothing for their money.

The two partners are now free on $2,500 bail each.

ENTIRE WBEL, Beloit, Wis., staff volunteered as blood donors during visit of Red Cross Bloodmobile.
FTC Warning

MANUFACTURERS and distributors of medicinal preparations and their advertising agencies last week were advised to "rid the house" of those firms which misrepresent their products on the air and in published advertisements.

This warning was voiced in a statement issued by Comr. John Carson of the Federal Trade Commission, who also served notice that "hereafter advertising agencies will be cited in every case when the facts warrant such action."

Order to Carter

Comr. Carson's statement, authorized by the full commission, accompanied a cease-and-desist order directed at Carter Products Inc., New York. It called on the firm to stop dissemination of broadcast and published ads containing the word "liver" in the trade name of its product. FTC held that Carter's Little Liver Pills "have no therapeutic value in the treatment of any condition, disorder, or disease of the liver."

Repudiating claims of certain firms which are cited by the commission for allegedly false adver-

HIT BMB

La. Assn. Cite Inaccuracies

A RESOLUTION striking by Broadcast Measurement Bureau survey was passed by the Louisiana Assn. of Broadcasters meeting in Lafayette, La., March 31.

Directed to advertisers and agencies, the resolution read:

Whereas, many stations in Louisiana feeling that because of the change in facilities during the time and since the last the BMB survey was made

And whereas, because of these facility changes the stations feel that the results of the survey do not necessarily reflect the true picture of listening in various markets in the state of Louisiana today.

And whereas, many advertising agencies and advertisers base the placing of their schedules on the BMB survey which is not an accurate picture of the listening habits today.

Now, therefore, be it resolved that the Louisiana Assn. of Broadcasters at Lafayette, La., March 30-31, 1951, go on record as calling these inaccuracies to the attention of advertisers and agencies, and requesting that they include authentic information furnished by individual stations rather than the BMB in determining the placement of their schedules.

SUMMARY OF ADVERTISING TRANSITIONS 

(2) claim

Leaving National, blue chip advertisers are discovering every day that KEYSTONE'S affiliated stations produce results when you want to reach the high purchasing power of the small town and rural markets! And, according to BMB studies, these small home town stations produce the highest listener-loyalty.

The Keystone Broadcasting System has more than 400 Stations ready to take you into this tremendous market . . . RIGHT NOW! And there's not a single CBS station located in a TV-station city . . . CBS is beyond effective TV!

Write today for information on the only established and growing Transcription Network . . . where one order only buys an attractive and productive package!

A STRATEGIC HIT!*

Leading National, blue chip advertisers are discovering every day that KEYSTONE’S affiliated stations produce results when you want to reach the high purchasing power of the small town and rural markets! And, according to BMB studies, these small home town stations produce the highest listener-loyalty.

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KEYSTONE BROADCASTING SYSTEM, INC.
380 Fifth Ave., New York, N.Y. - 134 N. LaSalle St., Chicago.
Presidential request for near $100 million outlay to finance "the final links in a ring of radio transmitters"—looking toward a worldwide network on behalf of the Voice of America—encountered stiff opposition Monday on Capitol Hill last week.

An economy-minded House Appropriations subcommittee, headed by Rep. John J. Rooney (D-N.Y.), served notice that it would recommend a wholesale slash—possibly as high as 90%—in supplementary Voice funds for the construction project. The recommendations were to be submitted to the full committee last Friday.

The subcommittee was understood to have approved a sum of $9.5 million out of the $97.5 million originally proposed by the Chief Executive for 13 transmitter stations—in the U. S. and overseas—to complete the worldwide network deemed "essential to the security" of America. The total voted by the group would cover additional costs of construction already authorized by Congress.

At the same time there were these other developments:

- The Advisory Commission on Information was preparing a new report on the efficacy of Voice operation, which (1) cited the progress of the overseas radio campaign, and (2) proposed that the Voice remain within the jurisdiction of the State Dept.
- State Dept. officials revealed that the "Campaign of Truth" would be carried to the sea, with plans for operating ship-borne transmitters at strategic locations.
- Senate William Benton (D-Conn.), a strong radio shortwave advocate and Congressional guardian of the Voice, warned that a slash in Voice funds "would be extremely unwise."
- Harold Stassen, former governor of Minnesota and now president of the U. of Pennsylvania, lent his support to the position that the Voice should be divorced from the State Dept. and vested in an independent agency.

House Appropriations subcommittee members declined to be quoted by name as the over-all reason for urging a cut in the Voice funds, but indicated some dissatisfaction with current operation of the U. S. radio arm and feeling that Voice funds offered the most feasible target for axing the federal budget.

The $97.5 million requested by the President was part of a third supplemental budget submitted to Congress for various government agencies and departments. Still pending before the House group is the 1952 regular budget, calling for an estimated $26 million for Voice radio operation [Broadcasting * Telecasting, March 12].

The Advisory Commission report was initially "revealed" by Edward W. Barrett, Assistant Secretary of State for Public Affairs, on NBC-TV's *American Forum* of the Air April 1. It was confirmed during the week by close associates of Secretary Barrett.

Advisory Suggestions

The group, comprising NARTB President Justin Miller and four other prominent individuals, made its recommendations to Secretary Barrett. While they had not been officially released late last week, it was learned that the suggestions urge retention of the Voice within the State Dept. and implementation of plans for a worldwide network as urged by Brig. Gen. David Sarnoff, RCA board chairman, and other notable personalities [Broadcasting * Telecasting, July 10, 1950].

The report is the outgrowth of inspection tours made by James D. Shouse, Crosley Broadcasting Corp.; Judge Miller, and others, to Europe, Latin America and other points.

Use of transmitters at sea was disclosed to the House subcommittee last month during closed hearings on the President's supplemental fund request. It was officially released last week for the first time. Members of the group, in addition to Chairman Rooney, are Reps. Daniel Flood (D-Pa.), Prince Preston (D-Ga.), Fred Marshall (D-Minn.), Karl Stefan (D-Nebr.) and Cliff Clavenger (R-Ohio).

The plan was outlined by Foy D. Kohler, chief, International Broadcasting Division, who revealed that transmitters would be "housed in a seagoing craft and can be operated in connection with shore antenna installations." He revealed that one project is ready for testing sometime in July following completion of arrangements with the Joint Chiefs of Staff. Operation would run about $300,000 a year, he estimated. Under current plans, four or five projects might be so operated, Mr. Kohler predicted, as a precaution if overseas bases should become unavailable.

As presented to the subcommittee, State Dept. plans call for an estimated $9,533,839 "to cover cost increases" and $88,988,061 to complete additional phases of the campaign. (Continued on page 79)
WDAF • Kansas City

AUDIENCE INCREASE 109,500
RATE INCREASE NONE

Latest BMB study reveals that WDAF (Kansas City) has gained 109,500 radio families daytime and 93,770 radio families nighttime since the first survey was made. There has been no rate increase.

DAY
1949—738,810 Radio Families
1946—629,310 Radio Families
109,500 INCREASE

NIGHT
1949—742,420 Radio Families
1946—649,650 Radio Families
93,770 INCREASE

LEADERSHIP—
BMB reveals further that WDAF leads the next highest Kansas City station by more than 283,000 radio families.
For choice availabilities wire WDAF or ask your nearest Petry man.

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY
5000 Watts — Full Time — 610 Kilocycles — Basic N.B.C.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
FCC has been asked to reconsider its order in putting WBAB Atlantic City off the air [Broadcasting • Telecasting, April 2]. Station, along with WBAB-FM, ceased operation March 28, after failure to resolve certain difficulties with the FCC relative to transfer of control from Press-Union Publishing Co. to The Bethlehem Globe Publishing Co.

In petition for relief filed last week, the Commission was asked, in the alternative:

(1) To designate the transfer application for hearing and authorize Press-Union to operate WBAB pending hearing and final decision, or

(2) To consider the transfer application as one for the license of WBAB and grant same.

Press-Union, publisher of Atlantic City Press and Evening Union, contracted in December 1960 to sell its papers and radio holdings to Bethlehems Globe, publisher of Bethlehem, Pa., Globe-Times and

WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates — with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000. In this important sales area, WSBT is the best loved voice — and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT — the bonus buy!

PEGGY ROBERTSON
Editor's Wife Dies

MRS. MARGARET M. (Peggy) ROBERTSON, 45, of New York, wife of Bruce Robertson, senior associate editor of Broadcasting • Telecasting, died March 31 in the New York Hospital after an emergency operation for brain tumor.

Funeral services were conducted last Tuesday at Broadway Tabernacle Church in New York, with interment Friday at Fulton, Wis.

Mrs. Robertson was a daughter of the late James Mullenbach and Annie Towns Mullenbach. In addition to Mr. Robertson, survivors include three sisters, Mrs. William A. Moore, of Buchanan, Mich.; Mrs. Towns Chandler of Hollywood, and Mrs. Roy Miller of Chicago; and one brother, Philip Mullenbach of Washington.

WBA Convention

WISCONSIN Broadcasters Assn. will convene in Milwaukee tomorrow (Tuesday) for an all-day special session called by President Ben Laird, WDUZ Green Bay. Members will discuss pending state legislation concerning radio and television giveaways (see story this issue). Meeting will begin at 10:30 a.m. in the Plankington Hotel.
Women in Lincoln, Omaha and Council Bluffs USE the SAME Umbrella

By RAYMOND BAUER
PRESIDENT
HOUSE OF BAUER
Lincoln, Nebraska

Originators of
“Candy that is capturing America by the bite”

Rain or shine—day or night, women living in Omaha, Council Bluffs, and Lincoln use the same umbrella—the great 50,000 watt umbrella of KFAB. That goes for ALL the women in the great Midwest Empire.

Listening habits determine buying habits. What the women in Omaha, Council Bluffs buy, is also bought by the women in Lincoln because they listen to KFAB. That is why advertisers who demand a low selling cost in ONE big market use KFAB.

KFAB is the only station which can deliver these 3 markets as ONE big market! Advertisers know that the 3 markets are ONE big market because many of the wholesalers serve all 3 cities with daily contacts to retail outlets. Specialty and missionary sales work is equally as easily handled. Shipping facilities are among the best! Thus, in using KFAB, where the women “all use the SAME umbrellas,” buying habits are formed at a low cost and marketing facilities are right.

This all adds up to reduced selling expenditures!

If you want to reach, with less effort and fewer dollars, the majority of women in the Midwest Empire, be “umbrella-wise” and buy KFAB, the Midwest Empire Station.

THE MIDWEST-EMPIRE STATION
KFAB
110
50,000 WATTS OMAHA BASIC CBS

Represented by FREE & PETERS Inc. — General Manager, HARRY BURKE
AAA Meeting

Additional Speakers Set

ADDITIONAL speakers for the annual meeting of the American Assoc. of Advertising Agencies, scheduled April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., were announced last week.

The announcement covered agency men who will address open sessions April 20-21 (April 19 sessions will be closed). Lawrence L. Shenfield of Doherty, Clifford & Shenfield will preside at the open meeting April 20, and Robert D. Holbrook of Compton Adv. at the April 21 meeting.

Agency Speakers

Agency speakers for the two days will be William R. Baker Jr., Benton & Bowles, on "The New Role of the Advertising Council"; Sydney H. Gliellerup, Marschall & Pratt, on "Case Histories and Success Stories in the AAAA Examinations for Advertising"; Walter K. Nield, Young & Rubicam, on "Art Directing Cars Uptown"; George Reeves, J. Walter Thompson Co., on "New Development and Progress in Our Interchange on Objectionable Advertising"; Louis N. Brockway, Young & Rubicam, on "The Use of Starch Reports in Solicitations." Fairfax M. Cone, of Foote, Cone & Belding, who is chairman of the AAAA board, will address the concluding luncheon April 21.

Governors of the AAAA's six sectional councils and 14 local chapters will hold an all-day meeting at the Greenbrier April 18, preceding the annual meeting.

WELCOME MAT is laid out for Jim Deline (+), emcee, who brings his original Musical Clock gang to WSYR Syracuse, N. Y. April 16. Signing of Mr. Deline was a move to strengthen WSYR programming and represents an investment of over $40,000 annually, according to R. Vadeboncoeur, vice president and general manager of Central New York Broadcasting Corp. (WSYR).

Welcoming Mr. Deline are (1 to r., foreground) Ed Murphy, who owns the Timekeeper program; Mr. Vadeboncoeur; and Bill Rothrum, WSYR program director. In background of group are Leighton Tiffault and Herb Feltrinelli, two of the eight members of the Musical Clock group, which had been heard continuously on WFBF Syracuse since 1938.

'O ACTION' MEDIA

BURNETT Cites Radio-TV

LEO BURNETT, president of the Chicago agency of the same name, described radio and television as "obviously the best media for getting the job done," which will be the special objectives of the Cook County Hoover Report Committee to members of the Chicago Radio Management Club March 28. Mr. Burnett, radio and television committee chairman for the group, sought cooperation from radio executives in promoting to the public the objectives of the report on economy in government.

He explained a radio and a TV kit will be mailed starting this month. Each will contain public service program ideas, commercials and a copy of the free booklet, "Will We Be Ready?"

John Stuart, president of Quaker Oats, will send a personal letter to about 30 important local radio and TV advertisers. Mr. Burnett said agencies and stations will be asked to cooperate also.

Mr. Burnett's committee includes Art Hare, general manager of WJJD Chicago and president of the Radio Management Club; Fred Kilian, ABC-TV Chicago program manager and president of the Television Council; George Hartman of the agency of the same name, and Bill White, advertising director of WIDE십시오. Dietz.

MBS Baseball Folio

AN MBS folio dividing network stations into an "A network," which will receive baseball game broadcasts beginning April 16; and a "B network," which will not receive game broadcasts, was released last week in New York. "C network," stations of past years have been absorbed into this year's "B network," it was announced.

HADACOL MEDIA

$375,000 Set for Radio-TV

MILLION-dollar Hadacol advertising budget for 31 states this month, with $375,000 allotted to radio and television, was reported last week by Louisiana State Sen. Dudley LeBlanc, president of LeBlanc Corp., which makes Hadacol [BROADCASTING • TELECASTING, April 2, March 5].

Speaking before the sales promotion and merchandising group of the American Marketing Assn. in New York, Mr. LeBlanc said that $275,000 will go to radio and $100,000 to television, with the remainder distributed among a variety of other media.

Hadacol will reach the New York market sometime in the summer, Mr. LeBlanc told newsmen following the meeting. He said the company was $5.5 million behind in orders at the present time.

FOOTBALL SHOWS

MILLER Co. Signs Pact

MILLER Brewing Co. of Milwaukee has signed a 5-year contract with the New York Giants, professional football team, for broadcast sponsorship of Giant contests, Frederick C. Miller, brewery president, announced Friday. The brewery also will sponsor a weekly half-hour television show.

The upcoming season's games will be aired over a special network covering metropolitan and upstate New York, New Jersey and all New England states. Key station will be WMGM New York. The TV shows, The Giants Quarterback Club, will include films of the highlights from the previous game. Coaches and stars will be on hand to discuss past games and future outlook.

Other games broadcasts by Miller are those of the Green Bay Packers, over a network covering Wisconsin and upper Michigan; Milwaukee Brewers baseball club, aired over WEMP Milwaukee, and both the Marquette U. football and basketball teams, in the Milwaukee area only. Agency is Mathisson & Assoc. Inc., Milwaukee.
On display in booth 1
Exposition Hall
1951 NAB Convention
Hotel Stevens, Chicago
April 15-18

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

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

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.
500 Washington Avenue Nutley 10, New Jersey
**Radio-TV Posts Adds Several New Additions to the Radio-TV Branch of the Defense Dept.'s Office of Public Information—all from various segments of the broadcasting industry—have been announced by Charles Dillon, radio-TV chief. The appointments comprise titled and staff assignments within the Office of Public Information and represent further expansion of the radio-TV staff to handle its increased activities in program and special features.

Heading the list is Maj. Clarke Thornton (Army), formerly announcer and special events man at WMAL-AM-FM-TV Washington, D.C., who was named assistant chief of the News & Special Events Section. Appointed chief and assistant chief of Field Liaison & Promotion, respectively, were Lt. John Venner (Army), formerly assistant director-announcer at WMAL-AM-FM-TV Washington, D.C., and Lt. Tom Paro (Army), formerly at MBS Central Division, and Sgt. Ed Case (Army), previously program director-announcer at WFXA Falls Church, Va.

Others named were Capt. Hal Keith (Army), former director of NBC Radio-Shows of Shows, television producer; Lt. Frank Jone (Army), station manager, KTEN (TV) San Antonio, radio producer-writer; Capt. Michael Marlow (Air Force), formerly with WWSW Pittsburgh, special assistant to the TV chief; and Lt. Alfred Luce (Army), WBAP-FM Fort Worth, TV producer-writer.

Radio-TV staff operations include the Armed Forces Hour, DuMont TV Network; Time For Defenses, ABC; and Air Force Hour, MBS, as well as numerous special assignments.

**NBC Theatre**

NBC has taken a 15 year lease on El Capitan Theatre at 1736 N. Vine St., Hollywood, and will utilize the 1,147 seat playhouse for TV as well as radio. Rented for the past several months to both NBC and CBS for various radio shows, the playhouse will be entirely refurnished and remodeled to accommodate both media.

**DEFENSE STATUS**

**Wilson Issues Report on Production**

Although electronics firms currently are producing at "near capacity" levels, heavy military demand for "felt" and hangs in the balance pending mass production of the weapons for war.

During the interim, civilian production of radio and television receivers will remain "substantial" this year and compare favorably with the output of recent years. These evaluations and estimates are pointed out by Defense Mobilizer Charles E. Wilson in a quarterly summation of America's production and manpower might, released last week.

On the basis of Mr. Wilson's predictions for the civilian economy:

- Radio production will adhere closely to the 1939 level of an estimated 14 million sets.
- Television output will drop slightly from an estimated 7 million to roughly 6.5 million receivers.

"Up to now, the consuming public has scarcely felt the impact of government controls on production and distribution," Mr. Wilson stated. "Production of most consumer items during the first quarter of 1951 actually exceeded production during the same period of 1950."

Mr. Wilson warned, however, that short materials for non-defense output "will be increasingly restricted" during the remainder of this year, with curtailments reaching their peak "late in 1951 and early in 1952."

Alluding to the entire industry, the nation's mobilization chief estimated current production at approximately $4.5 billion and expressed hope the industry may be "able to expand capacity further this year."

The "full impact" of the military equipment program will emerge, he said, "when the heavy end products of war—tanks, planes, automatically controlled weapons—reach the mass production stage."

**Cites Production Board**

Looking toward that end, the Defense Mobilization director cited creation of the top-level Electronics Production Board to coordinate production and avert "electronic bottlenecks" [Broadcasting & Telecasting, April 2, March 26]. Such a board, he maintained, will insure that required equipment be available when needed for incorporation into the manufacture of combat weapons.

One of the problems connected with the manufacture of such equipment, Mr. Wilson observed, is the increased cost and use of electronics items, "built to precision standards." And greatly expanded requirements, he pointed out, also necessitate increased amounts of such raw materials as cobalt, cadmium, zinc, lead and copper. Study of conservation measures will help offset these demands.

"As the defense program moves into a period requiring tighter regulation," Mr. Wilson continued, "more direct control of the flow of certain metals will prove necessary. For that reason, a form of controlled materials plan...will be placed into effect later in the year." The plan will cover electronics, communications and other vital industries [Closed Circuit, March 19].

Under a so-called CMP, industry may be assured adequate raw materials for equipment which would be earmarked for (1) new TV stations in the event the freeze is lifted, and (2) defense emergency purposes. Plan for "maintenance, repair and operation" of communications equipment—specifically, radio—station transmitters—also has been made by the Defense Dept.

**Defense Requirement**

Contending that the defense program at its height will not require "more than 50% of the gross national product," Mr. Wilson also made these points:

- Few goods will disappear completely from the market, as some did in World War II.
- Longer hours of overtime will be required in many industries.
- Policies have been revised to expedite procurement for the defense program.
- The U. S. should retain an approximate 15% increase in national output in the next three years—adding $45 billion to the budget to meet military and civilian demands.

Employers should embark on training programs looking toward fulfilling long range needs for the skilled trades and for "scientific, technical and professional pursuits."

Industry should make more efficient use of manpower to increase productivity.

The U. S. must distribute manpower between the military services and civilian economy to achieve the best results.

Mr. Wilson noted "critical occupations to materialize to real action" as some did in World War II. These include bakers, woodworkers, electricians, and other trades released by the Dept. of Labor and Commerce, respectively, as guides to deferment from military service. (Electrical and other engineers were classed as skilled; radio and TV broadcasting were termed "essential.")

With respect to the estimated $4.5 billion electronics rate of output at present, authorities have predicted the figure will rise by 1952 to $5 billion—double that of 1950—with perhaps $3.5 billion of that sum allocated to the military. By 1955 the total should reach around $12.5 billion, with up to $12 billion set aside for government—assuming the cold war continues.

The $6 billion estimate for 1951-52 allows for a possible 50% cut in civilian radio-TV set production, and presumably might exceed that sum if cutbacks in materials fall short of the extent outlined by Mr. Wilson.
MUNITIONS BOARD PICKS COAL AS PRIMARY FUEL.

The federal Munitions Board, in a statement of policy, has recommended that coal should be given first consideration and used wherever possible in preference to other fuels for all military establishments. Coal was chosen because it is dependable, economical, and in plentiful supply. For these reasons coal is also industry's first choice, both for immediate needs and long-range planning. There is no question that the highly productive American coal industry will continue to mine and prepare all the coal the nation may need.

COAL LOADER, TWO FEET HIGH, HANDLES EIGHT TONS A MINUTE.

High-speed equipment has been adapted to mine thin-seam bituminous coal, difficult and costly to mine with hand labor. Mechanical loaders, only 24 inches high, working with low-slung cutting machines can produce eight tons a minute. This will more than double the former rate of production of this coal so important for steel—further increasing the productivity of the world's most efficient coal industry.

MODERN POWER PLANTS RELY ON COAL.

The Tennessee Valley Authority is building the world's second largest steam electric plant at Johnsonville, Tennessee. The plant will burn 300 tons of coal an hour when operating at capacity to supplement T.V.A. water power—that's a lot of coal! Private utilities are also building a station near Joppa, Illinois, to serve a new atomic plant. It will also burn coal—up to 7,500 tons a day. By far the majority of modern power plants like these rely on coal because coal has proven itself to be the nation's most dependable, efficient, and economical source of power.

AND NOW A PIPE LINE FOR COAL!

Coal may soon invade, experimentally at least, the pipe line domain long sacred to oil and gas. Near Cadiz, Ohio, a 17,000-foot demonstration line of 12-inch pipe is being planned to carry crushed, granular coal mixed with water. Piping coal from mine to market is one example of the imaginative thinking of America's coal producers.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
Summer is only colossal!
Take a long look at Southern California in the Summertime.

In this land of superlatives nearly ¾ of all retail sales (24.4%) are made in June, July, August. Summer food store sales of $1,473,577,000 are higher than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the largest share of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California . . .

**KNX Los Angeles**

*Source material on request.*
The Un-American Way

Among the most added notions to be hatched recently in Washington, that vast incubator of misinformation, is the staff of the Joint Congressional Committee on the Economic Report to levy a 20-25% excise tax on advertising expenditures.

The plain intention of the proposal is to make advertising so expensive that no one can afford it, at least not in quantities that would have any noticeable effect. Discourage advertising and you eliminate much of the stimulus to make people buy consumer goods, which is what the argument runs. That would defeat inflation.

The defeat of inflation, however, is not the whole objective that the staff of the committee has in mind, unless it can be assumed that its members are truly as foolish as they seem on the surface. A sharp curtailment of consumer buying would mean, first, a sudden and disastrous increase in inventory and, second, a consequent decrease in production. Manufacturing facilities would lie idle, the consumer market vanishing without anything to take its place in absorbing goods.

The existing tax proposal would make no sense even if we were engaged in a full-scale war, with every production effort strained to arm us. In a semi-defense economy, the proposal is idiotic, even vicious.

It's BAB's Ball

Action, not aimless talk, is needed on the all-embracing subject of rates. The place to do that essential job is at the NARTB convention in Chicago next week.

It's time for realism. Television can't be repealed. BAB has an effect on listening. Adjustments are in order. But should they be up or down? Should they be confined to TV markets? Does radio really know what it has to sell and how much it should cost?

The Assn. of National Advertisers wants rates reduced. Reduced from what base? Do advertisers really know what they're getting for their radio dollar? They think they know the "cost per thousand" on newspapers and magazines, and they feel that since TV's spectacular emergence something else has to give down.

Paul West, ANA president, protests statements that ANA is conducting psychological warfare against radio. He says ANA is simply seeking "long-needed facts to enable all of us to better evaluate the medium."

We agree that facts are needed. Radio has done a hit and miss sales promotion job from Genesis. There has been a superabundance of specialized, self-serving, disjointed projects. But radio does not have today, and has never had a fundamental standard of cost. The printed media simply prove circulation, not readership. Radio has its snowstorm of competitive audience measurements, using Rube Goldbergian "techniques" which befuddle even broadcasters, let alone their customers.

This is not a network battle with advertisers. Stations cannot stand by and allow the network structures to deteriorate, through rate deals, talking down rates, cutting split net- works, excluding TV markets. When the top programs leave radio, the top spot adjacencies go too. What will happen to the good sustainers, if the revenue drops?

Network rates were established originally by individual trading and negotiation. They bore some arbitrary resemblance to the size of the market, what newspapers charged, and what some folks in New York thought the traffic might bear. Hence, advertisers feel that with the incursion of TV, they're buying radio pig in poke fashion.

So radio must have a yardstick that's uniform. It must supply facts on the impact of TV. And on its regions and markets too. It must be sound, believable research, backed up by case studies and statistics.

Until radio gets that basic sales tool it is going to have trouble. We all know that radio is the most powerful, comprehensive, all-inclusive medium in existence. The advertisers may know it too. It's up to radio to prove it.

The Broadcast Advertising Bureau has the mission to enable radio to make its case better. What makes it so hard to make than the assignment to establish radio's rate yardstick? To continue to thrive, radio must make an investment. BAB can't sell unless it has that rate yardstick.

The ANA wants it. The AAAA wants it. Broadcasters must have it.

New Life Begins in (at) '51

For the National Assn. of Radio & Television Broadcasters (NARTB) and its new president, Harold Fellows, new life begins in and at 51.

It's little more than a stroke of genius that brings the veteran New England broadcaster to the helm of the newly unified trade association. His career and his personality have written the specifications for the position—actually a new one with new responsibilities. NARTB, by virtue of the separation of Broadcast Advertising Bureau, no longer will be all-front association. The business-getting function reposes in the BAB, capably headed by William B. Ryan as president, and with the inspirational leadership that will stem from its chairman, Edgar Kobak.

Thus NARTB becomes essentially a public relations and government relations organization. President Justin Miller moves into the board chairmanship, removed from the daytime rigors of operations and policies. His status becomes that of elder statesman, with both mentally and physically, he is much younger than his years.

Harold Fellows, just beginning his 52nd year, was tapped for the trade association task as one of the few men, in or out of radio, upon whom the selection committee would agree. He was tapped, moreover, because he has worked diligently in association affairs during his stewardship of two dozen years in and around radio. His associates learned during his four years as BBA president, of his wisdom and ability to sell.

If you have the second, you have the first, even the third. The NARTB presidency is no sinecure. The 25-year history of its predecessor NAB is honed down with sacrifice of time, skin, and personnel house-cleannings. In the past, it has been a case of trying to be all things to all people identified with the broadcast arts. Today, there is the big step toward fusion epitomized by the NARTB in the fold. Relations with the other great segment of the broadcast arts—the manufacturers—have never been better.

The ball will be crumpled on the predecessors of Harold Fellows. It does not necessarily follow that they inevitably will cave in on him. The order is new. The multi-billion dollar radio TV arts need for the functional realignment to be preserved.

The new order deserves support. It should be appraised as one appraises his insurance.

Harry Ray Bannister

Conversation with Harry Bannister isn't easy these days, for his second floor corner office is invaded by the hammering roar of riveting guns a few feet outside his window. But each interruption brings a smile to Mr. Bannister's face, for it brings WWJ-AM-FM-TV Detroit one rivet closer to the completion of the new TV studio. This two-story, million-dollar addition will give Detroit one of the most modern, complete radio and television centers in the country, and may even permit General Manager Bannister to briefly relax his constant drive to make the station bigger and better.

New York City had the first claim to Harry Ray Bannister. He was born on the upper West Side on April 30, 1894. Having a dislike for personal publicity (he refers to it as "that stuff"), his four-page autobiography hides his early years in the vague sentence: "After being tossed out by at least one of every species of educational and corrective institutions extant, and after being fired by a host of admiring employers, I joined the Regular Army at the outbreak of World War I."

Following a 17-month overseas chore, he returned to the U.S. and a successful selling career. But it took him 14 years to gravitate to his natural field, radio. Before he took his first radio job with the old WMBC Detroit, he spent four years with E. I. du Pont de Nemours; two years with Bremer & Co.; five years with American Drugists' Syndicate, and two with Park & Tilford, all in a sales or sales supervisory capacity. His roster of products included women's dresses, drugs, candy, popcorn machines (then a natural interlude selling motion pictures!), auto accessories, and paints.

After two years at WMBC and WJR Detroit, where he worked under Leo Fitzpatrick, he went to The Detroit News station, and since 1933, WWJ and Bannister have meant one and the same thing. An extroverted salesman, with a booming laugh and a genuine liking for people, Mr. Bannister took just 28 months to move up into the sales management of the operation. In November 1941 he became general manager, and since that date, has been in charge of all radio and TV activities.

His salesmanship once resulted in the salvation of the Detroit Symphony Orchestra, and one of the most unique commercial programs ever presented. When the orchestra was faced with folding for lack of funds, Mr. Bannister persuaded Sam's Department Store to sponsor, a full hour weekly broadcast of the symphony, with the only commercials being appeals to...
FOR
better
coverage
in the
GREAT LAKES AREA

there's nothing like

WJR

....there are
3,263,000 U.S. radio homes
within the WJR ½MV/M
daytime primary area....

Team up with
WJR for Leadership
and Listenership

> WJR THE
GOODWILL STATION
FISHER BUILDING
DETROIT 2, MICHIGAN
CBS 50,000 WATTS

Represented nationally by
Edward Petry & Company

FREE SPEECH
MIKE
CHARLES BRUGHA, noted newscaster, appointed general manager KWBE Beatrice Neb. GORDON C. (Bud) PENTZ appointed assistant general manager in charge of sales and special events.

WILTON GUNZENDORFER, recently commercial manager KYA San Francisco, named general manager KGB San Diego. He succeeds FRAN D. IDE resigned. In radio since 1927, Mr. Gunzendorfer was general manager of KROW Oakland for five years before joining KYA. Prior to that for five years he was general manager of KSRO Santa Rosa, Calif.

LOREN S. SORENSEN, timebuyer Campbell-Mithun, Minneapolis, to Upper Midwest Broadcasting System, same city, which is group of 42 home-town stations in Minnesota, North Dakota and Wisconsin.

Mr. Gunzendorfer, LEONARD MAGRUDER, sales manager WBCU Union, S. C., appointed general manager WAB Greer, S. C.

JAMES A. WETHINGTON, veteran radio station salesman and sales manager, to New York office William G. Rambeau Co., radio station representative.

RALPH ERICKSON named account executive on sales staff KOMO Seattle. He has been active in Pacific Northwest newspaper advertising work for 22 years.

SHELDON ENGEL, salesman KRIZ Phoenix, appointed commercial manager. HERB JEPKO to commercial department.

W. P. HEFFERNAN, general manager WCAI Elizabeth City, N. C., to KPRO Riverside, Calif., as station manager.


ROBERT A. KLEIN, assistant manager WDAS Philadelphia, appointed general manager. He succeeds LAMBERT B. BEEUWES, resigned [Broadcasting • Telecasting, March 26].

SAM ALOYTZ, appointed sales manager WFPG Atlantic City, N. J. LYDIA HAWKESLEY appointed sales representative for station.

LEE F. O'CONNELL Co., L. A. and S. F., has taken over representation of Western Radio Sales list of stations.

Mr. Klein

H-R REPRESENTATIVES Inc., N. Y., appointed exclusive national representative for KDBL Boulder, Col.

ROD GIBSON, assistant timebuyer Philbin, Brandon & Sargent Inc., N. Y., to station time division All-Canada Radio Facilities, Toronto.

ROBERT W. MAZUR, sales staff WGNR New Rochelle, N. Y., to WMCA New York as account executive.


WALTER NEUMAN, station manager WDEM Providence, R. I., resigns. Duties assumed by LOUIS A. P. PIERI, WDEM president, 1111 North Main St., Providence.

ART KNOHR to sales staff WAGE Syracuse, N. Y.

BOWLES & Co., Kansas City, Mo., appointed national representative for KJBC Midland, Tex.

ROSEMAN, GOLMARK, COLIN & KAYE, N. Y. law firm, moves to new offices at 570 Madison Ave. Telephone Murray Hill 8-7900.

WILLIAM F. BERNSTON appointed member of Miller, Sher & Oppenheimer, Washington law firm.

ROBERT E. V. JOHNSON, account executive Thomas F. Conroy Inc., San Antonio, to commercial department KEYL(TV) San Antonio.

WILLIAM F. MILLER, salesman KMOX St. Louis, appointed eastern sales representative for station. He will make his offices in New York.

RADIO REPRESENTATIVES Ltd., Toronto, appointed national sales representative in Canada for CKRM Regina, Sask.

ALLAN J. HUGHES, NBC sales staff, to CBS, as manager of sales presentations for radio in New York office of Radio Sales, Radio & Television Stations Representatives, CBS.

JOHN HANSEL JR., N. W. Ayer & Son’s plans-merchandising department in Philadelphia, to the eastern TV sales staff ABC, as account executive.

ROSS MERRITT, sales service manager WBBM Chicago, returns to active duty with Air Force as public relations officer.

PERSONALS ... 

Graybar recommends

PRESTO
RECORDING DISCS

SCOTCH
SOUND RECORDING TAPE

Graybar brings you Broadcasting's best...

Amplifiers (1, 23)
Antennas Equipment (23)
Attenuators (8)
Cabinets (11)
Consoles (23)

Graybar nationally distributes Scotch sound recording tape. Scotch Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting styli and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape cleans with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.

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

ATLANTA
E. W. Stone, Cypress 1751

BOston
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-3500

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Ulrich, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angeles 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

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

PHILADELPHIA
G. I. Jones, Walnut 2-6405

PITTSBURGH
R. P. Grossart, Allegheny 1-4100

RICHMOND
E. C. Tom, Richmond 7-3491

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

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkard, Newshead 4700

BROADCASTING • Telecasting
April 9, 1951 • Page 47
Born Again

EDITOR:

I thought you would like to see Linnea Nelson shaking hands with a stork at the party some of us advertising guys and gals gave her at the Stork Club [Broadcasting • Telecasting, April 2].

I don't have any suggestions to make as to the significance of Linnea's pose with this slightly enceinte bird, except that perhaps she feels that her retirement from the radio business constitutes a sort of spiritual rebirth.

Reggie Schulbe
Wyatt & Schulbe
New York

Some Unquiet Remarks on Radio Silence

EDITOR:

I am amazed at the blanket of unfairness that surrounds your editorial entitled "Golden Gobbledygook," as it appears in the April 2, 1951, issue of Broadcasting • Telecasting. As Commissioner-Coordinator with the staff concerned with the project of the control of radio stations in an air raid emergency, it was my recommendation that led to the decision to have the meeting on Monday of last week. It was not at the instigation of the Air Defense Command, as some broadcasters speculated. Gen. Ankenbrandt extended an invitation by the Commission to participate in this meeting in order to express the views of the National Defense Establishment, as it concerns the technical aspects of the plan relating to air navigation.

Neither did this meeting have anything to do with the Commission endeavoring to have itself classified as a defense agency.

The motivating factors which led to calling the meeting in Washington at the time were two-fold—one, the element of time and importance of having a plan date possible. Another motivating factor concerned the presence in the East of many broadcasting engineers from all over the country, attending the national convention of the Institute of Radio Engineers in New York the previous week. As indicated in our release of March 18, 1951, this was a meeting which was to discuss "the proposed technical operation and the methods by which stations may be alerted during air raid emergencies."

Messrs. Arney, Richards and McNaughten of the NARTB met with me for the purpose of discussing the possibility of having the original meeting in Chicago at the time of their convention, during the week of April 15. After it was revealed to them that time was of the essence, in the light of certain information known to the Commission, they stated emphatically that they wanted no part in delaying the meeting and that they would be glad to have a repeat performance through the medium of a panel discussion at the time of their convention in Chicago.

There are some of us, Mr. Taishoff, who believe in preparedness now and who hold no brief for those who for selfish purposes subscribe to the creed of "too little and too late." I can well imagine the scorn that you and others would heap upon the Commission should you survive an air raid and the evidence pointed to the fact that the enemy utilized radio stations in this vicinity to advantage in reaching their targets because of the non-existence of a plan to deceive them.

If the subject material is of so little importance, why did NARTB request a repeat performance in Chicago? The burden of your editorial seems to constitute the beatings of "a few little lambs" who lost their way, or was it—did not have their way?

Comr. George E. Sterling
FCC
Washington, D. C.

No-Confidence Vote

EDITOR:

It has been announced by the Selection Committee that Mr. Harold Fellows has been named president of the NARTB. This month we can only speculate that Mr. Fellows continues his work within the radio networks. He is mindful of the economic reasons and for which I am not ashamed. In my letter to Mr. C. E. Arney, Jr., secretary-treasurer of the NARTB, I did state that I have always been a staunch supporter of the NAB, and I regretted making this move.

However, in view of the appointment of Mr. Harold Fellows, I cannot continue to make the same way about the NARTB. Mr. Fellows in an address before the Advertising Club in Springfield, Mass., recently made the statement that in a few years 75% of the broadcasters would not be in business and that we would revert back to a two-network operation, as was the case in the late '20s and early '30s. For the record, this is not the first time that Mr. Fellows has uttered such remarks.

If this is the way Mr. Fellows apparently views the situation, then it is high time the small broadcaster let the networks and the pompous broadcasters support the NARTB. The networks and the big broadcasters are now trying to kill off competition. They have selected the right man to do the job.

John Deme
WICH Norwich, Conn.

[EDITOR'S NOTE: In defense of the new NARTB president, it should be pointed out that he was the unanimous choice of a committee of eight, at least four of whom can be identified as small independent broadcasters. Many will agree with Mr. Fellows that there may eventually be only two major aura networks (although we're not among them). The majority of broadcasters we feel, will disagree that the AM stations were "too late." Mr. Fellows is quoted as having predicted, "eventually Mr. LaGuardia will be selected for his new high post as a leader among broadcasters. To be a leader, one must have views. Mr. Deme is quite forceful in presenting his own.

XXIO St. Louis has received award of merit from St. Louis Junior Chamber of Commerce in commemoration of 800th consecutive week of safety education program, So It Can't Happen To You.

WDCR Hartford, Connecticut

NEWS

Tell the news about your products to WDCR News. Write for availability, and new literature on WDCR's new station. Ask WDCR News, Com- mercial Mgr., WDCR, Hartford, Connecticut, FIRST Station!

Page 48 • April 9, 1951
IN BEHALF OF THE 1951 CANCER CRUSADE

For your radio station...

Transcriptions: music, drama, human interest, western; fifteen and five minutes; one minute appeals and twenty second station breaks. Scripts; long and short tailor-made copy for twenty different program categories.

* GROUCHO MARX * GARY COOPER * HEDDA HOPPER * JIMMY DURANTE * GLORIA SWANSON * KATHERINE CORNELL LILY PONS * ETHEL WATERS * PHIL RIZZUTO * RALPH BUNCHE SAMUEL GOLDWYN * LUCILLE BALL * JO STAFFORD * BILLY ECKSTINE FRAN WARREN * TEX BENEKE * JUDY GARLAND * VIC DAMONE ROY ROGERS * and QUENTIN REYNOLDS

For your TV station...

16mm. black and white trailers, 2x2 35mm. slides, 8x10 stills, 18x24 easel boards.

FAYE EMERSON * LILI PALMER

REX HARRISON * "TONY" * ANIMATION

AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET • NEW YORK 4, NEW YORK
publicity WCPB Cincinnati, named director of publicity of WKRC.

JACK W. BRAND named executive TV producer ABC Chicago, replacing G. PHILLIP PATTON who takes over as executive producer on ABC-TV’s Super Circus. Mr. Brand was former president of his own TV production firm in Chicago.

ETHEL GREY, women director WMTW Portland, to WSBK New York, Pa., as director of women’s programs.

MILTON MOST, cameraman and stage manager WFIL-TV Philadelphia, appointed TV director. JAY RUSSELL appointed public relations representative WDTV (TV) Pittsburgh. He has worked in AM-TV in metropolitan and up state New York.

DOROTHY ANTON appointed head of continuity acceptance in traffic department WDTV (TV) Pittsburgh.

BOB FROST, announcer-disco jockey KPRO Riverside, Calif., to KMYI Washington, D.C. on the air.

VERNON R. BROOKS, operations director, WGN-TV Chicago, resigns. He has been with station 16 years.

LYELL BREMER, sports director WORS Cleveland, appointed chief announcer and production manager WKRC.

WILLIAM B. HINES, sales promotion manager WKRC-AF, appointed TV director of promotion and public relations.

Mr. Gallop
Mr. Hines
Mr. Bremser
Mr. Bremer

MICKEY ELSE, WWPB Williamsport, Pa., to WBEB Buffalo, N. Y., as disc jockey.

BOB TABLE, disc jockey, to WAYS Charlotte, N. C., where he will handle his own disc jockey show every Monday to Friday, 10 to 12, Mon.-Sat.

BILL SANDEFUR, sales representative WFRC Reidsville, N. C., to announcing staff WDVA Danville, Va.

DEFORREST FISHER, director, KFX (TV) San Francisco, appointed production manager replacing FORREST MASHBIR, now with KTTV (TV) Los Angeles, as director of remote telecasts.

ELIZABETH RINGSTRAIN, continuity writer WXK Kankakee, Ill., resigns to accept secretarial position in Chicago.

W. EDDIE WADE appointed program director WGGI Brunswick, Ga. MARVIN MASSEY, WPQ Jacksonville, Fla., to WGGI announcing staff.

GLENN ROWELL, personality m.c. WCRC Cleveland, to WLW Cincinnati in same capacity.

WILLIAM J. EUBANKS, sports publicist staff U. of Oklahoma, to public relations department WKY-AM-TV Oklahoma City.

Mrs. HARRY LOHMAN appointed office manager WTCG New Brunswick, N. J.

FRANK YANKOVIC, noted polka recording artist, will have his own disc jockey show on WDKV Cleveland, Ohio, beginning today (Monday), 4:30-5:00 p.m. and Sat. 10-11 a.m.

EUGENE ORMANNY, conductor Philadelphia Symphony Orchestra, started disc show on WDAS Philadelphia April 8.

JERRY WHITE, WHL Hempstead, N. Y. to WNYC New York.

Mrs. JEANNETTE ELLIOTT appointed home economics director WFEM-TV Indianapolis.

ERNEST HALL, announcing staff WOAI San Antonio, named to production staff WOAI-TV. In addition to producing duties, he will act as assistant floor manager. HAL SAVERY, guest relations NBC Hollywood, to WOAI, as announcer.

LLOYD WALSH, commercial manager WWHO Hollywood, N. Y., appointed promotion and merchandising manager WAGE Syracuse, N. Y.

HUGH WANK, Baltimore disc jockey, to WCAG Baltimore in same capacity.

TOM BAXTER, engineer, ABC Hollywood, named network staff radio producer.

DR. JOE ZIEGEMANN, director of Temple University Television Workshop and producer of WFIL-TV University of the Air series, named production supervisor WFIL-TV Philadelphia.

RANDY LARSON, WNS Columbus, Ohio, to KRON-TV San Francisco, handling production and direction duties.

ALAN YOUNG, CBS-TV Alan Young Show, signed by Howard Hughes to multiple picture contract. First film assignment, in “Androcles and the Lion,” gets underway at RKO in May. Mr. Young signed earlier for role in Paramount Productions “Aaron Sliek of Punkin Creek,” going into production this month.

EUGENE DODSON, promotion manager WKY-AM-TV Oklahoma City, father of boy.

DICK STOKKE, disc jockey-announcer and night supervisor KIMA Yakima, Wash., appointed disc jockey.

WOODY HATTIC, public address announcer Wrigley Field, to KALI Pasadena, as sports director.

DEAN MURDOCK, staff organist KTKO Oklahoma City, father of boy.

WILLIAM BENNINGTON, producer KNBH (TV) Hollywood, named director of sold programs. JIM JORDAN Jr., producer, put in charge of new program ideas for station.

Mr. Payne

FRANK BUMPUS, former announcer WSKY Chattanooga, Tenn., now on assignment in New York City.

MRS. MARGARET Dahlenburg, editor Radio News World, resigns her position to travel with husband.

JOHN GRIFFIN, named residence manager WAFN-M TV Milwaukee. FRED SMEETS, announces WAFN-TV Milwaukee.

Mr. Payne

STAN DAVE, announcer-disco jockey WORS Cleveland, appointed chief announcer and production manager WKRC.

WILLIAM B. HINES, sales promotion manager WKRC-AF, appointed TV director of promotion and public relations.

L. A. GALLOP, head of promotion, advertising

Mr. Gallop

Mr. Hines

Mr. Bremser

Mr. Bremer

Mr. Payne

CH NS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 3000 Watt Transmitter in operation
Respects
(Continued from page 44)

buy War Bonds. In spite of the lack of selling appeals, the store rated the program as one of the best good-will builders it had ever had.

Though he’s best known for his business exploits, Harry Bannister is a man of varied sidelights, and his colorful interests have furnished copy for many Detroit newspapermen’s columns. Like a well-known Hollywood producer, he has developed a lawn croquet into a game of skill just short of a “body contact” game. With several other weather-defying cronies, he plays the game winter and summer. (They’ve even been observed playing in the snow!)

He very unmodestly admits to being the best gin-rummy player in radio (and the worst craps-shooter), his hobby institution being Miasha Kottler, WWJ’s musical director. He also has an awesome skill at poker which he does not brag about, preferring to retain it as an independent source of income from the unsuspecting.

But games and sociability are only a part of the Bannister story. He has built the WWJ successes on the firm foundation of fine programming, with the result that the station has won every major award for which it was eligible.

Numerous Awards

In 1945, a series on Alcoholics Anonymous, The Glass Crucft, won the City College of New York award; 1948 brought the Distinguished Service Award of the American Cancer Society; 1949 was the “jackpot” year with a Freedoms Foundation recognition, the Alfred duPont Award, the George Foster Peabody Award, the National Safety Council’s Public Interest Award and others. This year has already brought a gold medal from the Freedoms Foundation for the presentation of a simulated Communist invasion of Miosine, Wis., and an award from the Anti-Defamation League.

The introduction of the TV series with the U. of Michigan highlighted WWJ’s interest in making the new medium an instrument in education, but only comple-

mented Mr. Bannister’s theory that “first you have to give the people what they want to see and hear, then you can slip in items that will educate and uplift them. Remember, you can’t educate anyone if he’s not listening to you in the first place.”

With WWJ dating back to Aug. 20, 1920, the station, and Mr. Bannister as manager, have felt an obligation to stay “in the forefront” of every new development, and to always deserve their boast of “Detroit’s First Station.” In 1938, he pioneered the ultra high frequency broadcasts with WXWJ, which became WWJ-FM in May 1941. March 6, 1948, saw the first broadcasts of WWJ to go out to the eager Detroit audience. But the WWJ foresight is indicated by the fact that the station paid rent for 10 years for the Penobscot Bldg. tower, knowing that someday they would want it for TV.

Mr. Bannister is a man of strong opinions and even stronger actions, putting those opinions into deeds. At the height of the popularity of singing commercials and other “gimmicks,” WWJ banned all such commercials with trick, attention-getting devices in 1944, and received country-wide acclaim for its bravery. Friends like to describe the sheer joy on the bristling-browed Bannister face at hearing the uncouth voice of one of WWJ’s staff announcers intoning, “Pepsi-Cola hits the spot, 12 full ounces, that’s a lot,” rather than a quart-

**BORDEN STARLAC**

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

**NATIONAL NIelsen-RATINGS**

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

**REGULAR WEEK February 16-24, 1951**

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**BROADCASTING**

*BROADCASTING* • Telecasting

**5000 WATTS**

Southwest Network

Roderick Broadcasting Corp.

Dorrance D. Roderick

President

Val Lawrence

Vice President & Gen. Mgr.

Represented Nationally by

THE O. L. TAYLOR CO.

April 9, 1951 • Page 51

**CBS**

Affiliate

600 on Your Dial

**(EXCLUSIVE!)**

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

**REPRESENTED NATIONALLY BY AVERY-NOEDEL ING.**

New York • Chicago • Los Angeles • San Francisco • Atlanta

**BROADCASTING**

*BROADCASTING* • Telecasting

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THE O. L. TAYLOR CO.

April 9, 1951 • Page 51

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THE O. L. TAYLOR CO.
Possibility that FCC may postpone the deadlines for comments upon its further revised TV allocation proposal appeared last week as industry representatives indicated they would need every minute to prepare the extensive data required.

Such postponement also would mean delay of the city-by-city-allocation hearing now set for May 23.

Thus far "third part" of FCC's exhaustive TV allocation docket hasn't been augmented by a single comment pertaining to the Commission's vastly revised plan, termed its "third report" on TV [Broadcasting & Telecasting, April 9, March 26]. But informal intra-industry comment has been considerable, and signs point to many petitions for additional time in which to prepare comment and opposition to new allocation proposals.

Three weeks extensions were granted by the Commission in the case of the mid-1940 revision of the allocation plan (first revision was mid-1948). An FCC spokesman last week said the Commission may not be disposed to grant any last-minute extension this time, but perhaps would favorably consider valid extension bids if filed early.

In brief, FCC's new plan would allocate all of the UHF, which with present VHF would permit 2,000 stations in more than 1,200 communities throughout the U. S. In essence, it would be a conglomeration of the 107 operating VHF stations to new VHF channels.

It also proposes to promptly unfreeze VHF-UHF in U. S. territory or areas where possible, and to unfreeze power boosts for existing VHF stations where allocation policy permits. However, considerable skepticism has developed in the industry whether any such "partial thaw" will be practical once the deluge of comments is in hand.

At best, some industry observers saw no overall lifting of the TV freeze on new station construction possible until next year. The top FCC spokesman to late this year, however. The freeze was imposed Sept. 30, 1948.

"Where does TV go from here?" will continue to be the chief enigma of the industry for some time to come, attended by the equally unknown factors of defense mobilization and color litigation, both of which are important to the overall picture.

Broadly speaking, industry seems generally satisfied with the engineering job done by FCC in its new plan, although speculation on new UHF channels ranges from grave doubt to great faith. As to allocation policy and proposals FCC has not won the same general favor by any means.

FCCA Stand

The Federal Communications Bar Assn., through its president, Washington radio attorney William A. Porter, last week told Broadcasting & Telecasting it would stand firm on its earlier contention FCC's policy of nondisclosure and the making procedure are unlawful. The Commission is expected to schedule oral argument on the FCCA petition before making a final ruling.

The Assn. of Federal Communications Consulting Engineers might also be set to file a suit against the FCC on the grounds that the FCC acted in a manner contrary to the Public Utility Act and the Communications Act.

Other legal and engineering comments not previously reported in detail include the following from the Washington scene.

Among the attorneys were these comments:

William A. Roberts of Roberts & McInnis, DuMont counsel, noted FCC's engineering revisions substantially follow the recommendations of the DuMont recommendations. Although supporting FCC's first priority to supply a TV service to all of the U. S., he indicated disagreement with the second priority (provide each community with at least one station) and would substitute provision for a multiple-network competitive system national in character. This would require three or four networks stations in each major market, he indicated.

Competitive situation in VHF in large markets has been hurt by the editorial reservation, Col. Roberts felt, with intermix the effect and not a cause. Agreement was indicated, however, with UHF educational station.

Cites Legal Issues

Arthur W. Scharf expressed concern over legal aspects of the allocation theory. He said:

Admittedly, the task of providing adequate television service for the entire U. S. is a most difficult and complicated one, but it seems to me the proposed allocation plan does not comply with the legal requirements of Section 307 (b) of the Communications Act calling for a fair, efficient and equitable distribution of radio service among the several states and communities thereof. The applications for licenses to be granted "where and in such numbers as the Commission shall find to be in the public interest, convenience and necessity."

A reasonable itself seems to be based almost entirely upon engineering considerations, while other factors, affecting efficient and equitable distribution of television facilities have been largely neglected.

Even more important, perhaps, is the fact the Commission has postponed until the conclusion of the entire reallocation proceeding the question of the feasibility of the FCCA plan and if adopted, the FCCA plan and the FCCA allocation of channels where for any applicant from Individual communities.

Arthur H. Schroeder of Miller & Schwartz said he felt the entire reallocation proceeding the whole did "come to a job," the educational reservations and intermixure policy may prove "unrealistic and result in further hearings on the specific assignments of channels to individual communities.

Paul M. Segal of Segal, Smith & Hennessey, who said just about all of his clients are already in TV, predicted in view of the limited competition VHF operators will face under FCC's plan in most major markets that a "million-dollar a year profit" for such an operator "will be peanuts from now on."

Every operation "monopoly" has been "strengthened," he stated, as a result of the Commission's mixing UHF channels in large cities rather than adding the needed VHF channels. The competitive situation has been "further weakened," he indicated, as a result of the educational reservations.

Marcus Cohn of Cohn & Marks thought the new plan "a break from the past," but felt newcomers will find the problem more difficult. He saw unknown complications possibly evolving from VHF-UHF intermixure, as well as the unknown circumstances of operation and equipment for UHF itself.

Ben S. Fisher of Fisher, Wayland, Duval & Southwick considered the "inflexible" nature of the allocation "conglomerating" may lead to more hearings and conflicts than previously supposed. He felt the entire proceeding should be given to allocation of channels where need for such facilities might more practically be met.}

Jameson View

Guilford S. Jameson thought FCC "has acted in the public interest in providing a plan of allocation of the limited channels available so as to insure the maximum use thereof to the greatest number of communities."

"A major defect in the plan," Mr. Jameson observed, "is the failure to provide an open door for an applicant from a community not provided for in the plan to secure a hearing as of right to test the validity of such allocations as would appear to obstruct an honest assignment to the community."}

Maurice R. Barnes of Barnes & Neilson noted the new proposal "corrects many of the defects of the old plan and makes possible an equitable distribution of TV television stations." He felt the "few in equity and oversights . . . can easily be corrected."

John F. Claggett of Claggett &
STAFFERS at KDKA Pittsburgh receive service pins after completion of at least 10 years of service. Walter Benoit (r), vice president, Westinghouse Radio Stations Inc., and Joseph E. Baudino (l), KDKA general manager, make the presentations to (l to r) Ed King, program department; Johnny Boyer, sportscaster; Ward Landon, technical department; Don Caldwell, accounting department, and John Scigliano, technical department. All except Mr. Landon, who received his 30-year pin, have completed 10 years’ service with Westinghouse.

Johnny Boyer, sportscaster; Ward Landon, technical department; Don Caldwell, accounting department, and John Scigliano, technical department. All except Mr. Landon, who received his 30-year pin, have completed 10 years’ service with Westinghouse.

Schils observed the RCA-CBS color TV battle in the U. S. Supreme Court “strikingly presented a question involved in the Commission’s allocation of TV channels.”

“That question,” he said, “is whether, in the case of color standards on the one hand, and channel allocations on the other, both involving a dynamic, revolutionary, ever-changing, ever-growing art and science, you can lay down a static allocation plan any better than you can a crystalized, full-blown color system.”

Edward K. Wheeler of Wheeler & Wheeler, counsel for Radio-Television Mfrs. Assn., indicated he was “more optimistic than many persons respecting the quality of service that UHF stations will render.”

‘Sound Recognition’

He said the FCC proposal “gives sound recognition to the basic engineering principles underlying a sound allocation plan. Its proposals on the subject of radiation, intermodulation, image interference and I.F. beat accord with the testimony of RTMA witnesses.”

Philip M. Baker of Baker & Thoemmes noted that because of “tremendous costs” involved in TV, and unknown costs in UHF, he felt FCC might consider allowing several small licensees in an area to pool their resources to provide a TV service.

Norman E. Jorgensen of Krieger & Jorgensen stated “the $64 question is UHF.”

“Is there anyone who will say UHF stands today where VHF stood in 1946?” he asked. “Or, to put it another way, setting aside the defense program and its restrictions, can UHF achieve the success of VHF by 1956-57, if licensing were to be during 1951?”

D. F. Prince of Prince, Clinesburg & Nunn considered the new plan in some respects “quite puzzling” and “not adequate to the situation.” Generally, he indicated he does not approve of reservation of channels.

Carl L. Shipley considered the “tail-wagging-dog allotment” of 10% of the channels to educational interests “an unwise and unfair capitulation to the clamor set off” by Conn. Frieda B. Hennoch. He feared TV reallocation might too easily grind into a protracted state of permanent indecision like the clear channel problem.

Among the consulting engineers’ comments were these:

John Creutz felt the allocation proposals have finally been “shaken down to form they’ll stick” even though there are not enough frequencies provided in the VHF. The engineering standards are more “realistic,” he said.

Everett L. Dillard, general manager of Commercial Radio Equipment Co., said:

“Without commenting upon VHF-UHF assignments to any given community, it is clear the Commission’s latest TV plan establishes the fact that to attain a nationwide competitive TV service for all classes of communities, extensive use of the UHF assignments will be made. UHF TV is going to be with 4% of all available channels are UHF, and only 16% of all are VHF. Industry should adjust itself to this end. It’s no secret UHF construction can be completed until the Commission sets whether the band of 400-500 mc is to be used for commercial TV or public carrier. Exact frequencies, not more channel numbers, must be known.

I believe the TV plan will be finally adopted with minor modifications. There’s no question but the demand for VHF channels greatly exceeds the supply.

William L. Foss of William L. Foss Inc., whose plan for reassigning eight Michigan and Ohio stations on a voluntary basis formed the nucleus of FCC’s broader plan, said the 31 existing VHF stations to different channels to solve interference conflicts, was “very happy” with the whole proposal. “It looks like a sensible answer,” he said, adding new spacings and standards “are far more realistic than the old ones.”

George E. Gaultney of Gaultney & Ray felt the plan a good job for the country as a whole. His partner, Homer A. Ray Jr., saw no reasons why UHF will not “just blossom out” since receiver problems shouldn’t be difficult and UHF converters are cheap and will come on the market immediately.”

E. C. Page indicated there’s not sufficient time by April 23, comment deadline set by FCC, “to fully analyze and evaluate the effect of a plan which took so long to conceive.” He continued:

I believe any allocation plan tied into ‘rule making procedures’ will be unnecessarily inflexible and detrimental to public interest. We have sufficient specific facts for national VHF television system, the blame for which lies directly with those that inadequate channels for TV were obtained in the Interdepartmental Radio Advisory Committee division of frequencies, to which committee FCC is supposed to represent Industry. Therefore directional antennas must be used to provide all possible additional VHF channels in areas where allocations are new hence.

Two more VHF TV channels can be taken from the present 82-108 mc FM band and still leave sufficient FM channels for services in most markets.

Educators have never fully utilized noncommercial radio in the past, except in a few outstanding instances. The present large reservation is unrealistic and will retard the growth of the educational service to the public. Educators can compete for commercial facilities under proposed rules; if successful, can operate with the benefit of noncommercial interest, which can be used to improve their educational programming.

A UHF assignment is not equivalent to a VHF assignment. Any allocation scheme, however defective, which can be put into effect at present, is better than none at this late date.

Public Protection

Lynne C. Smeyth stated FCC worries too much about protecting the public from set obsolescence when the public really protects itself in practice, judging whether or not before buying the cost vs. expected service. He noted in the case of FM, the new aural service didn’t seem that much better than AM for the general public to pay the extra amount.

He felt the whole FM band shouldn’t be taken just for the “few who like good music.”

Considering CBS color “good,” Mr. Smeyth questioned why FCC didn’t make the UHF TV channels wider than 6 mc to make the best use of CBS color now and to allow future possible development or “three-dimensional” color.

Raymond M. Willenbott, whose proposals for “polychannel” (low power satellite plan) would not be adopted by FCC now but would be left for further experimentation in the 13 or 18 “flexibility” channels at the top end of the UHF allocation, said “FCC’s… proposal comprises a vast amount of data for accurate calculation and the whole structure of the proposal is based on the accuracy of these data, arbitrarily but suitably weighted to make the UHF band appear more palatable than it really is compared with the VHF band.

‘What does not appear,” he said, “is that almost all this data is largely guess work. The fact is the amount of experimental data available as a basis for the UHF calculation is negligible. The report of ‘Ad Hoc’ committee appears to be the basis of substantially all curves and figures of the proposed rules, but this report (Continued on page 54)
WILK has watt * you need to sell the Wilkes-Barre Market

5000 Watts of Selling POWER

In Wilkes-Barre...it's WILK

AM-FM ABC AFFILATE
5000w (d) 1000w (n)

Wilkes-Barre, Pa.

608 Fifth Ave., New York 20,N.Y.

Page 54 * April 9, 1951

Comments on
Allocations

(Continued from page 53)

specifically stated it covered only
the VHF band and even that
coverage expanded a novel
explanation of a place of
deductions." Mr. Wilmotte con-
tinued:

To this criticism may be
answered that there were no other
data available. That is true but
has the Commission
attempted to obtain data?
The amount of experimental
work that has come out since
1945 is shamefully small. "No
money says the FCC. That is also true, but if
the Commissioners were as interested in
experimenting as they are in legal
allegances, someone would have
found a way of obtaining additional
and reliable engineering data.

The important industry is large,
healthy, and much of it is
profitable it has on previously
produced valuable information, but how
it can be expected to carry out experi-
mental work without some leadership
from the body that decides its engi-
neering fate?

FCC acts as though it regards
engineering as a disease with which it
must unfortunately live. A healthier atti-

tude would be to see to it that the way is
made clear for it to develop in directions
which will benefit the public and perhaps
likely, the rules will reflect the
beneath of the terms which are
are the hallmark of modern American
engineering.

For example, it seems incredible but
it is true, that the proposed rules
do not even attempt to develop
a way of providing an economic
televised service to rural areas.

With its psychological block against
engineering, the Commission can only
judge
glish things as they are today. What
consideration can none
of its concern, the Commission has ef-
cor-sonal decision.

Hence, the decision on color TV,
which might have been sensible some
couple years ago, is now put out of
date at a time when so many new ideas
(Continued from page 53)

in broadcasting are being shoved

year in the incubators of television.

The experimentation was carried
on principally at the GE station in
Schenectady. Many of the
members that pre-war team became the "ex-

WILK 980

The Center of Attraction in Town

porters" and "warriors" who are
today still setting a measurable part
of the TV pattern in New York.

After four years—or a period
referred to as a "golden" one by
functionalist like Mr. Montgomery
to memorize the tripping names
behind the company's initials—he
left RCA for an offer
Geyer, Newell & Ganger, New York.

There he serviced Squibb's
Academy Award Theatre and the
David Ross Show for Nash-Kel-
vilator.

His next move, after a year, was
to his present agency, Kenyon &
Echardt, as supervisor on the
Borden commercials. His manifest
innovation was in that he
soon recommended him
for the job on the
Ford Theatre; and shortly his talents
were being re-

WILK LABOR

A MAJORITY of the National
Labor Relations Board last Thurs-
day reversed a trial examiner's
preliminary findings that the
William Penn Broadcasting Co.
(WPEN-AM-FM Philadelphia) had
"illegally interfered" with employ-

"neutral" pending

ers' right to bargain freely by
renewing a contract with the
American Communications Assn.
Within the same time the board, by
a 4-1 vote, ruled that filing of
a representation petition by a rival
union—in this case, the IBEW
(AFL)—does not automatically
require the employer to cease dealing
with the incumbent union.

The decision made plain, how-

ever, that an employer who elects
to bargain with the incumbent
in the face of a rival petition may
still be subject to unfair labor
charges if there is a question
later of representation.

The electrical workers' union
had sought to carve out a unit
of 13 broadcast technicians and en-

engineers, who had been included in
an own-unit presented by
ACF for 12 years. IBEW filed
charges against William Penn
when it renewed the contract with
ACF granting increases.

The board dismissed the complaint
for lack of proof that the
unit sought by IBEW was actually
appropriate for collective bargaining.

Disent was filed by Board Mem-

ber John M. Houston, who claimed
the employer should be required
to remain "neutral" pending
board study of the issue, and that
William Penn violated the labor
law by interfering with employees'
right to select their own representa-

The majority opinion said the
ruling would help to assure em-
ployees "the benefit of an uninter-
rupted bargaining relationship with a clearly unorganized
or specious rival union claim is
made upon an employer."

Board Members James J. Rey-

nolds Jr. and Ake Murdock, in a
separate concurring opinion, join-
ed Chairman Paul M. Herzog
and Member Paul L. Styles in
dismissal
but added they
would prefer to remand the case
to take further evidence on IBEW's
petition.

WCPO ELECTION

Ordered for Technical Unit

ELECTION to determine whether
certain technical employees at
WCPO-AM-FM-TV Cincinnati shall
be represented as a combined
unit by the International Assn.
of Broadcast Engineers and Techni-

cians of IBEW Local 1224 was
ordered last Thursday by the
National Labor Relations Board.

In directing the election, the
board ruled out IBEW's claim that
it has an existing agreement
with the employees; that the contract
serves as bar to present IABET-
WCPO negotiations; and that
separate units for AM-FM-TV opera-

tions are appropriate. A contract
between IBEW and WCPO was not
"automatically renewed" on Aug.
21, 1950, and an oral agreement,
claimed by IBEW, cannot be used
to rule out elections, the board
added.

NLRB found that all technicians
and engineers employed at WCPO-

AM-FM-TV, excluding three

supervisors and one executive, are
collective bargain-

pers who should
be considered one unit. The

election will be held within 30 days.

IBEW ELECTIONS

Certifications at 3 Outlets

CERTIFICATIONS for the local
unions of the International Broth-
erhood of Electrical Workers at
three stations — WTOP-AM-FM-
TV Washington; WWBZ Vineeland,
N.J.; and WWBZ-KXOJ Barre, Me.
—have been handed down by the
National Labor Relations Board.

Elections at WTOP-TV were won
by IBEW over the rival NABET,
which has served as union repre-

sentative for WOIC (TV), now
merged with WTOP since February
1950. IBEW Local 1215 already
had an agreement with
AM-FM technical employees. NLRB
certified the results, 35-13, last
Monday. At WWBZ, IBEW Local
1241 was chosen to bargain for all
IBEW's employees. IBEW mem-

bers and engineers selected IBEW
Local 504.
only WOR-TV channel 9 will carry the DODGER baseball games in New York

Scoops like this are what make WOR-TV one of the most progressive, fast-growing and sales-producing television stations in America today. Ask us for further proof. The address is 1440 Broadway, in New York.
KTLA Sells The Whole Family!

not just men --
Altho 7 of the "Top 10 Men's Shows" are on KTLA

not just women --
Altho 8 of the "Top 10 Women's Shows" are on KTLA

not just teenagers --
Altho 6 of the "Top 10 Teenagers' Shows" are on KTLA

not just children --
Altho 4 of the "Top 10 Children's Shows" are on KTLA

Tel-Que, February 1951

IN LOS ANGELES
SELLS THE WHOLE FAMILY—OR ANY PART OF IT!

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • Bryant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES
The Celler Bill, referred to the House Interstate & Foreign Commerce Committee, would make “each commercial television station license renewed or issued by the Commission” after the date the measure is enacted, “subject to the condition that at least 25 per centum of the time covered by the regular program operating schedule of the station shall be devoted to noncommercial educational programs.”

But, in referring to FCC hearings held on the reservation of TV percentage of commercial TV stations, Congressman Celler said: “This idea is partly in line with the recommendations of the distinguished Federal Communications Commissioner, Miss Frieda B. Hennock.”

The bill states that the FCC could prescribe regulations “as may be necessary” to carry out provisions of the amendment to Sec. 307 of the Communications Act “to insure that . . . non-commercial educational programs will be carried at such times during broadcast days as will reasonably serve the public interest.”

Specifics Hours

But, in a statement accompanying the bill, Rep. Celler goes further. He opined that “hours should be set aside in the evenings during the week, and in the afternoons on Saturdays, Sundays and holidays, so that these programs would not be buried in graveyard hours.”

The Celler Bill would be the firstplace honors for January in TV network gross billings, according to figures released by Publishers Information Bureau to Telecasting & Broadcasting. The soap company, with purchases of $346,385 during January, nosed out R. J. Reynolds Tobacco Co., whose expenditures totaled $330,745.

Anchor-Hocking spent $248,160 in gross billings to rank third, while General Foods Corp. placed fourth with $248,160 total billings. Fifth position was taken by Ford Motor Co., which invested $243,385 during the month.

The food group led all product categories, with a total of $1,499,005 in network gross billings. Within this group, General Foods ranked first with purchases of $248,160.

The tobacco manufacturers, led by R. J. Reynolds, spent $1,151,627 to place second among the product groups while third position was taken by the Toiletries & Toilet Goods manufacturers with expenditures totaling $906,682. Colgate-Palmolive-Peet ranked first among the latter group by investing $152,451. Fourth and fifth, respectively, were the $832,987 invested by the automobile manufacturers and the $691,615 of the Household Equipment group.
FCC ‘BLACKJACK’

Movie Groups Hit Back

The amended Section 326 would firmly establish the FCC as a board of censors. Such support as Rep. Lane can muster for his proposal will doubtlessly invoke the argument that the measure empowers the Commission only to review programs on the question of whether or not they are lewd and hence does not constitute censorship in the sense of a broader inspection of programs.

The argument is wrong. Censorship either exists or it doesn’t. You get the works or nothing at all.

In rewriting a one-sentence section of the Communications Act, Rep. Lane would make a profound change in the whole concept of free speech that has evolved from the First Amendment to the thirtieth.

The measure, if passed, would revolve the rights that are among the most necessary ingredients of democracy.

The Smell of Censorship

There is one sentence section of the Communications Act that more than once has been the only obstacle preventing authoritarian-minded members of the FCC from usurping control over radio and television programming.

Section 326 expressly forbids the Commission from censoring broadcasts and from interfering with the broadcasters’ rights of free speech.

A Massachusetts Congressman who several weeks ago delivered a tirade in the House on what he described as the low morals of television (a few days after Archbishop Cushing of Boston made a similar attack) now seeks to remove this single barrier to FCC censorship.

The amended Section 326 as proposed by Rep. Lane would read in full:

Sec. 326. No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, music, picture, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency.

Without more than mentioning the obvious fact that the second half of the amendment directly contradicts the first and the incoherence of the proposal, it could be regulated but not radio, we wish to point out that the Lane amendment is unworthy of serious considerations for two reasons.

The first is that laws prohibiting the broadcasting of filthy already exist, reposing where they belong in the U.S. Criminal Code which makes the broadcasting of obscenities a crime punished to the extent of severe penalties as $10,000 fine and two years imprisonment.

Second, and far more important, is that attempting to blackjack the motion picture industry into committing harakiri.

The success of television depends upon the acquisition of better films, they can have them if they pay the price,” TTOA said.

Unofficial reports from Hollywood could not fail to have the effect that the FCC had overreached itself; and that they should not be forced to let a major competitor give away free what the companies had to sell.

The April 3 New York Times comments editorially that the FCC ignores completely the economic impact a policy would have on Hollywood and television. The “least expensive” film requires a gross of $1 million, while the “most expensive” show on TV, including talent and time, runs to $80,000, the editorial offers as comparison.

NCAA TV BAN

Definite Plan Being Set

TV COMMITTEE of the National Collegiate Athletic Assn. is to meet this week to forge a definite plan concerning the telecasting of member football games during the upcoming season. This plan is then to be submitted to the Dept. of Justice which currently is investigating NCAA’s ban on live telecasting.

The meeting reportedly will be either in New York or Chicago about Wednesday. At that time the TV steering committee is slated to realize a system or formula several possibilities which it now has under consideration.

On April 2, members of the committee led by Tom Hamilton, director of athletics at the U. of Pittsburgh, advanced their views in a meeting with Asst. Atty. Gen. H. Graham Morrison, head of Justice’s anti-trust division (Broadcasting TELETASTING, April 2).

The department reported that it was “mutually agreed” that the NCAA would provide additional information. Meanwhile, a meeting of the TV committee, scheduled for April 6-7, was postponed until this week.
Like father, like son! —

WILLIAM B. WIEMERS, JR.!

Yessir, Bill's got advertising in his blood — his father is William B. Wiemers, Sr., a 25-year man with Farm Journal. Bill's background also includes Bombers, Buicks, and a B.A. The only "second generation media salesman" in our shop, Bill has proved himself in his own right, and is now one of F&P's real contributions to the TV industry.

Bill Wiemers is another example of our basic F&P philosophy that good men are the most important thing we have to offer you. Not just good salesmen or analysts or research men, but good "all-around" men who work night and day at the job of figuring how TV can work most effectively for you. That's why we're genuinely interested in any problem you give us, and then see it through, down to the last detail. . .

And that's the reason we know you agencies and advertisers value our services, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT — WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH—DALLAS — WBAP-TV* (STAR-TELEGRAM)
LOUISVILLE — WAVE-TV* (WAVE, Inc.)
MIAMI — WTVJ (Wometco Theatres)
MINNEAPOLIS-ST. PAUL — WTCN-TV (DISPATCH-PIONEER PRESS)
NEW YORK — WPIX (THE NEWS)
ST. LOUIS — KSD-TV* (POST-DISPATCH)
SAN FRANCISCO — KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO
**WARN EDUCATORS**

**FCC Asks Engineering Data**

The TVA Councilmen, Theodore H. Whitney, majority leader, and the management consultant, notified the union that, although the station was under no obligation to do so, it would give TVA 15 minutes of Class A time any day the union chose.

Anthony Statement

The station has gone on the air several times with refusal to recognize the strikers. The decision was reached when the AFL’s legal staff found such a move in keeping with the Taft-Hartley Law, Los Angeles Chapter of the AFL-AFL-CIO.

The station is not to cross the picket line. The decision was reportedly made by the NABET, TVA’s labor union, on the basis of the picket contract.

The union closes the station.

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**ABC CHANGES**

Laws Heads Western TV Sales

ROBERT F. LAWS, general TV sales manager, ABC Western Division, has been named sales manager of the network’s Los Angeles television affiliate, KECA-TV. The appointment follows the ABC’s continued consideration of its own TV sales department.

Tom Sarnoff, assistant production manager of KECA-TV, joins sales staff as sales manager in ABC’s operations and assistant to Mr. Laws.

Put in charge of TV national spot sales from Los Angeles is L. D. (Bill) Larimer, who will represent the ABC-TV network and stations WJZ-TV New York; WFB-TV Chicago; WXYZ-TV Detroit; WMAL-TV Washington. Bill McDaniel, assistant to Mr. Laws as sales manager, KECA-TV, becomes fulltime account executive for that station and Los Angeles representative for KGO-TV San Francisco. Marvin Briggs, Rudy Rudolph, and Bob Hill, account executives, will also sell for KECA-TV and represent KGO-TV.

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**TVA STRIKES AT KFI-TV**

First by Union

Wednesday afternoon, Mr. Anthony stated that he has “good reason to believe” that TVA did not represent the majority at the station and hence KFI-TV declined to participate in the picketing. Until the union can prove that it does represent the majority and shows proof of its authority to negotiate, the station, he said, would not accept its demands.

Anthony further stated that release of three AM announcers charged by TVA as discriminatory, followed separation of the radio and TV staff. At that time, he said, a large staff was no longer required to serve the radio station, whereas directors-announcers were needed for the TV station, positions which the three discharged men were not equipped to fill.

KFI-TV will continue to operate its station 24 hours daily Monday through Friday with a revised schedule of filmed and live programs. TVA successfully concluded contracts with the six other remaining television operators for live TV programs two weeks ago [Broadcasting • Telecasting, April 2].
here are the FACTS!

HUNTINGTON
WEST VIRGINIA'S LARGEST CITY
MORE PEOPLE LISTEN* TO
WSAZ THAN ALL**
OTHER STATIONS COMBINED

ASK HOOPER ... HE KNOWS!

HOOPER RADIO AUDIENCE INDEX  JANUARY FEBRUARY 1951
SHARE OF BROADCAST AUDIENCE—HUNTINGTON, WEST VIRGINIA

<table>
<thead>
<tr>
<th>MON. THRU FRI.</th>
<th>RADIO SETS IN USE</th>
<th>WSAZ</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>OTHER AM &amp; FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M.-12:00 NOON</td>
<td>16.5</td>
<td>76.1</td>
<td>4.0</td>
<td>5.8</td>
<td>7.9</td>
<td>5.3</td>
<td>1.0</td>
</tr>
<tr>
<td>12:00 NOON-6:00 P.M.</td>
<td>16.4</td>
<td>48.9</td>
<td>15.2</td>
<td>8.6+</td>
<td>14.7</td>
<td>10.8</td>
<td>2.1</td>
</tr>
<tr>
<td>6:00 P.M.-10:30 P.M.</td>
<td>18.8</td>
<td>54.5</td>
<td>16.4</td>
<td>7.6</td>
<td>15.6</td>
<td>5.8</td>
<td></td>
</tr>
</tbody>
</table>

+Adjusted to compensate for fact Station C signs off at 5:30 P.M. in January and at 6:00 P.M. in February.

To sell the HUNTINGTON-ASHLAND-IRONTON market you need (and need only) the 5000 watt voice of WSAZ

* Weighted average 8:00 A.M.-10:30 P.M. Monday thru Friday.
** Includes both local and out-of-town stations.

TELLS MORE . . . SELLs MORE . . .

** No additional text provided.**
"Operation Summer"

(Continued from page 15)

starting the end of April for 10 weeks in about 316 markets to promote its summer canvas and rubber footwear.

Best Foods, New York, also is planning a fair size spot and participation TV schedule starting late in April in about 30 markets. Contracts through Benton & Bowles, New York, will run through until the fall.

Philip Morris (cigarettes), through Blow Co., is using TV spots in Chicago before the baseball games and a 10-minute program in New York before and after the games on WPIX (TV) and WABD (TV) for a special summer campaign.

J. B. Williams Co. (Skol), through J. Walter Thompson Co., New York, is considering a test television campaign, and Hires Root Beer, through N. W. Ayer & Son, New York, also is considering some TV spot activity.

To Continue

Network advertisers already planning to continue throughout the summer without hiatus are: U. S. Tobacco, sponsoring Martin Kane, Private Eyes on NBC-TV, Pepsi-Cola, sponsoring Fay Emerson on ABC-TV; Philip Morris' Horace Heidt show on CBS-TV; Byart Inc.'s Somerset Maugham show on NBC-TV; American Safety Razor's Robert Q. Lewis show on CBS-TV and Firestone Rubber Co., Voice of Firestone on NBC-TV.

DuMont network listed more than a dozen advertisers who will continue through the summer, including: Parke Davis' Johnny Olson's Rumpus Room; Sterling Drug's OK Mother; Emerson Drug's Rocky King, Detective; General Foods' Capt. Video; Drug Store Television Productions' Caracole of Bonds; Gerber's Baby Foods' Most Important People; National Distillers' Famous Jury Trials; Consolidated Cigar Corp.'s Mastercigarettes, Kate Zinn's Ellery Queen; Skippy Peanut Butter's You Asked For It; Doeskin Products' Israel Salutes the Stars; Bond Clothing Stores' Hands of Mystery, and Caracole of Stars, sponsored by Druggists of America in association with Drug Store Television Productions.

On other networks sponsors who will continue to advertise through the summer but will use less expensive shows for replacements are:

Schlitz beer will replace Pullitzer Prize Playhouse with a film show yet to be decided upon on ABC-TV; General Foods-Sanka looking for a hot weather replacement for The Goldbergs on CBS-TV, through Young & Rubicam; Kellogg Co., plans to replace the Victor Borge show on NBC-TV during the summer through Kenyon & Eckhardt; General Electric, through Y&R, is looking for a summer replacement for Fred Waring on CBS-TV; and American Tobacco is preparing one through BBDO for This is Show Business also on CBS-TV.

In addition, two NBC-TV daytime five times-a-week shows will have summer substitutes: The Bert Parks show sponsored by General Foods through Y&R, and Kate Smith, sponsored on various days, by Procter & Gamble, Corn Products, Chesborough Mfg. Co., Hunt Foods, Andrew Jergens Co., American Home Products and Hazel Bishop.

Westinghouse will replace its Studio One on CBS-TV effective June 18 with Westhinghouse Summer Theatre. Lipon's Tea, through Y&R, is looking for a summer replacement, for Arthur Godfrey's Talent Scouts on CBS-TV, Philip Morris, through Blow Co., also is looking for a summer replacement for Truth or Consequences on CBS-TV.

Among the shows definitely taking summer hiatus are Bigelow Sanford Carpet's Bigelow Theatre on CBS-TV; Texaco's Milton Berle on NBC-TV, and Kukla, Fran & Ollie, sponsored on NBC-TV by Life magazine, RCA Victor and P&G. In addition, Your Show of Shows, Saturday on NBC-TV sponsored by Byart Inc., SOS, Benrus, Crosley, and R. J. Reynolds, will be off during hot weather. Ben Blue will be offered as replacement for the 9:10 p.m. segment and Doodles Weaver for the 10:10 p.m. period.

'40 Million Customers'

While advertisers were drawing their plans, NBC-TV's new brochure promised summertime as the key to "40 million customers." They will watch television during the coming summer months just as much as in other seasons. They will buy just about as much retail goods then as during the fall, winter and spring seasons," the brochure declares, carefully documenting its claims with figures from the U. S. Dept. of Commerce, the Dept. of Internal Revenue, A. C. Nielsen Co., and Elmo Roper, as well as NBC's own research department.

By next August, NBC points out, TV homes will number 14 million, compared to 7 million last summer. From this 14 million figure for TV homes NBC derived its estimate of "40 million customers" for TV summer advertisers.

"Double 1950's total to see ... to hear ... to remember your commercials," NBC-TV tells its prospective sponsors.

For advertisers staying on the NBC-TV air last summer, the brochure reports "an idle summer before came a summer idol!", as "virtually all piled up more TV homes during the summer months than they had during the April, May and June just preceding."

This year's 14-million audience not only will double last year's but provide "almost three times greater an audience than that of the largest magazines," the brochure continues.

To explode myths which question whether TV's sales impact is as forceful in summer as in winter, NBC-TV cites statistics to show that:

(1) Viewers spent almost as many hours per week at their sets last summer as in the previous quarter (April, May, June) . . .

(2) Set usage between 7 and 11 p.m. last summer declined only 14% from the average in April, May, and June . . .

(3) Three out of four TV set owners chose television as their "most frequent" summer evening activity . . .

(4) NBC-TV advertisers actually reached more homes on the average last summer than they had in the past "even though their ratings dropped off slightly during the summer season.

This year's increase in TV assures a substantial increase in TV effectiveness, an average of ads per minute this summer, the brochure emphasizes.

NBC-TV's Straw Hat Plan No. 2, the 1951 equivalent of last summer's Straw Hat Plan No. 1, prospective sponsors are told, will give advertisers "a wide selection of fine summer programs—audience parts, consumer shows, movies, drama . . . revue."

Retail Sales

DROP IN RETAIL TV SALES was considered responsible for layoff of some 10,000 radio-TV manufacturing plant workers in Chicago a fortnight ago. Industry and labor leaders estimate this number has been laid off temporarily, representing one out of every three or four workers in the entire industry. Another reason—temporary shortage of basic metal parts because of defense requirements. Admiral Corp. is understood to have laid off 1,100 of 3,200 persons at main plant. Hallcrafters reportedly cut its force from 2,200 to 1,800.

ATLAS FILM CORPORATION

Established 1913

CREATORS and PRODUCERS of

TELEVISION COMMERCIALS

1111 South Boulevard
Oak Park, Illinois

CHICAGO: AUSTIN 7-6620
I, A*

for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits.

Whisper-quiet mechanical operation—plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market coverage, and your program department more sales potential.

This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.
it's a natural...

STANDARD RADIO'S long record of successful service to broadcasters now is duplicated with the same service to telecasters!!!.................................

at the convention* Standard will preview new talent, new and better cataloguing devices, and new sales records for stations.
at the convention* United
will audition its outstanding film programs,
including "Royal Playhouse," "Professor
Lightskull," and other offerings.

STANDARD and UNITED will both be looking for you in Suite 504A-507A in the Stevens
Hotel in Chicago during the NAB Convention. Come on up and see what's new. You'll agree
...it's a natural!
CHICAGOANS prefer animated cartoon video commercials, but singing or dancing skits with a sales message in the song rank as a close second. This was revealed last week in a survey conducted among 500 Chicago-area TV families by John Meck Industries, television manufacturer. Questionnaires were returned by 136 families, or 27.2% of the original number queried.

The animated cartoon was preferred by 24.88%, with 23% citing as their favorite the singing or dancing skit with a sales message in the song and without a product demonstration. The commercial written into the script brought favorable response from 21.12% of the viewers, while 11.26% preferred the name of the product on the standing fixture of the set, such as a curtain or desk, and telecast in camera range.

Product demonstration was approved by 3.39%; the announcer, demonstrating the product and describing its features, 5.63%; and a dramatic scene depicting what the product is supposed to do for the customer, 1.86%. The two types of commercials, as preferred by only 1.41% of the respondents—were the station-break spot and the pitch-man or Barker personality.

New Rates Set By WMAR BALTIMORE

RATE CARD No. 7 has been announced by WMAR (TV) Baltimore, effective May 1 but protecting current advertisers to Nov. 1. Class A Time becomes Class B rate, for 5:30-7:30 p.m. and 10:30-11:30 p.m. Monday through Friday, 1:30-5:30 p.m. and 10:30-11:30 p.m. Saturday and Sunday.

Legislation Seeks to Ban Sets in Vehicles

COMMENTS touching on twin proposals—one designed to prohibit installation of television receivers in trucks, buses and other vehicles, and the other seeking specific authority for household movers to haul TV sets in interstate commerce—were being analyzed by the Interstate Commerce Commission last week.

A decision on the first recommendation is expected sometime in May, officials said last week. A re-study of the second suggestion, which would reverse an ICC decision of 1949, also is underway. Objection is based on the premise that TV sets are “too delicate” to be moved across state lines, although certain carriers already have such authority.

Measures seeking to ban location of TV receivers in motor vehicles have been introduced and, in some cases, passed by various state legislatures in some form this year. Bills along this line have been passed and approved by the Governor of Nebraska; approved by Senate and House in South Dakota; and introduced in other states including California, Delaware, Iowa, New Jersey, Ohio and Tennessee.

TV-equipped automobiles will be illegal in New York State after July 1. Governor Thomas E. Dewey last week signed into law a bill barring automobiles equipped with television receivers from the public highways. The ban does not extend to mobile transmitting units used by TV stations and networks.

Nielsen Ratings Show Berle Tops

TEXACO STAR THEATER, starring Milton Berle, maintained its first place in the first 10 Nielsen Ratings for the top 10 TV programs in the two weeks ending Feb. 24. Mr. Berle, with a tally of 62.6 in the percent of TV homes

Weekly Television Summary—April 9, 1951 Telecasting Survey

City Outlets On Air Sets in Area

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<tr>
<th>City</th>
<th>Outlets On Air</th>
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<td>Winston Salem</td>
<td>WOAS</td>
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1. The King's whole army feared the sword of Goliath. When up spoke young David, "The bum or I dieth!"

2. He passed up a sword for his favorite appliance. "Stones, schmones," cried the men. "Now with stones we fight giants?"

3. But were their faces red? Like the old story said, Goliath lost out because Dave used his head.

4. MORAL: Knock over your Dayton sales with the sales tool built for the Dayton market—WHO-TV. first and still champion!

---

**To Get Ahead in Dayton* Saleswise**

**THE SHOW MUST GO ON WHIO-TV**

*What a market to get ahead in! 720,000 head of viewers, complete with normal wants and extra buying power—concentrated on 180,000 TV receivers as of today! And those receivers, you should remember, are nicely tuned to Channel 13—late morning, afternoon and night.* That's us! Get data and information today from National Representative George P. Hollingbery Company.

---

* Pulse February report shows that 8 out of 10 top televised shows were aired via WHIO-TV.
**CRIMECASTS**

SOFTER ECHOES followed in the wake of the Kefauver Crime Committee hearings more than a week ago [BROADCASTING * TELECASTING, April 2]. As TV program fare returned to normal, it was up to Congress to hold its news conferences in a speech before the National Paper Trade Assn. at New York's Waldorf-Astoria last Wednesday. He also called for a code of procedures to protect individuals' civil rights at Congressional committee hearings.

Columnist Walter Lippmann suggested that broadcasts of investigative hearings of Congress be prohibited for the time being until a policy can be formulated.

The Washington Post editorially requested that the Congress adopt a policy of its own on TV regardless of how the courts treat the issue.

CIO United Auto Workers at its convention in Cleveland proposed government-sponsored telecasts and broadcasts of all public meetings, ranging from Congressional sessions to school board gatherings. A resolution called upon Congress to "build, own and operate nationwide radio broadcast and television networks, possibly with provision for contracting with local radio and TV stations" for radio and TV coverage of all House and Senate sessions.

Time magazine, sponsor over ABC of the Kefauver committee telecasts, traced the history of how Congressional hearings had opened to the press by radio and now finally to TV, as part of the question to whether video is an invasion of privacy of witnesses.

"We are proud to have taken part in the use of television to increase public interest in a news event so important to the country's welfare and we are grateful for the opportunity it has given us to learn more about this new medium of mass communication," the magazine concluded.

**Private Rights Issue Awaits Settlement**

INJUNCTION suit filed in Chicago Federal District Court by Quaker Oats Co., same city, against NBC Tuesday was settled "amicably" out of court Thursday. James M. Best, general counsel for Quaker Oats, announced the settlement of the suit Friday morning, day of continuance set by Judge William J. Campbell.

Quaker Oats brought the injunction suit against the network Tuesday, charging NBC "breached an agreement" concerning telecasting of two network shows sponsored by Quaker Oats. The suit was filed in the suit Friday morning, day of continuance set by Judge William J. Campbell.

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**QUAKER OATS**

**NBC Dispute Settled**

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Urge FCC Streamlining
(Continued from page 21)
stand the test of time and local public acceptance."

Mr. Curtis also believed that S 658 prevents such policy making as the Avco rule (since rescinded), and that the portion dealing with revocation of licenses was more acceptable than the present law.

As final witness, Mr. Brown took the stand to speak extemporaneously—a move that several Committee members questioned, particularly Rep. Wolvertom. The ranking minority member pointed to the procedure that required prepared statements to be submitted in advance to allow the Committee and its staff to fully analyze same.

Mr. Brown held that Sec. 10 of the McFarland Bill, which would amend Sec. 311 of the Communications Act (which allows the FCC to refuse a license or permit to those whose license has been revoked by a court under Sec. 311) is not comprehensive enough. He said that elimination of portions in the Act's original text left the Commission with no way "to punish" anti-trust violators.

Close to "Borderline"

Mr. Brown has long maintained that a station, whether independent or network affiliated, should be allowed to pick up a network program of an advertiser, if that sponsor is agreeable. Accordingly, he told the committee that networks have been close to the "borderline of anti-trust and restraint of trade."

The witness brought into the committee record an April 4 speech of Rep. Harry R. Sheppard (D-Calif.) on the House floor in which the Congressman flayed alleged monopolistic and restraint of trade practices by the four major networks. Sheppard's attack included copies of a WSBY complaint to the FCC, following failure of that Rochester station, an independent, to get ABC permission to pick up audio portions of the ABC telecasts from the KeFauver crime hearings last month.

Rep. Sheppard has a bill in the current Congress which would have networks licensed by the FCC (Broadcasting • Telecasting, Jan. 8).

Mr. Brown told the Committee Thursday that the sponsor, who pays for talent, time and other expenses, should have a prerogative as to the stations carrying the program, but that networks limited this choice.

Rep. James J. Dellige (R-Iowa) said that he appeared to be within the limitations of a contract between advertiser and network. Rep. F. Erte Carlyle (D-N. C.) also offered that a sponsor, desiring a program on a particular station, could contract with a separate outlet.

Also introduced into the hearing record were communications supporting the McFarland Bill from the Colorado Broadcasters Assn. and MBS.

ANIMATION HOUSE, New York, is employing a "highly different" cartoon style in two series of 20-second and one minute commercials now in production for the Buffalo Savings Bank through John Mural & Co. Cartoons will be drawn with a thin, clean ultra-simple line. Edwin Reihberg, president of the production firm, declares that "this style will make for added interest, plus enhanced sponsor identification."

FRANK WISBAR PRODUCTIONS Inc., Los Angeles, is moving to new studios and offices at Eagle-Lion Studios, 7324 Santa Monica Blvd. This week, firm begins producing first six of new Fireside Theatre film series for Procter & Gamble. President Frank Wisbar is production director.

ALEXANDER PRODUCTIONS Inc. has sold a group of 13 independently-produced British feature movies to KDKA-TV for temporary sale for first U. S. telecasts on Chevrolet Triple Feature Theatre.

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, has completed five one-minute TV commercials for Dearborn, combining animation and live action, through BBDO, New York.

MET'S TV PLAN
Sponsorship Prospects Seen

AT LEAST four offers of sponsorship reportedly were received last week within 36 hours after the Metropolitan Opera, New York, announced creation of a television department to prepare special productions for TV.

Rudolf Bing, general manager of the Metropolitan, said details of the TV department remain to be worked out, but that he hoped it would be in operation next season. The productions will be designed for studio performance and will be offered for sponsorship, he said, with the William Morris office handling the sales.

Identities of the four prospective sponsors were not disclosed. Mr. Bing said the Met's entrance into TV was not for the possible revenue alone, but also to get in on the ground floor of the visual medium and perhaps take a leading position in the field. The Met recognizes, he said, that television as a new mass medium "has come to stay."

Herbert Graf, formerly with NBC but for several years a stage director at the Metropolitan, was appointed one of the heads of the new TV department, along with Reginald Allen and John Gutman, administrative assistants to Mr. Bing.
The Man Fellows
(Continued from page 18)
that talent in the big fourth-floor office he will occupy at NARTB headquarters.

The new president would rather laugh than think—much rather. He probably spends more time chuckling and smiling than anyone you can think of offhand. But he's human, too, and can get royally irked when things go wrong.

Those who have been around Mr. Fellows can supply legends by the dozen. He can take an after-dinner story or two, or three or more, and keep a roomful of cronies or an auditorium full of strangers laughing and half-strangling for hours.

He can form a barbershop quartet out of partially tone-deaf buddies and emerge with harmonies that lend new charm to the soothing strains of Sweet Adeline.

Secret is Leadership
Call it charm or call it personality. Call it anything, but put it under the microscope and the secret is revealed as leadership.

The first time he went on the radio, back in 1928, he wasn't quite sure what he was supposed to do on behalf of a WEEI paint sponsor. What did he do? He just talked, and a very ordinary amateur show became a somewhat extraordinary production. Before he could decide just what had happened he found himself serving the Harry M. Frost agency as Boston's first radio director.

That knack of keeping a crowd entertained didn't just accumulate. Instead, it was acquired through years of barnstorming around New England’s cities—and villages, too. After quitting New York U. because he was tired of working on the Tribune all day, attending classes all evening and studying half the night, he had returned to his native Haverhill, Mass., to go into the beef-selling business.

Three decades later Harold Fellows still can come up with the biggest, tenderest and juiciest steaks in Boston. Generally these culinary treats will be unveiled in a back-street eatery known only to the local gourmets.

Having deserted New York for family’s home territory, he not only got a job—he mustered the courage of his 30 years and married Janet Edgerty, his Haverhill sweetheart. The Fellows now have two daughters and five grandchildren.

After a day of beef selling, Harold generally took a vocal trio on jobs all over Massachusetts, and later all over New England. On one of these assignments he discovered that people liked to hear him talk.

So he gave up the trio and started talking at evening and parachuting meetings—for pay. He was such a hit that he had to give up beef selling because there were few chances to get more than a few hours of sleep. Besides, he was tired of talking and monologues paid better.

That, roughly, is the type of man WEEI picked in 1932 to be assistant general manager and commercial manager. In a year the station had nearly doubled its billings. At the same time WEEI had become civic and education minded, a policy that still is enforced.

Fellows Named

When CBS leased the station from Boston Edison Co. in 1935, Mr. Fellows was appointed general manager. The station continued to increase its place in the community; he as Mr. Fellows tried new program and operating ideas.

He has served his industry many times, including a 1947-50 term on the NAB Board. As a director he served on the board's Finance Committee, learning the details of NAB's operations and finances. He served, too, on NAB's Public Relations Committee and helped develop and promote the Standards of Practice.

Here is a list of his civic and business connections: president, Radio Executives Club of Boston; chairman, Massachusetts B.S.T.E. Broadcasters Committee; member, Executive Committee, National Conference of Christians & Jews; president, Boston Ad Club; director, Boston Better Business Bureau; vice president, Boston C. of C.; member, Advertising Committee, U. S. C. of C.; member, Advertising and Community Chest publicity committees; member Advisory Board, Simmons College; executive committee, Boston Civic Progress Committee; member, New England Committee of National Planning Assn.; member, publicity committee, New England Council; member, Boston and Massachusetts Civil Defense committees.

How did he become so active, and so prominent? Once he summarized it this way, well over a decade ago:

Potato fields . . . small town shoe stores . . . three colleges . . . one newspaper . . . show business and three advertising agencies constitute the only plausible background I have to justify my being in radio.

The potato fields taught me that there's a lot of dirt in this world; the small town shoe stores that people expect a lot for their money; the three colleges (well, let's skip it); the newspaper, to sit up nights; show business, to fight for a spot on the hill; and the agencies that you can't buy yachts with blue sky and promises.

That's the Harold Fellows background. He's tackled some rough tasks in his time. Next June 4 he'll hit the roughest of them all. He knows what's coming, and he'll be ready. Actually, he's ready right now. He has a formula—yes, the same one: 'Whatever I've got I'll give to the station.' He does, too, for his fishing, his story-telling and all his other activities.

ANDREW W. BENNETT, 58, veteran radio attorney and identified with original litigation resulting in the ASCAP anti-trust decree, died last Tuesday at Stuart Flia., following a long illness. FUNERAL services were to be held in Washington Saturday with interment at Pt. Lincoln Cemetery.

Until about a year ago active in his own private radio practice in Washington, Mr. Bennett in 1939-40 had been special consultant to the American Federation of Radio Artists.

Mr. Bennett served as National President; counsel to the American Federation of Radio Artists.


In 1920 he began practice before government departments, part of which included five months in Bulgaria and southeastern Europe on claims cases.

From 1926-51 Mr. Bennett was assistant attorney for United Fruit Co., advising on legal matters including radio communication and phases of anti-trust laws. From 1931-34 he was attorney for Reorganization Finance Corp., in the latter year joining the Dept. of Justice as special assistant to attorney general in anti-trust matters.

It was at this time that his work in the music copyright field began. Some of this anti-trust work also related to the movie field.

On leaving Justice Dept. about 1939 Mr. Bennett for a time was special assistant to the attorney general of Florida in defense of state "anti-ASCAP" legislation, supported by local broadcasters.

Mr. Bennett is survived by his wife, Lucy, and two daughters, Mrs. Bruce Langdon of Ordeal, N. J., and Mrs. Richard A. Powell of Joliet, III.

Guy A. Moffett

GUY A. MOFFETT, 60, assistant manager of engineering, General Electric's Control Div., Schenectady, N. Y., died March 27 after a short illness. He had been with GE for nearly 27 years. Mr. Moffett was a member of the American Institute of Electrical Engineers and the Assn. of Iron and Steel Engineers.
WEATHER CONTEST
WHBC Canton, Ohio, Mercury Magic, started April 2, Mon. through Fri., 8:30 a.m., sponsored by Anng Dairy; Agency: Decker Adv., Canton. Listeners try to predict temperature before weatherman, with prize being awarded by dairy to winners. Contestants are given cards to fill out with their predictions for Monday through Friday, they also send in their "pet gripe." Awards consist of dairy products from sponsor.

STANDOUT PROMOTION
WCCO Minneapolis sending trade and advertising people brochure with picture of photographer focusing camera, which is headed "Take a second look!" Small note attached from general manager of station reports, "...WCCO shows up against television (and against its radio competition)." Inside has man taking picture of large group, but only one person is seen through the glass frame. It Agency: Decker.

BASKETBALL WINNERS
WSOF Decatur, Ill., had three champions during the 97 basketball games broadcast this year. Station carried games of Decatur High School, which tied for its conference championship, James Millikin U., which won a conference championship and played in the NAIB tournament, and U. of Illinois, which won its conference championship and played in the NCAA tournament.

CRIME SHOW
WPX IX (TV) New York Exclusive Crime Clues, started April 2, Mon. 8:30 p.m., weekly interview program featuring Harry Brundidge, former crime reporter and Kefauver New York hearings commentator. Show will "bring leading figures in police and crime news to the television screen." The "opening format" will be round-table on Kefauver hearings, with emphasis on their nationwide significance.

NPR POPULATION COVERAGE
MAP and market data on NPR-TV network being distributed to advertisers and agencies show 61% of the country's population, 140,105,000 people (42,483,800 families) within range of NPR's video programs. Dual map shows NPR-TV coverage story on geographical basis of 1/4 mile of milliovil signal intensity contour line for stations and proportion of families in each state within service range of NPR's TV stations. All data is calculated on network basis, with overlap coverage credited only once, to station with stronger signal.

HOSPITAL MUSIC SHOW
WMCA New York, Mental Hospital Guild Show, musical series, started April 1, Sun., 8:30 p.m., direct from Brooklyn State Hospital, which treats over 3,500 veterans and civilians. Performers include patients as well as students of Juilliard School of Music. Emcees are Gerald Hefley, board chairman of the Mental Hospital Guild, charitable organization providing a variety of rehabilitation services, which sponsors the series.

KEEPING THE BOYS HAPPY
HAPPY exchange has been worked out by KNJJ New Ulm, Minn., and WOOF Dothan, Ala. When the 47th Viking division of the National Guard left New Ulm area for Camp Rucker, near Dothan, KNJJ's program director, W. I. Robinson, planned musical request and dedication show which would follow division to camp. Listeners to Rucker Request on KNJJ send in dedications of songs most often requested which are forwarded to WOOF, where they are played locally for soldiers. KNJJ officials think idea can be worked out by many stations wishing to "follow the boys."

LONG DISTANCE BASKETBALL
WLR Peoria has laid claim "to one of the longest direct remote broadcasts, in terms of miles, ever undertaken by an individual station:" by broadcasting Bradley U.'s basketball game from Hawaii. Station used 2,000 miles of cable from Peoria to San Francisco and 2,400 miles of cable there to San Francisco to Honolulu. Four local firms sponsored series. School was participating in tournament March 13-16.

JAPANESE VISITORS
WGY Silver Spring, Md., Community Reporter, 12 noon, March 25, interviewed for what is reported the first time in this country six officials from Japan visiting the U.S. The officials are here to study municipal government. Following broadcast they visited Rockville, Md., where they spent afternoon with city officials.

AGENCY PROMOTION
EARLE LUDGIN Agency, Chicago, in second series of full-page advertisements in Chicago Tribune last Tuesday. Sponsored its television activity. Three shows stressed in copy were Penthouse Party, sponsored by Shinola and Rit on 94 ABC-TV stations; What's My Line, sponsored by Stoppette desendent on CBS-TV and Stud's Place, sponsored by McLaughlin's Manor House coffee on WEND-TV Chicago and aired on the ABC-TV network. Agency, which started series of self-promotion advertisements with one headed "We're Tired of Being the Agency Only Agency Men Know About" wants to establish its name among prospective clients and to attract clients who are changing agencies.

WINO PLUG
WOOD Grand Rapids, Mich., using point of sales display in local drug and grocery store throughout area. Displays, measuring 4x2x5 feet, are built with wide platform for arrangement of packaged merchandise. Photo frame with glass is open at top so picture of radio personality can be dropped into place. Cards describe radio star and time program can be heard.

TRANSIT PROMOTION
WLAW Lawrence, Mass., using car cards on busses of Massachusetts northeastern Transportation Co., which services communities in two states. Cards feature eight of station's top stars. They are headed "Variety is the spice of...WLAW program. Piece is aimed at thousand of new listeners that will be in New England during summer months on vacations.

AUDIENCE BROCHURE
WGR Cleveland sending trade and advertisers red and white brochure on "How many families does your advertising dollar actually buy?" Inside has large chart giving data on homes reached during day by station, based on recent survey. Back gives information on families reached for the cheapest price by WGR.

MIAMI SPREAD
WTVV (TV) Miami scheduled 15-page supplement in Miami Daily News March 27, Titled "Television Shows the Way," section covered development of WTVJ during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplement on all shows to insure wide distribution. WTVJ also had race named after it at Gulfstream Park March 28. "WTJV Handicap" was another celebration of WTVJ's second anniversary week.

HOOP STARS
WCSC Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final made in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

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 distinctive (millions sold yearly), these Dow Corning silicone-treated eye glass tiss- ives have a high quality appeal for everyone wearing 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 Page supplement in Miami Daily News. Please send free samples and full information about "window-back" Sight Savers.

Name: ____________________________
Company: _________________________
Address: __________________________
City: _____________________________ State: ____________

April 9, 1951 • Page 71
Mr. Stone

FRED J. SCHAEFFER appointed executive secretary Films of the Nations Distributors Inc., N. Y.

GEORGE SCHWARTZ, branch manager Universal Pictures, opening his own independent film exchange. He will handle foreign language and art cinema films in Philadelphia.

MILES HERRER resigns as director of New York State Radio Bureau, effective April 15. He has announced no future plans, and he will work as a freelance writer in NBC public service department.

REYNOLDS PRODUCTIONS, Beverly Hills, Calif. (program packager), acquired exclusive radio national sales rights to Adventures of Robin Hood. MORT PINE and DAVE FRIEDKIN are program writers.

RICHARD GEDNEY appointed western sales representative for United Artists, N. Y. He will handle TV sales program.

FANCHON & MARCO Television sales program. Mr. Marco, as he has been called, and his partner, L. A. by Pan-
chon & Marco, theatre chain operator, for production and packaging of TV programs for national distribution. JEFFREY LAZARUS named manager. New office has approximately 40 story writers, under a new system, first of which is a tentative title, John Fanchon & Marco — and See the World. William Morris Agency Inc. named to represent the firm.

CHARLES MICHELSON Inc., N. Y., transcription firm, moves to new and larger offices at 16 W. 47th St.

ANDY WISWELL, vice president in charge of recording Musak, N. Y., and LES HERL, Associated Program Service, N. Y., are co-writers of "Recipe for Happiness," theme for new APS production "Holds for Happi-

FUERST, STRADLEY PRODUCTIONS announces opening of new offices at 615 Lexington Ave., N. Y. telephone Plaza 3-7772. Firm produces radio and TV programs and films, along with other music shows. ABC and NBC have signed agreements with A. C. NIELSEN CO. for National Nielsen Radio Index service at substantially higher rate schedule. In effect with CBS and NBC under agreements concluded with those networks, NBC contract, last one signed, is for shorter term than the one with other networks, which run for more than two years.

LOU RONDER, assistant program director and production manager WCPX Chicago, resigned to devote more time to his company, Boulevard Production Services. He will work also with Musician BILL WALFORD and announce BILL HAMILTON in a new package concern, Avenue Productions.

W. A. WEISS appointed manager new radio receiving tube plant Sylvania Electric Products, Burlington, Iowa. He was manager of Sylvania receiving tube plant in Empirium, Pa.


GATES RADIO Co., Quincy, Ill., announced new company transmitter accessories and parts catalog, now available to those writing company. Book covers open wire transmission line equipment, meter switches, relays and many other parts.

JACK PEGLER and P. G. BACK, of-
eren Television Zonmar Corp., N. Y., have returned to their country attending Inter-American Assn. of Broadcasters convention in Sao Paulo, Brazil.

CROSBY Division of Arco Mfg. Corp., announces sales operation of Phila. regional office will be transferred to N. Y.

GENERAL ELECTRIC announces new professional tone arm FA-01-A. Transcription arm is made for lateral trac-
scriptions and recordings. It has been reduced to ultimate point through functional design and use of magne-
tium alloy for moving parts, firm reports.

W. B. WHALLEY, engineering specialist Sylvania Electric Products, N. Y., appointed adjunct professor of electrical engineering for Institute of Brooklyn "In recognition of his pro-
fessional standing and . . . distinguished experience in the electrical and electronic fields." Mr. Whalley, former assistant professor of engineering physics at Cornell U., earlier was associated with the Radio Valve Co. of Toronto, RCA Mfg. Co., and RCA Labs.

RONALD PANTON, KDON Salinas; FREDERICK C. JOHNSTONE, KLOK San Jose; and ORRIS ADDIN, Mountain States Telephone & Telegraph Co., all to KCBS San Francisco engineering staff.

EDWARD S. SMITH, chief studio engi-
er, and LOUISE MOSIMANN, book-
keeper WTMA Charleston, S. C., an-
ounce their marriage.

ROBERT HIBBARD, assistant opera-
tions director WGN - TV Chicago, named acting director of operations replacing VERNON R. BROOKS, re-

Strictly Business

(Continued from page 10)

representative field. Mr. Wise took this advice, visited all the radio representatives and decided that of all of them he would like to work for Hollenberg. Mr. Hollenberg felt differently about the prospect.

While pondering this unfortunate situation and considering a return to the Tribune, Wise and Grace Picton decided to get married and went to Mexico City for their honeymoon. During that time he wrote Mr. Hollenberg, told him he agreed with him and that it would not be fair to inflict himself upon his organization. In the next mail a reply came from the head of that firm telling him to report to them as soon as possible.

The arrangement seems to have worked out well for both parties concerned. Harry Wise joined the San Francisco office. Since the opening of the first West Coast branch the number of stations the firm represents in that area has been increased from one to two.

Born in California in 1919, Harry was one of a family of three chil-
dren. Following elementary schools in that city, he graduated from high school in 1937. From there he went to Northwestern. He re-
ceived his applied advertising ex-
perience working summers and during his senior year after classes from six to midnight at the Trib-
une. In 1939, during his last year there, he left to join the Air Corps. The next four years were spent as a pilot flying bombers in the South Pacific. He was named captain in 1945, he decided to stay in the air the ground and went into radio.

Palette Home

The Wises make their home in Pa
dasena. Important but noisy supplements to the darte are Harry Hannon Wise, III, called Hannon, 3½; and Sally, 2½. When his spare time isn’t taken up caring for the farm and his pet rosebushes, Harry Wise plays golf.

One night a week he puts in time at the Pasadena Filter Center, the local Aircraft Warning Service. Clubwise, he’s a member of the Big 10 Assn., University Club and National Assn. of Radio Station Representatives, of which he is Los Angeles chairman for the coming year.

CBS Leases

CBS has taken a five-year lease on the 546-seat Guild Theatre, 6156 Hollywood Blvd., from Fox West Coast theatres. The lease pro-
vides CBS can cancel after three years on a “buy out” payment penalty.

Consistently renewing its schedule year after year, this fine Western bakery proves its loyalty to KJR’s efficient cov-
erage of Western Washington.

Page 72 • April 9, 1951
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March 26].

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ENGLISH

JEWISH

ITALIAN

3 RESPONSIVE AUDIENCES

3 MARKETS WITHIN

THE NEW YORK

METROPOLITAN AREA

Send for WHO'S WHO IN

WEVD

117-119 W. 48 ST.

HENRY GREENFIELD, Mgr. Director N.Y.13

BROADCASTING  •  Telecasting

ment  .  .  .  To slash the Voice program
at just the time when its many friends
feel it is on the way to getting the
frog out of its throat would be ex-
tremely unwise. . . . I have found it
an increasingly skillful and militant
operation. . . .

Mr. Stassen's comments were
issued during an exchange with Sec-
retary Barrett. He cited testi-
mony by notable military authori-
ties and others, advocating estab-
lishment of a separate agency for
the Voice. Mr. Stassen expressed
belief that the Voice could obtain
fivefold its requested sum if it were
to function as a separate depart-
ment, and also be freed of the com-
plications arising from State Dept.
foreign policy.

Secretary Barrett, in turn, said
the Advisory Commission had rec-
commended that "on balance" the
function would best remain within
the department. He noted that the
State Dept. has the always cur-
rent advice of U. S. embassy of-
icials abroad and felt the radio
arm is an integral part of Ameri-
can foreign policy. He corrected
Mr. Stassen at one point claiming
that, while top military authorities
had urged the program be expand-
ed, they had not necessarily pro-
posed removal of the Voice from
the department.

Curtain Antennas

George Herrick, chief of the
IBD facilities branch, testified that
10 curtain antennas will be con-
structed and installed by this Sep-
tember, with engineering tests
scheduled to start about July 1.

As to Soviet jamming, Mr. Koh-
ler declared that "if the Soviet Un-
ion went all out they could prac-
tically destroy telecommunications
in the world," not alone broad-
casting, and "we must recognize
the fact that we are engaged in an
electromagnetic war." He also
said U. S. protests in the United
Nations against Russian jamming
maneuver, as well as before the
International Telecommunications
Union in 1947 and in recent years.

Sen. Benton's warning against
fund-cutting of the Voice came last
Tuesday. He reminded that, while
he had proposed an exploration of
methods for more efficient Voice
operation (including removal from
the department to a separate
agency), he never suggested par-
king its usefulness. He stated:
I have been critical chiefly of the
fact that their sights still are not
high enough, which may be due to their
location within the (State) depart-

Lester Loucks

Well-Known Musician, Dies

LESTER K. LOUCKS, 63, York,
Pa., brother of Philip G. Loucks,
former NAB managing director
and radio attorney, died April 1.
Mr. Loucks suffered a heart attack
while in church. He is also the
brother of Myles Loucks, one-time
managing director of FM Broad-
casters Inc., which was absorbed
into NAB in the middle '40's.

Mr. Loucks was director of the
Spring Garden Band of York,
which recorded an album of march
tunes for RCA-Victor last year.
WSBA York broadcast a special
memorial program April 1 to Mr.
Loucks, playing some of the record-
ings he made. Burial services
were held in York Thursday.

W. E. Beakes

Radio Pioneer, Dies at 70

WILLIAM E. BEAKES, 70, for-
mer president of the Tropical
Radio Telegraph Co. and a ra-
pioneer, died in Miami, Fla., March
30. In 1941, he received the Mar-
coni Wireless Pioneer Medal of the
Veteran Wireless Operators Assn.
for outstanding pioneering in radio
in the North Atlantic and tropical
zones.

Born in Newburgh, N. Y., Mr.
Beakes, shortly after 1900 took part
in the first transmission of radio
telegraph signals across the North
Atlantine.

Mr. Beakes served on a com-
munications advisory committee to
the Defense Communications
Board. He is survived by his wid-
ow, Mrs. Mary H. Beakes.

Maquecord

THE FIRST CHOICE OF RADIO ENGINEERS

FLEXIBILITY

In rack or console, or in its really port-
able cases, the Maquecord will suit
every purpose. PT6 Series shown is
the most widely used professional tape
recorder in the world, and is available
with 3 speeds (3 1/2", 7 1/2", 15") if preferred.

FI D E L I T Y

Likeable tone quality, low distortion meet
N.A.B. standards — and at a moderate
price! PT63 Series shown in rack mount
also offers three heads to erase, record,
and play back from the tape while recording.

FEATURES

PT7 accommodates 10½" reels and offers
3 heads, positive timing and push-
button control, PT7 Series shown in com-
plete console model is also available for
portable or rack mount. For outstanding
recording equipment, see the complete
Maquecord line — PT6, PT63 and PT7.

WRITE FOR NEW CATALOG

Maquecord, Inc., Dept. B-4
360 N. Michigan Ave., Chicago 1, Ill.
Send me latest catalog of Maquecord
Equipment.

Name

Address

City

Zone

State

Magnecord, Inc.

360 NORTH MICHIGAN AVE

CHICAGO 1, ILLINOIS

April 9, 1951  •  Page 73
MARCH 29 Decisions . . .

BY THE COMMISSION EN BANC

Heardings Consolidated

Capital Radio Enterprises, Sacred- 
mony, Calif.—Consented for hearing application of Capital Radio Enterprises for new FM station on 1380 khz DA w. of that of Radio Cali- 

do, pending Sacramento station 1380 kc w. D. in which hearing is scheduled for May 2 at Washington, D. C.

Charles H. Chamberlin, Bellefon- 

taine, Ohio.—By order, denied petition

requesting leave to amend, reconsider- 
ation, and grant of application for CP

new AM station on 1380 kc w. D. and 
scheduled hearing at Washington on 

May 29.

March 29 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

KGVF Flagstaff, Ariz.—To change from 1320 kc to 1380 kc w. to 1420 kc, 1 kw in power, install new tower.

AM—1090 kc

KGRH Fayetteville, Ark.—To change from 1345 kc 250 kw un. to 1390 kc 50 kw un. and change trans. location.

Modification of License

WFYC Alma, Mich.—Mod. license to change name of licensee from Alma Best Co. Inc. to WFYC Inc.

License for CP

KNEB Kootenai, Idaho.—license for CP to change frequency, power, hours of operation, and transmitter location.

KNPT Newport, Ore.—License for CP to change frequency, power, install new tower, and DA-N.

KWSI Kennedy, Wash.—License for CP to change frequency, power, install new tower and DA-N.

WABF—PM Arlington, Va.—License for CP new FM station.

WCMR FM Kalama, Wash.—License 

for CP non-commercial educational

FM station.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP

new FM station for extension of completion date.

KQX—PM Lima, Ohio—Same.

WJUC Urbana, Ill.—Mod. CP for change in non-commercial educational FM station for extension of completion date.

WFPL Louisville, Ky.—Same.

APPLICATIONS RETURNED

KWEK West Memphis, Ark.—RE- 

tURNED application for mod. license.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

KIMP Mt. Pleasant, Tex.—To change from 1 kw to 1 kw w. NA-D on 960 kc.

March 30 Decisions . . .

BY THE COMMISSION

Extension of Authority

WIBK Knoxville, Tenn.—Granted ex- 
tension of temporary authority to opera- 
te WIBK,有效的 June 29, and provided that WIBK may make application for further extension of temporary author- 

ization upon a showing that it is pro-

ceeding diligently in the prosecution of 

its Application of the Commission's 

decision of Aug. 11, 1949, denying li-

cense to operate AM station WIBK and 

constructing permit for a new Class B 

FM.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

KIMP Mt. Pleasant, Tex.—To change from 1 kw to 1 kw w. NA-D on 960 kc.

March 30 Applications . . .

WHP Harrisburg, Pa.—Mod. CP

change frequency, power, etc. for ex-

perimental use.

KPFM (FM) Berkeley, Calif.—Mod. CP 

to change class of station from A to B, 

change frequency, trans. site, studio location, 500 ft.

License Renewal

Following stations request renewal of license:

KTXM San Rafael, Calif.; KSCO

Santa Cruz, Calif.; KDWD Dawson, 

N. Y.; KNCR Mobile, Mo.; WWOOF Buf-

falo, N. Y.; WARE Albemarle, Va.; 

WEER Southern Pines, N. C.; WCNW 

Canton, Ohio; WPRV Greensboro, N. 

C.; WVSO Springfield, Ohio; WBBQ Phi-

adelphia; WSPA Barnum; P. R.; KLIF 

Oak Cliff, Tex.; KIWJ San Antonio, 

Tex.; KTER Terre, Tex.

March 30 Decisions . . .

BY THE COMMISSION

Extension of License

KXQZB Detroit, Mich.—Granted tem- 

tory license for extension of experi- 

mental FM station to June 1, 1950.

WPJR Greenville, Miss.—Granted mod. CP to change license, station, ant. 

system, etc. for experimental use.

March 30 Applications . . .

APPLICATIONS RETURNED

KXQZB Detroit, Mich.—RETURNED 

application for renewal of license.

APPLICATIONS DISMISSED

Clarksdale Best Co., Clarksdale, Miss.—Dismissed application for new 

AM station on 1280 kc 250 kw un.

April 2 Decisions . . .

BY THE COMMISSION

Extension of License

KQXQZB Detroit, Mich.— Granted tem- 

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mental TV station to June 1, 1950.

March 30 Applications . . .

应用 for installation of 

antenna.

March 30 Applications . . .

License Renewal

Following stations request renewal of license:

KWMU San Rafael, Calif.; KSCO

Santa Cruz, Calif.; KDWD Dawson, 

N. Y.; KNCR Mobile, Mo.; WWOOF Buf-

falo, N. Y.; WARE Albemarle, Va.; 

WEER Southern Pines, N. C.; WCNW 

Canton, Ohio; WPRV Greensboro, N. 

C.; WVSO Springfield, Ohio; WBBQ Phi-

adelphia; WSPA Barnum; P. R.; KLIF 

Oak Cliff, Tex.; KIWJ San Antonio, 

Tex.; KTER Terre, Tex.

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April 2 Decisions . . .

BY THE COMMISSION

Extension of License

KQXQZB Detroit, Mich.— Granted tem- 

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mental TV station to June 1, 1950.
COMMERCIAL AND INDUSTRIAL RAILroads

WASHINGTON, D. C.

A. D. RING & CO.
26 Years' Experience Engineering

MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.

Member AFCCE *

There is no substitute for experience

GLENN D. GILLET AND ASSOCIATES
982 N. ATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.

Member AFCCE *

GEORGE C. DAVIS
501-514 Munsy Bldg.—Sterling 0111
Washington 4, D. C.

Member AFCCE *

COMMERCIAL RADIO EQUIPMENT

INTERNATIONAL EXECUTIVE OFFICES

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Républic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 3151
WASHINGTON, D. C.

Member AFCCE *

Weldon & Carr
WASHINGTON, D. C.
1005 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
1728 Well St., N. W.
727 W. Wrenn
Member AFCCE *

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
1 Le Favre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Repub 6646
Washington, D. C.

April 4 Decisions...

ACTION ON MOTIONS

By Examiner Jack P. Blume
KPFM Belling, Calif.—Modification of license to change from DA-D to DA-DO on 590 kc.

License Renewal

Following stations request renewal of license: KVSM San Mateo, Calif.; WLCB Torrington, Conn.; WCNU Crestview, Fla. (resubmitted); WJVB Jack-

sonville Beach, Fla.; WJNJ Chicago (aux.); WPPO Peoria, Ill.; WIBC Indianapo-

lis, Ind.; KSUI Council Bluffs, Iowa; KIND Independence, Kan.

April 2 Applications...

Accepted for Filing

By Examiner Jack P. Blume

KFBF Helena, Ark.—Granted petition for indefinite continuance of hearing, scheduled for April 6, in proceeding re application for use of same for station WJVB, Bellingham, Wash.

KCFY, Des Moines, Iowa.—Grant de petition to WJVB, Bellingham, Wash., for continuance of hearing, scheduled for April 6, in proceeding re application for use of same for station WJVB, Bellingham, Wash.

KXLA Solvang, Calif.—Accepts for printing application for use of same for station KXLA, Solvang, Calif.

March 27, 1951.

April 9, 1951  Page 75
Help Wanted (Cont'd)

Radio station WSTA located in St. Thomas, Virgin Islands, needs immediate assignment announcements. Must be fluent in English. Must have ability to type 35 words per minute. $20.00 weekly starting; raise according to abil-

ity. Write Box 2834, BROADCASTING.

Help Wanted (Cont'd)

Engineer: Chief with construction experience to install 1000 watt in New York. Must have at least 5 years' experience in building large stations. Must have

complete background, photo, and resume on age, experience, marital and draft
classification. Box 2823, BROADCASTING.

Wanted: Excellent investment manager wanted for York, Pennsylvania independent. Excellent opportunity to succeed him. Must have ability 

and experience. Box 2821, BROADCASTING.

Help Wanted (Cont'd)

Editor: Excellent writer to work on important advertising campaign. Must 

have graduate training in English and Journalism. Must be willing to relocate. 

Excellent salary plus benefits. Box 2820, BROADCASTING.

Help Wanted (Cont'd)

Engineer: Excellent engineer to build and operate new station. Must have 

experience in all phases of radio. Excellent opportunities. Send full details and 

resume. Box 2819, BROADCASTING.

Investment: Excellent opportunity for man with experience in investment 

phases of radio, specialize in selling radio. Must be able to close sales. Box 2818, BROADCASTING.

Help Wanted (Cont'd)

Technical

Character: Excellent experience and background. Must have ability to build and operate new station. Must have excellent track record. Must have 

experience in all phases of radio. Send full details and resume. Box 2817, BROADCASTING.
**Announcers**


Commercial salesman now working radio, looking for better opportunity. 40 years old, married, college graduate, reliable. Address replies to Box 317J, BROADCASTING.


**Audio Equipment**

**QUANTITY** | **PRICE EACH**
--- | ---
5 | $25.00
20 | $150.00
32 | $250.00
52 | $400.00
100 | $750.00
200 | $1500.00
400 | $3000.00
800 | $6000.00
1600 | $12000.00
3200 | $24000.00

**Components and complete units for the Raytheon 250-1 10-watt AM-FM transmitters and phasing equipment will be available in limited numbers after storage and disposal of the inventory from the Raytheon plant to the Raytheon plant to ELECTRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raythons, RCA, Western Electric, Collins, Cate material on hand.**

**ELECTRONIC SERVICE CORPORATION**, owned by Steve Cider and Howard Shuman (KJMB) specializes in new and used broadcast equipment of all makes.

**Antenna Equipment**

**RT-100 1 kw antenna tun-**

**ing units** | **$100.00**
--- | ---
200 | $200.00
500 | $500.00
1000 | $1000.00
2000 | $2000.00
5000 | $5000.00
10000 | $10000.00
20000 | $20000.00

**Components and complete units for the Raytheon 250-1 10-watts AM-FM transmitters and phasing equipment will be available in limited numbers after storage and disposal of the inventory from the Raytheon plant to the Raytheon plant to ELECTRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raythons, RCA, Western Electric, Collins, Cate material on hand.**
Situation Wanted (Cont'd)

Program-news director, announcer: Twelve years background all phases. Excellent musical background. Good commercial voice. Family man. $60.00 minimum. Must have home for available. Box 358J, BROADCASTING.

PB: Successful experience record. Can supervise all broadcasting departments. Personal interview in NY region. Box 324J, BROADCASTING.

Program director with two years experience available two weeks notice. $7,000. Any part of family interested? Box 320J, BROADCASTING.


News writer, 6 years experience news, sports, continuity, some announcing, presentation of talent, college, veteran. Write 355J, BROADCASTING.

Draft exempt veteran, age 28, is looking for program-writing job in local or regional station. Background includes 6 years network production, announcing and programming, independent free lance production. Also selling experience with local station. Looking for permanent job. No floats or booster. Box 332J, BROADCASTING.

Programming, production, public relations, experienced in all phases station operation, including selling. Desires change for independent station or affiliate emphasizing strong local programming. No program director at 1000 watt independent station. Metropolitan market, but want change. Can be available by May lst. Box 332J, BROADCASTING.

Good commercials, topnotch continuity, veteran, married, 35, experienced college 2 kw station, editor college magazine, trained announcing techniques, wants radio or TV writing job with chance to work into production, available immediately. Box 332J, BROADCASTING.

Television

Salesman

Syracuse University graduate, experienced, seasoned salesman, desires position with sales agency. Box 358J, BROADCASTING or TELECasting.

For Sale

Stations

Successful 1 kw daytime, and class B FM in large eastern metropolitan market. Cross 40 and 50 over $50,000. Principals only. Box 355J, BROADCASTING.


Equipment etc.

GE 3 kw FM transmitter and monitor. Box 355J, BROADCASTING.

Have new guyed radio tower complete with steel cupola, copper wire, etc. Write Box 312J, BROADCASTING.

Situation Wanted (Cont'd)

Best offer takes 3 kw Federal FM transmitter. And a buy side matching antennas with 280 feet 1/4 inch cable, fengers, etc. Box 355J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-A station monitors for GE antenna. Make offer. Box 355J, BROADCASTING.

For sale: Model SN Presto instantaneous recording attachment, also MI-4928 microscope. Both items in new condition. Contact General Manager, WEOL, Elyria, Ohio.

Two RCA Universal pickup kits MI-857-G two filters, with microphone heads and mounting plates. Plus one spare head. All in excellent condition. Contact Eric 4-33 for WRIF Radio Station WGIT, 250 Geneseo St., Utica, N. Y.

Wanted to Buy

Stations

Experienced engineer desires to purchase or invest in to personally manage. Box 355J, BROADCASTING.

Equipment etc.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Eckard Trans-Aire one millimperaire recording meter, preferably with Telechron motor. Box 355J, BROADCASTING.

Will pay cash for used equipment for 3 kw FM installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 957, Gadsden, Alabama.

Miscellaneous

$50,000, purchase money by successful metropolitan S-A-E-E-S radio executive, principals: Box 355J, BROADCASTING.

Help Wanted

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

Situation Wanted (Cont'd)

Salesman

COMMERCIAL MANAGER

We have a good salen staff making money for themselves and us. We are seeking more salen under direction of a proven, capable sales manager. Experienced and happy staff successfully operating 1000 watt fulltime station.

You need a proven successful salesman or sales manager background. Personal meeting with general manager-owner at N.A.B. Convention important.

Box 355J, BROADCASTING, 360 N. Michigan, Chicago.

Situation Wanted

Production-Programming, others

GENERAL ADVERTISING MANAGER

Versatile ad man with five years experience in advertising, lamp man, sportscaster, production manager, time buyer, in retail credit chain, general advertising manager, radio and TV sales order writer ... on printed, outdoor and broadcast media. Bilingual. Refer to interested men now in the ladder. Box 355J, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER

31 months in present station in programming and sales. Play-by-play, special and studio announcing. Excellent references from general manager of this local in N. Y. area. Desire move back to Pro- gram director in regional or in pro- gram-announcing capacity, B.F.A., Married. Good draft status. Willing to relocate anywhere if opportu- nity is good. Box 355J, BROADCASTING.

For Sale

Equipment etc.

Available—for immediate shipment—new and used Winthrop gadgets toward—will sell erected—on supply ground wire. Contact one of the following:

Warren Cesna, 721 Main St., Kirkton, Mass. Phone, 8-1921.

Henry Olmitz, 40 East 42nd St., New York 17, N. Y. Phone: Murray Hill 7-6316.

C. V. Tepper, 2516 12th Ave., Chattanooga, Tenn. Phone: 8-3428

WANTED

Old Sods of the Pioneers

records or transcriptions

WPI

P. O. Box 541, Sharon, Pa.

AM STATION WANTED

Partners and friends of long standing wish to purchase a fulltime network affiliate now in the black, outside of a primary market and in a pleasant community in which to live.

Cash available to $10,000. Balance to be financed. We have another going business (established 1916) with excellent bank and commercial references.

Will consider anything from Denver east meeting above conditions. Please furnish such information as you feel will be of interest so personal contact may be arranged. We will deal direct or through your broker.

BOX 357J, BROADCASTING
Advertising Tax?  
(Continued from page 19)  

a heavy dip in advertising expenditures. They included:  
1. Discontinuance of advertising of some types of products for what it 
calls "the duration."  
2. Reduction in the quantity of advertising by others.  
3. Shift to direct advertising by mail or handbill "in case the tax 
could not be made to apply to these types of advertising."

According to these tax experts, if the "heavy tax had no effect on 
the volume of advertising or the prices charged, the yield from a 20 
and 25% tax would be well over $1 billion."

On the other hand, the writers of the recommendation opined, if the 
taxation succeeded in reducing advertising volume, probably the 
following factors would occur:  
1. Lowering of the estimated tax revenue.  
2. Reduction in demand for goods and materials going into advertis-
ing.  
3. Cut in stimulus by advertising to cause people to buy.  

"If the extent advertising media reduced their rates and absorbed 
part of the excise tax, their net income would also be reduced and hence the 
revenue from the income tax would be re-
duced."

Staff Reasoning  
The staff further conjectured that a reduction of advertisers' 
profits and of income tax revenue would follow a cut in sales result-
ing from the reduction of advertis-
ing volume. Thus, the staff en-
visioned a subsequent cutback in infla-
tionary pressures and an increase in consumer saving.

In an afterthought assault on advertiser budgeting, the commit-
tee researchers asserted:  
"It is even conceivable that the yields from the excise taxes might also be 
increased, especially if the tax on 
advertising resulted in reduced exp-
enses for 'good will' advertis-
ing more or less deliberately engaged in. To avoid excess profits and 
corporation income taxes."

S. C. O'Mahoney (D-Wyo.) is chairman of the joint 
committee. In a preface to the report, he said he wanted it clearly 
understood that neither the commit-
tee nor any individual member is "in any way committed" to the staff's view.

Questioned about the staff mem-
bers who wrote the supplemental on the ad tax, John W. Lehman, 
committee clerk, said no specific 
individual compiled the informa-
tion, but that it had been a joint 
 project under the direction of Dr. 
Theodore J. Kreps, staff director. 
The full committee at work on the 
report was: Dr. Kreps, Mr. Lehman, 
Associate Staff Director Grover W. 
Ensley; Fred E. Berquist, econ-
omist for the minority; James E. 
Kreps, Mr. McCray, William H. 
Moore, economists; Elizabeth Magill, 
research assistant; Marian T. Tracy, 
assistant clerk.

W. F. Box, former Sen. William Benton 
(D-Conn.), meanwhile, made a call 
for a "national crusade against 
inflation" via "every medium of 
communication," including televis-
ion, radio and other media. William H. 
Benton would have the media set 
up a national committee to drama-

tize the "critical nature of our cur-
rent financial situation."

Coincident with these develop-
ments, Treasury Secretary John W. 
Snyder told the House Ways & 
Means Committee that the adminis-
tration would not seek the $8.5 
billion tax increase and would return 
to the $10 billion it currently wants 
from Congress. Thus, as the tax 
proposals now stand, the adminis-
tration would let go in radio-
TV set excises on the manu-
facturer level apparently still stick.

RADIO USAGE  
Trendex Studies TV Homes  

INDICATIONS that radio already 
has suffered the most serious ef-
fects of TV competition and is back 
on the road to a new normacy of 
set usage come from results of a 
study, "Survey X," released by 
Trendex Inc.

The survey revealed that evening 
radio use is 20% higher in homes 
which have had TV for two years 
or more than for homes in which the 
video receiver is less than a year 
old. It found that 76.4% of those 
that set use is 11% lower in 
homes which have had TV for 
two years or more than in TV homes of 
any other level standing.

"In the television home," Trendex 
noted, "a higher percentage of ra-
dio listening was found during the 
early morning hours than in the radio 
only homes; this would seem to lend substance to the theory, 
held by many, that it was the radio 
enthusiast who purchased the first 
television sets."

Considering the use of various 
sets in multi-set homes, the survey 
reported that in TV homes with 
both television and radio sets op-
erating, 32.1% of the radios in use 
were in the kitchen during the 
6-10 p.m. period, while in radio-
only homes for the same period, 
53.8% of the radio sets in use were 
in the living room and only 17.4% in the kitchen. Multiple set usage 
was found to be highest in the 
evening hours and not in the late 
afternoon when juvenile programs 
preponderate, as had been assumed.

The survey utilized the telephone 
coincident interview method and 
was based on some 5,000 contacts.

NARTB Presidency  
(Continued from page 18)  

3. Watchdog ing of advertising by broadcasters throughout the nation, most of 
whom know him personally and all 
of whom are filled with his great 
contributions to American radio. An 
outstanding leader in his own com-
munity, and nationally in the profes-
sion to which he has devoted 24 years, 
Mr. Fellows assumes the NARTB post 
thoughly experienced in all phases of 
broadcasting.

Speaking of the appointment, Judge Miller said:  
I have worked with Harold Fellows over the years and am well acquaint-
aced with his fine qualifications for lead-
ership and his thorough knowledge of the broadcasting profession. I have 
seen the high regard in which he is 
held not only by his fellow broad-
casters, but by leading citizens of 
Massachusetts, where he has given 
unstintingly to civic projects. It is 
not difficult therefore to predict that he 
will contribute much to the na-
tion's broadcasters as NARTB's presi-
dent.

I look forward to a pleasant and 
productive association with him.

Selection Group  
Members of the nominating essential sec-
tion group, selected at the Febru-
ary board meeting, were in addition to 
Mr. Stroese: James D. Shouse, 
WVLW, Cincinnati; Allen W. Fay, 
WHAM, Rochester; Robert D. 
Sweezy, WDSU, New Orleans; 
Patt McDonald, WHHM Memphis; 
Arthur M. Woodall, WDKL Colum-
bus, Ga.; William B. Quarion, 
WMT Cedar Rapids, Ia.; Harry 
R. Spencer, KKRO Aberdeen, Wash.

Members of the TV manager selec-
tion committee, besides Mr. Stor-
er, are Harry Bennister, WTVH, 
Detroit; Paul Raybourn, KTDA 
(TV) Los Angeles; Clair R. McCol-
lough, WAGL-TV Lancaster, Pa. 
Mr. Fellows will be the fifth 
president of the association and 
fourth to fill the post on a fulltime, 
paid basis. Preceding Judge Mil-
er in the presidency in recent years were J. Harold Ryan, Fort 
Industry Co., a 1944-45 interim 
president who was drafted for the 
post while a permanent appointee 
was sought, and Neville Miller, now 
a Washington attorney, 1938-44. 
Judge Miller became president Oct. 
1, 1945, coming from the Federal 
bench.
FCC Actions
(Continued from page 78)

Applications Cont...
change power from 5 kw unal. to 5 kw-D 1 kw change, trans. location and DA system.

APPLICATIONS RETURNED
KVMJ Magnolia, Ark.—RETURNED for FCC to change from 5 kw to 3 kw and install new antenna.
WMPF Stevens Point, Wis.—RETURNED application for renewal of license.

April 5 Decisions ...
BY THE COMMISSION EN BANC
Designated for Hearing
WRRB Huntsville, Ala.—Designated for hearing at Washington on May 28 re application for CP to change from 1480 kHz to 1460 kHz and 10 kw to 1500 kw 10 kw-LS 500 w-N DA.

April 5 Applications ...
ACCEPTED FOR FILING
AM—550 kw
WHIM Providence, R. I.—CP to change from 1110 kw to 550 kw and change trans. and main studio locations.

CP to Replace CP
WWG-FM Sanford, N. C.—CP to replace expired CP for new FM station.
KGKB-FM Tyler, Tex.—CP to replace CP for new FM station.

Modification of CP
KARC-FM Tulsa, Okla.—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED
WQAN-FM Scranton, Pa.—CP to make changes in existing FM station to increase ERP to 2.1 kw.

License for CP
WGHF-FM Newport News, Va.—License for CP authorizing changes in existing FM station.

Renewal of License
WORU-FM Columbus, Ohio.—Non-commercial educational FM station request renewal of license.

License for CP
KYUM Tuna, Ariz.—License for CP to change frequency, power etc.

Modification of CP
Following stations request mod. CPs for changes in power, frequency and antenna: KLINK Oakland, Calif.; KIJI Honolulu, Hawaii; KUTE (FM) Glendale, Calif.; KSTA-FM San Antonio, Tex.

AM—1390 kw
WWDJ Lynchburg, Va.—CP to increase power to 1390 kw and change from DA-D-N to DA-N and install new antenna.

License Renewal

APPLICATION RETURNED
TV—Ch. 6
Jacksonville Bestg. Corp., Jacksonville, Fla.—RETURNED application for CP new television station on Ch. 6 (52-186 m) ERP 1 kw ka, 100 ut, 1,100 kw because of wrong form in application.

Box Score
SUMMARY TO APRIL 5
Summary of Authorizations, Stations On the Air

Class
AM Stations On Air Licensed CPs Cond’T Appl’ns In Grants Pending Hearing
AM Stations 223 2,220 155 *11 *1 14
FM Stations 454 518 155 *11 *1 14
TV Stations 147 92 425 34 1
T.V. on the air

Docket Actions...
INITIAL DECISIONS
KELT Electra, Tex.—Hearing Ex- ceeded by 12/19 as follows: Peti- tion looking toward denial of applica- tion by Barraganetti Bestg. Co., permittee, for license and for consent to assign construction permit from that partnership to City Bestg. Co., a corporation comprised of Mr. Elkln, Mr. Lindsay and nine others. Decision Apr. 3
WALE Fall River, Mass.—Hearing Examiner Elouise C. Gilmore issued initial decision looking toward grant of application by Narragansett Bestg. Co., licensee, for license renewal. Decision Apr. 3

MEMORANDUM OPINION AND ORDER
Commission enters a notice of pro- posed rule making which would amend FM allocation plan by shifting Ch. 239 from Idaho Falls, ida. to Rexburg, ida. and Ch. 238 from Jacksonvillle, N. C. to Dillon, 1. C. purpose being to pro- vide Class B channels for pending applica- tions in Idaho and an additional channel as there are no applicants from Idaho Falls and Jacksonville.

Non-Docket Actions...
AM GRANTS
Alturas, Calif.—Conr Inc. Granted 1 kw daytime by shifting Ch. 239 from Idaho Falls, ida. to Rexburg, ida. and Ch. 238 from Jacksonvillle, N. C. to Dillon, 1. C. purpose being to pro- vide Class B channels for pending applica- tions in Idaho and an additional channel as there are no applicants from Idaho Falls and Jacksonville.

APPLICATION RETURNED
TV—Ch. 6
Jacksville Bestg. Corp., Jacks- ville, Fla.—RETURNED application for CP new television station on Ch. 6 (52-186 m) ERP 1 kw ka, 100 ut, 1,100 kw because of wrong form in application.

In WQVM Greenville, Miss. Granted April 2
Las Vegas, Nev.—Vegas Valley Bestg. Co., licensee, for license renewal. Granted April 2

License Renewal
WJIM Granite City, Ill.—License Renewal

Application for renewal of license.

APPLICABLE REQUIREMENTS

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS
promotion ideas sold to create cash revenue from $200 to $500 per week,
Write, call, or wire
Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager
National Features
Peoria, Illinois
Phone 6-4607

BROADCASTING • Telecasting

Page 80 • April 9, 1951


TRANSFER REQUESTS

KOSA Odessa, Texas.—Assignment of license to Karo Brothers, doing business as Odessa Media Co., for $17,500. Prin- cipals are 50% owner Cecil L. Trigg, manager of KOSA Odessa, Texas and 50% owner Southwestern Bestg. Corp.; 10% Owners Wilbur B. Howe and Brooks L. Harmon, partners in law firm of Howe & Harmon. Filed Apr. 3

Deletions
TOTAL withdrawals to date Jan.-Juni 13 FM 33 tv; 0 New deletions, fees refunded. 0

WWGH Hornell, N. Y.—Station on 1530 kw deleted. New station construction permit for license application hearing on WLEA Hornell by WWGH, remaining construction permit on 1320 kw. Effective Feb. 12, 1951.


WJBW-FM Oklahoma City, Okla.—WJK-AM, Inc., construction permit, Mar. 28. Licensee studying construction permit to determine feasibility.

KELT CASE
FCC would Deny License
INITIAL decision to deny a li- cense to KELT Electra, Tex, and to deny proposed transfer of control of a non-commercial educational station—to the west—was reported last week by FCC. The ruling charged illegal transfer and ownership-financial misrepresentation.

Brevard Examiner J. D. Bond concluded the public interest would not be served by granting a license for the 250 kw daytime outlet to 1050 kw to Oil City Broadcasting Co., a partnership of C. C. Elkins Jr. and Bill Frank Lindsay, nor to approve transfer of the perm to a corporation of the same name, to Elkins and others, Elnora, Lindsay, Allen Melton, their Dallas attorney, and others.

Kettle contended that the station 250 kw outlet had been constructed by the corporation, that information being concealed from FCC.

BASEBALL SOUND EFFECT RECORDS
5 D / SE-7 SPEED DISC COVERS ALL REQUIREMENTS
Order C.O.D. Today While Supply Lasts
Charles Mishelson, Inc.
476 W. 43rd St., New York 36, N. Y.
March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2303</td>
<td>674</td>
<td>109</td>
</tr>
<tr>
<td>Total applications</td>
<td>2249</td>
<td>856</td>
<td>100</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1087</td>
<td>196</td>
<td>460</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>262</td>
<td>8</td>
<td>180</td>
</tr>
<tr>
<td>Conditional grants</td>
<td>119</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Conditional hearing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New station requests in hearing</td>
<td>139</td>
<td>4</td>
<td>71</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>295</td>
<td>11</td>
<td>20</td>
</tr>
<tr>
<td>Requisitions to change existing facilities</td>
<td>218</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Deletion of licensed stations in March</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
* On the air

WBT-IBEW Case

NLRB Hears Oral Argument

ORAL argument on the labor dispute between the Jefferson Standard Broadcasting Co. (WBT-AM- FM WBTB-TV) (TV) Charlotte, N.C. and the International Brotherhood of Electrical Workers was held last Wednesday by the National Labor Relations Board in Washington.

The hearing was the outgrowth of recommendations filed last summer by an NLRB trial examiner. The station was asked to release nine of 10 technicians which it discharged in September 1949 in the heat of its dispute with the union. Attorneys for the station subsequently filed exceptions to the report.

At last week's argument, attorneys for the licensee contended that the technicians had circulated defamatory and libelous handbills, which contained adverse comments on the operation of WBTB TV, including a statement that dealers were unable to move TV receivers because of complaints over WBTB TV programming by the "general public."

WBT Claims

WBT contended that (1) the handbills were defamatory; (2) station time sales had dropped below normal following distribution of the leaflets; (3) the handbills were untrue and libelous and had no connection with the labor dispute; and (4) that it, the licensee, was not motivated to destroy the union as charged.

General Counsel David Sachs, for NLRB, held that, while the handbills were not "necessarily untrue" and the language was somewhat exaggerated, there was a direct connection between the dispute and the circulation of the leaflets. The union's purpose, he claimed, was to strength its bargaining position with the station.

Counsel for the unions claimed that the handbills were part of the union's "economic strategy," designed to settle current negotiations with the station. He asserted that WBT never reimbursed the technicians for distributing the handbills; corrected the contents, or attempted to stop their distribution.

Crux of the case, as seen by NLRB authorities, is whether the union acted within its proper jurisdiction in circulating the handbills and whether the station is guilty of having dismissed the employees on general anti-union grounds. WBT already has denied that it sought to undermine the union's authority in the case, and claims it had taken retaliatory action against employees "endeavoring in various ways to hamper and totally destroy our business." [Broadcasting • Telecasting, Aug. 28, 1950.]

Representing the Jefferson Standard Broadcasting Co. were S. H. Blakeney and F. T. Miller. The union attorney was Louis Sherman. A final decision by the board is not expected before mid-May.

Memo to:

NARTB MEMBERS

See You in Chicago

Stevens Hotel
Howard E. Stark
Radio and Television Investment Consultants
9 E. 62nd St., New York, N.Y.
Templeton 8-1420

BMFB SUIT

Dismissed by Court

SUIT filed against Broadcast Measurement Bureau, asking $300,000 damages, has been dismissed by the U. S. District Court for the Southern District of New York. Plaintiff was Clair Heyer, publisher of Radio Market Guide Inc.

Mr. Heyer had filed the suit last September, naming as defendants BMI and its acting president, Kenneth H. Baker; and Asn. of National Advertisers, and its president, Paul West. He charged BMI with restraint of trade under the antitrust laws. Suit was dismissed on motion of counsel when the plaintiff failed to appear in New York in response to a court order for pre-trial examination.

Louisiana Asso. of Broadcasters on March 31 adopted a resolution notifying advertisers and agencies that BMI's data "do not necessarily reflect the true picture of broadcasting in various markets in Louisiana." The association noted many agencies and advertisers have bought time on the basis of the BMI survey which it said is "not an accurate picture of listening habits today."

LAB asked agencies and advertisers to consider authentic information furnished by individual stations instead of BMI data.
COY VOICES OPPOSITION TO McFARLAND BILL

FCC Commissioner Robert F. Jones asked Friday by House Interstate & Foreign Commerce Committee to reject a McFarland Bill position that he and Com. Rosel Hyde favored, which Commission majority opposes. Request made during testimony of Commission Chairman Wayne Coy as hearings on S 658 started second day (earlier story, page 21).

Present bill, with four "minor" exceptions, likened by Mr. Coy to S 1973 which passed Senate during 81st Congress, which he also opposed. Friday testimony on four changes:

(1) FCC does not favor stipulation that Commissioners' assistants receive not in excess of $10,000. Mr. Coy said FCC proposed striking from bill all references to specific salaries for any position.

(2) Commission is not favorable to provision that secretary of FCC, chief engineer and assistants must be general counsel and assistants, chief of each integrated division and assistant, and legal assistants to Commissioners. They would be "fairer and more logical approach" to post-government employment problem.

(3) FCC agreed to provision clarifying that Commissioners may present minor objections or supplementary views in legislative reports.

(4) Likewise, Commission held desirable portion providing licenses can be issued, in absence of written application therefor, during national emergencies.

Most objectionable portion of bill, he said, was that which would establish "protest" procedure under which existing station "could demand and secure a hearing on any application for new or improved facilities, grant of which might cause economic injury to it." He said this would give existing station "club" over establishment of competitive stations.

CLOSED CIRCUIT

(Continued from page 4)

owner (see story, page 22). Eyebrow-lifter was second-page phrase in extract which said radio must, among other things, "make a rate adjustment to meet the current situations."

Extracts were circulated via BAB.

FIVE OF FCC's seven members will attend NARTB Convention in Chicago next week. Chairman Coy and Coms. Walker, Hyde, Jones and Henkock are slated for trip, with Coms. Sterling and Webster probably remaining behind because of previous commitments. It's expected Commissioners will witness Phonovision demonstration at invitation of Commissioner E. F. McDonald, of Zenith, on Tuesday, April 17.

ARMED FORCES Information Center (Army, Navy, Air Force, Marines) will be on hand at NARTB Convention to answer questions on personnel as well as programming matters. Setup will be adjacent to registration desk at Stevens Hotel.

UNDERSTOOD TO BE in preliminary planning stages is an ambitious, working title of There's Something in the Air, covering the quarter-century of American radio-TV in documentary and anecdotal fashion. Collaborators would be Col. E. M. Kirby, Army radio-TV chief, and Robert K. Richards, NAB public affairs director.

IT'S touch and go whether Congress will re-examine of telecasting committee hearings and various debates. Sen. Alexander Law's (R-Wis.) call upon Senate Rules Committee to work out Congressional TV code is finding little enthusiasm. House Rules Committee has not yet set aside time to meet consideration of Rep. J. K. Javits' (R-Lib-N.Y.) request for radio-TV coverage of important House sessions.


As full impact of FCC's proposed TV allocations is felt, more and more proposals for switched assignments and even station swaps are being dreamed up. These projects would permit stations to utilize maximum antenna heights and powers and still circumvent overlapping coverage.

PROPOSITIONS of autonomous TV wing of NARTB (NAB) already have over half of 107 licensed video stations in fold, according to more than $100,000 income. Membership drive planned at Chicago convention, with number of high-income stations expected to swell operating budget.

ALL OWNED-AND-OPERATED stations of CBS (non-member of NAB) and NBC (NAB member) are now in BAB membership fold, with ABC decision expected shortly. (Mutual has no owned stations.)

FRED HART ELECTED

FRED HART, president and general manager of WLPN Suffolk, Va., was elected president of Virginia AP Broadcasters Friday at final session of two-day meeting. Other officers are Maynard Dillabaugh, WMVA Martinsville, vice president, and Irving Abeloff, WLOE Richmond, treasurer. Frank Fuller, chief, Richmond AP bureau, continues as secretary. Three new directors also elected: John Eure, WBDB Roanoke; John L. Cole Jr., WHP South Boston; Charles Blackley, WTON Staunton owner and general manager (early story, page 24).

BROADCASTING • Telecasting
With a population of 13,658,505 and 3,611,767 radio families—nearly 1/10th of the U. S. total—the 330 counties of the WLW Merchandise-able Area present a worth-while market for any advertiser.

Using class "A" time, WLW obtains advertising impressions in this market at an average cost per thousand of only $1.18. And this does not take into account the large bonus audience beyond this area accredited to WLW by BMB.

Within this great area, WLW-Television provides concerted sales impact in three important metropolitan areas—Cincinnati, Dayton and Columbus—with a total population of 2,978,400 and 831,800 families, half of which are TV set owners. In this second largest TV market of the Midwest, more local and national spot advertisers buy more time on WLW-Television to sell more products to more people than on any competing stations.

Croley Broadcasting Corporation

140 W. Ninth St. Cincinnati 2, Ohio CHerry 1822
630 Fifth Ave. New York 20, N. Y. Circle 6-1616
360 N. Michigan Chicago 1, Ill. State 2-0366
3165 Olentangy River Rd. Columbus 2, Ohio JEfferson 5441
4505 S. Dixie Highway Dayton 9, Ohio WALnut 2101
more than

400,000

sets now in the multi-billion dollar

WWJ-TV MARKET

They're multiplying rapidly . . . and so are the sales of advertisers who use the visual selling power of WWJ-TV to push their products in Detroit.

When you're on WWJ-TV, you're on Detroit's NBC station . . . the station that TV's Detroit Tigers' ballgames, Red Wings' hockey games, big-time boxing . . . the station that's 2 years ahead of the others in age, in programming know-how, in production experience . . . the station that commands the prestige that naturally goes with leadership in public service.

It's as clear to advertisers as WWJ-TV's picture is to Detroiters, that WWJ-TV is the Number One buy in a market that is headed for its twelfth consecutive year of capacity production.

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