More listeners... thousands of them in our new larger coverage area! Better signal in Richmond proper! That's what WLEE's great new power means to advertisers. It means MORE value for every dollar you spend on WLEE.

And how the merchants in Richmond do know this for a fact! Last January one of the largest appliance dealers in town signed up for a 13-week schedule. So dramatic, so profitable were results that the dealer has now DOUBLED his schedule, and signed up FOR A WHOLE YEAR!

You too can get results like this on WLEE. Just ask your Forjoe man for all the latest facts—it's quite a story.

TOM TINSLEY, President  IRVIN G. ABELLOFF, General Manager  FORJOE & CO., Representatives
Every Morning The Midwest Listens to Its Favorite WLS Stars

The Midwest's favorite WLS stars shine at morning-time! Daily from 5:00 to 8:00 A.M. the successful WLS formula of block programming with live talent shows attracts listeners from every corner of the WLS-Midwest coverage area. Featuring stars of the NATIONAL BARN DANCE, these morning programs have consistently maintained a degree of leadership as reflected in A. C. Nielsen's 1950 Station Area Reports, which place WLS first or second in audience during each 15-minute period!

This leadership again demonstrates the degree of acceptance enjoyed by WLS . . . the listener-loyalty Midwesterners have toward the station, its programs and personalities.

In Terms Of Results

Using these WLS morning time periods: brought nearly a million and a half box tops from WLS listeners to a cereal company over a period of 16 years . . . resulted in over 5,000 proof-of-purchase requests for an ironing board cover offered by a starch manufacturer last summer in a six week period. An offer of a Dolph Hewitt record for prize jokes brought over 3,000 letters in three weeks! A mail order account sold $13,995 worth of its product in just five weeks!

It's a "must" that you consider WLS morning-time in your plans for complete Midwest coverage. Participations are still available in limited numbers. Your John Blair man has complete details.
THE COX STATIONS

WIOD
NBC MIAMI

WHIO
CBS DAYTON

Effective May 1, 1951

appoint

THE BOLLING COMPANY

Exclusive National Representatives
WHETHER all networks will accept Affiliates Committee's invitation for rate discussion sessions this week (see story page 15) is doubtful. One network felt recent meetings posed serious legal question as to possible anti-trust violation and also that its own responsibility to deal with its own affiliates through their advisory board must be considered.

CBS Friday understood to be determined to stick by its radio rate cuts, despite protests from its own affiliates and request for moratorium from Affiliates Committee, and to believe that CBS affiliates have no choice but to accept cuts or breach their contracts with network.

EXPLOSIVE report, denied on all sides last week, had CBS acquiring ABC network (6 TV stations in first 6 markets, plus 5 AM stations for upwards of $30 million. CBS owns only 2 TV stations plus 45% interest in WTOP-AM-TV-FM Washington.

TV SELECTION committee for NARTB, which last week designated Thad Brown Jr., attorney, as acting head, does not plan to make definite pitch for new top executive until its membership and revenue figures are minimum estimated overhead. Present income is at rate of less than $100,000 annually. It needs minimum of $150,000, according to budgetary estimates.

NBC HIGHLY elated over results of program audience study made first week in February by American Research Bureau under joint sponsorship of four radio networks. In contrast to Nielsen report credited CBS with eight of top ten shows to NBC's one, ARB gives NBC four to five for CBS; in top 20, ARB shows NBC with 12, CBS with six, appreciably varying from Nielsen's ranking of 14 for CBS and five for NBC.

SENATE Crime Investigating Committee may ask Congress in April 30 report to spell out by law what jurisdiction FCC has over such services as Continental Press, national race news wire. In this way, Kefauver group hopes to place law enforcement of proposed ban on interstate transmission of gambling information in lap of Commission. Chairman Wayne Coy maintains Continental cannot be considered "common carrier" under present Communications Act and even if it could, administration of such enforcement would be unwieldy.

IN WAKE of CBS announced 10% rate cut, substantial number of stations in top markets disclosed plans to increase daytime spot rates as means of offsetting possible network reductions. Station representatives generally were encouraging moves.

SEVERAL ADVERTISING agencies submitting presentations to Gruen Watch Co., Cincinnati (radio and television advertiser) in attempt to get account, recently resigned by Stockton, West, Burkhart Inc.

NOW THAT NAB's question has been tossed open by last week's NAB RTB Convention

(Continued on page 110)
THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20%</td>
</tr>
<tr>
<td>Dollar volume retail sales</td>
<td>178%</td>
</tr>
<tr>
<td>Dollar volume wholesale sales</td>
<td>209%</td>
</tr>
<tr>
<td>Dollar volume service trades</td>
<td>154%</td>
</tr>
<tr>
<td>In the nine year period, 1939 to 1948, employment rose 34.4%.</td>
<td></td>
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</tbody>
</table>

Data from 1940 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

Represented by

ROBERT MEEKER Associates • NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO
in West Virginia... your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

Joe L. Smith, Jr., incorporated
Represented nationally by WEED & CO.
THERE'S MORE TO IOWA THAN TALL CORN AND DES MOINES

KXEL STAYS AHEAD

GUARANTEEING MORE LISTENERS PER DOLLAR

In KXEL's Rural City—a rich market area embracing 4,011,569 people.

1951 CONLAN STUDY REVEALS ADDITIONAL TRENDS TO KXEL

Summary of Conlan's Newest Comprehensive Study of Listening Habits—a total of 34,684 phone calls were used.

But here's the most significant part—KXEL gets you these listeners for less cost! COMPARE. Take 7:00-8:00 A.M. period, for example. (Figures taken from 1951 Conlan Study.)

KXEL has 30.3% of the listeners—costs $44.00 for 1/4 hour during that time.

Cedar Rapids—CBS outlet—5,000 watts
has only 19.0% of the listeners—yet costs $52.00 for 1/4 hour during this time.

Des Moines—NBC outlet—50,000 watts
has a minimum of 13.9% of the listeners—and costs $120.00 for 1/4 hour of time.

This means—if you want to sell IOWA'S MAJOR MARKET and sell it completely—AT LESS COST PER LISTENER—there is only one answer...KXEL.

See your Avery-Knodel man today, or write KXEL for your copy of Conlan's newest, comprehensive "Study of Listening Habits"
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot
Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
The Elephant has a Mighty Memory

...How impressions get lodged so firmly in the consciousness of the pachyderm, we just don't know—but we do know about people. And we know that the voice of radio reaches people in such a compelling way that the advertising they hear is better remembered than the advertising they see.

If you are a national advertiser, you might check spot radio—to reach people at times and places of your choosing with programs of your choosing—especially the great stations listed here.

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
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<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
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<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
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<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
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<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
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<td>WTMJ</td>
<td>Milwaukee</td>
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<td>Mpls-St. Paul</td>
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<td>Philadelphia</td>
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<td>KOMO</td>
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<td>Shreveport</td>
<td>NBC</td>
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<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
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<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
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<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
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<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
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<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
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</tbody>
</table>

**THE YANKEE NETWORK**

**TEXAS QUALITY NETWORK**

---

488 MADISON AVE.  
NEW YORK CITY 22  
MU 8-0200  

CHICAGO • LOS ANGELES  
DETROIT • ST. LOUIS • DALLAS  
SAN FRANCISCO
The plus in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion...billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers...makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

MAX TENDRICH, Weiss & Geller, N. Y., named director of media radio and TV, succeeding LESTER J. MALLETTS, resigned.


HERBERT D. SCOTT, director of publication media Carl S. Brown Co., N. Y., appointed director of all media. CHRISTINE M. PETRINO continues as radio timebuyer for agency.

DONALD QUINN, Ruthrauff & Ryan, N. Y., to Pedlar & Ryan, same city, as head timebuyer.

WALLACE X. ARON elected vice president Richard N. Meltzer Adv. Inc., S. F.

FRANCES YOUNG AUSTIN, acquired the creative urge early in life and as a young high school student she expressed the urge by writing pieces for her school publications, eventually becoming editor of the yearbook at San Francisco's Polytechnic High School. As editor of the yearbook she was introduced to the importance of advertising and at the same time became aware that here was a field offering the widest possible range to a creative talent.

She was an advertising woman from that moment on. Although she did not, of course, step immediately into her present position as radio and TV timebuyer for J. Walter Thompson in San Francisco. Several years of apprenticeship intervened. From Polytechnic High School she went to San Mateo Junior College and then returned to her home state to attend Oregon State College. (She was born in Portland, moving to San Francisco, via Seattle, at the age of 13.) In college she prepared herself for her future advertising career by acquiring a bachelor of science degree in commerce.

Upon graduation from Oregon State, her actual professional apprenticeship began she took a job with NBC in the network's Artists Service. She learned the radio talent business during the following four years booking concert artists and all types of entertainers for radio and personal appearances. Next she moved into sales and for nine years sold everything NBC had to sell—spot, network, local. Then she was ready for the advertising agency and in November 1945 joined J. Walter Thompson as radio timebuyer in San Francisco. TV timebuying was added to her duties when the medium came to Northern California. Advertising to her is exciting and stimulating. A good campaign, she says, is a successful campaign and it doesn't matter what the product is or how large the budget. The small budget account is as important to her as the account with larger sums to spend.

The wide range of campaigns she deals with is indicated by the variety of accounts using radio and/or TV in the J. Walter Thompson San Francisco office. These include the Richmond & Northwest District Ford Dealer Associations, Kraft Cottage Cheese, Leo J. Meyberg (RCA distributor), the San Francisco Chronicle, Pan American World Airways, Southwest Airways, Safeway Store products, Shell Oil, Washington State Apples, Holly Sugar and the advisory boards of the olive, raisin and wine industries in California.

And the list is growing steadily in both variety and number, particularly in the last few months. Activity has been increasing n0-

(Continued on page 69)
RICHARD GARRETT IVES, Television Broadcasters Assn., to Campbell-Ewald, N. Y., as director of research.

W. L. BUNNAGAR, vice president-manager Philadelphia office Van Diver & Crowe, to contract department Gray & Rogers, Phila.


H. M. BECKELMAN has opened new Liberty Adv. Agency in Ft. Worth, Tex. The firm is located at 401 Bewley Bldg.


ROD MacDONALD, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, S. F., as media director. CLIFF SPONER, freelance artist, to agency as associate art director. EVE DURYEA, Beaumont & Hohman, S. F., named administrative assistant of Guild, Bascom & Bonfigli, S. F.

WALTER SELOVER, Foote, Cone & Belding, S. F., to Russell, Harris & Wood, S. F., as account executive.

Hazel Thompson, Young & Rubicam, N. Y., to C. J. LaRoche & Co., N. Y., as copywriter and stylist.

WILLIAM H. WEINTRAUB, president William H. Weintraub & Co., N. Y., will be among principal speakers at Ohio Assn. of Broadcasters meeting in Columbus, May 2-3 [Broadcasting & Telecasting, April 16]. His topic will be television.

LESTER A. WEINROTT, in freelance advertising business, serving such accounts as Wm. Wrigley Jr. Co., Chicago, to Ted Bates, N. Y., in executive capacity.

PHILIP BASSEL, Saks Fifth Ave., N. Y., to Hirshon-Garfield, N. Y., in radio-TV department.


ENJOYING a private joke at an open house held by Dan B. Miner Co. in honor of the advertising agency's 40th anniversary are these five radio and agency executives (l to r): George Whitney, general manager, KFI Los Angeles; A. E. Joselyn, CBS Hollywood director of operations; Hilly Sanders, vice president in charge, radio and television, Dan B. Miner; Ross Lockman, account executive, KNX Hollywood; Wilbur S. Edwards, general manager, KNX and Columbia Pacific Network. More than 300 people attended the gathering honoring the city's oldest ad agency.
Lang-Worth announces four NEW radio shows... loaded with stars, showmanship and commercial appeal... available for sponsorship over all Lang-Worth affiliated stations.

1. **CO-STARRING Patti Page and Ray Anthony** in *Rhythm Rendezvous* — 15 minutes, 3 times weekly, combining the exceptional talents and audience appeal of the Nation’s Number One female vocalist and top-rated Name Dance Band.

2. **ALLAN JONES** in a glamorous half-hour show, once weekly, featuring songs by Allan Jones with the 40-piece Sydney Torch Orchestra and guest-starring the 60-voice Luton Girls Choir.

3. **THE SUNSHINE BOYS**: Leading exponents of the rhythmic form of religious singing in a program of Gospel Songs — terrific audience impact. 15 minutes, 5 days per week.


Lang-Worth subscribers hold the top cards of the talent deck— that’s why they win consistently in audience ratings and sales. Stellar shows like The Cavalcade of Music, Keynotes by Carle, Coté Glee Club, Remember When and Through the Listening Glass make Lang-Worth the most valuable sales asset in the transcription field.
new business

Agency Appointments & Spot . . .

ORDANCE CRUSH Co., Chicago, names Erwin, Wasey & Co., same city, to handle its advertising. Radio and TV spots are bought co-operatively on a national basis with Orange Crush bottlers. New campaign will be started May 1.

BLUEBIRD PRODUCTS, L. A. (metal polish), names Vick Knight Inc., L. A., to handle advertising. Radio spots now being used on KWIK Burbank will be expanded to spots schedule to other local stations. SCIENTIFIC NUTRITION Corp., L. A. (Foodex vitamin), also appoints agency. Radio and TV planned.


HOLSUM BREAD, division of LANGENDORF UNITED BAKERIES, St. F., appoints Russell, Harris & Wood, S. F., to handle advertising. Raye Russell is account executive. Radio and TV will be used.

WARNER-HUDNUT Co., N. Y., names Daneen-Pitzer-Garcia Sample, N. Y., to handle advertising for new and as yet unrevealed cosmetic product. Advertising plans now being developed.


F. FREIRIA Sers. (distributor for Lipton products in Puerto Rico), appoints Publicidad Badillo Inc., San Juan, to handle advertising.


Network . . .

BIGELOW-SANFORD Carpet Co., through its agency, Young & Rubicam Inc., has renewed half-hour Bigelow Theatre on 22 television stations effective in September for 26 weeks. Present cycle expires June 4. Firm plans to have 12 more programs filmed for new series and intersperse showing of them with those run on previous programs for new cycle. Jerry Fairbanks Productions, Hollywood, has produced films for program, and is slated to do new ones. Films budgeted at approximately $5,500-$7,000. Frank Woodruff directs for Y&R.

NORTHAM WARREN CORP., Stamford, Conn., on behalf of Cutex manicure specialities and Peggy Sage products, will sponsor first 15-minute segment of The Loraine Day Show, 1-1:30 p.m., Saturdays over ABC-TV starting May 5. Agency: J. M. Mathes, N. Y.


JUNKET BRAND FOODS, N. Y., will sponsor a quarter-hour segment of Garry Moore Show, Thurs., 1:30-4:35 p.m., on CBS-TV, starting June 7. Show is on five times weekly. Agency: McCann-Erickson, N. Y.

Adpeople . . .

M. J. PHILLIPS, assistant advertising manager Inco Nickel Alloys Dept. of International Nickel, N. Y., elected president Industrial Advertising Assoc.

C. JAMES PROUD, national field representative Advertising Federation of America, appointed assistant to president ELON G. BORTON.


JOHN A. DEMOREST, assistant general sales manager Hiram Walker Inc., S. F., to California Wine Assn., S. F., as general sales manager.

LOUIS BEZARD, vice president Schiaparelli Inc., has resigned. He will temporarily maintain an office at the company's advertising agency, Robert W. Orr & Assoc.

WHAT'S UP?

Prices, taxes — practically everything . . .

EXCEPT WGN's rates.

In 1946, there were 3,761,000 radio homes in WGN's coverage area.*

In 1951, there are 5,042,000 radio homes . . . an increase of 1,281,000 homes.*

AND, at the same rates.

If you are going to buy . . . better buy radio and make your best buy WGN.

* NIELSEN RADIO INDEX

A Clear Channel Station . . . Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago East 42nd Street. New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

225 Montgomery St., San Francisco 4 • 638 So. Van Ness Ave., Los Angeles 5
710 Lewis Blvd., 235 SW Oak St., Portland 4

BROADCASTING • Telecasting

April 23, 1951 • Page 13
WAVE
FLOODED BY
26,049 RETURNS
FROM TWO
LOCAL BROADCASTS!

Did you ever look for rain and get a cloudburst? Here at WAVE we've always known that we had quite an audience, even after Hooper hours (and allowing for six other Louisville AM stations and two Louisville TV stations). But the top convincer came when we began broadcasting a nighttime amateur disk-jockey program (sponsored by the Oertel Brewing Company of Louisville, and placed by M. R. Kopmeyer Co.). The show runs from 10:15 to 11:30 p.m., weekdays. Every couple of months we ask for votes on two successive nights, and offer a prize for the winning vote-getter.

In the December contest, 23,908 voters replied to two broadcasts. In the February contest, the two broadcasts (Friday and Saturday night) pulled 26,049 returns! To us, that's a proof of listenership!

If we may use Morton's somewhat salty saying, "When it rains it pours". And pour it does at WAVE, for this is but one example in a long line of success stories. Let Free & Peters give you all the facts — or write us direct!

LOUISVILLE'S
WAVE
N.B.C AFFILIATE 5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
AFFILIATES UNITE ON RATES

By ED JAMES

HUNDREDS of radio network affiliates united last week in a desperate effort to shore up rate structures already cracked wide open by the sudden CBS price reductions and threatened with a complete cave-in.

At a spontaneous meeting in Chicago last Wednesday attended by 700 affiliates of all four networks elected Paul W. Morency, WTIC Hartford, Conn. (an NBC affiliate), chairman of a committee which has the short-term mission of urging ABC, NBC and MBS to withhold rate reductions and CBS to rescind its announcement of a new rate effective July 1.

The longer-range plan is to undertake a sweeping re-evaluation of rate structures, a basic study that it is hoped will stabilize a reeling industry.

On Thursday the Affiliated Committee telegraphed invitations to the four network presidents to attend meetings with the committee in New York April 24 and 25.

The committee's wires pointed out there was a need for 'prompt action' in beginning a study of "the whole problem of radio rate structure and all of its implications." 

CBS Rates Chief Topic

The CBS rate reductions and their portents were the principal topic on the floor and in the corridors at the NARTB convention, meeting under more critical circumstances than broadcasters have ever faced before.

Justin Miller, NARTB chairman, in his address opening the association's convention, inveighed against the advertiser pressure that led to the CBS action, describing it as a "boycott by a combination of advertisers."

Mr. Miller, a lawyer by profession and former federal judge, said flatly there were indications of anti-trust violation in the "conspiracy" among national advertisers to force down radio rates.

Out of the discussions which ranged from outraged opposition to resigned acceptance, the majority opinion seemed to be that a job of fundamental industry-wide research was needed to determine whether indeed radio rates were out of date, whether they ought to be raised, lowered or left alone.

The feeling prevailed that if events that began with the CBS decision were allowed to take their helterskelter course, without the leveling action of a sober and painstaking re-examination of radio's prices, the essential structure of the broadcasting industry was destined to change.

One high official of a leading network told Broadcasting • Telecasting candidly that networks were facing an unprecedented economic crisis.

He pointed out that not a single show had been sold by any major network in the past six months on a clean, above-board basis and at card rates. The network business, he said, had degenerated into a dog-eat-dog scramble among the networks to capture one another's accounts.

The reluctance of national advertisers to invest in network radio, at prevailing prices, had reached the proportions of a boycott, he said. He saw no assurance that the boycott would be broken by a 10 or 15% rate reduction.

A reduction of that order, he said, might be enough to entice present accounts to remain on the air, but he doubted that it would bring in an appreciable number of new ones.

In the view of this executive, networks are approaching a time when drastic revisions of their basic nature may be demanded. Revenues from network operations have been steadily declining, he pointed out, and such corporate profits as have been made have come from owned and operated stations or other activities.

Other New Devices

If rate reductions do not accomplish their intended purpose of keeping network business volume at levels that insure at least moderate profit, the networks will have to resort to new devices of obtaining revenue.

This network executive pointed out that the amounts spent by advertisers in network radio have been declining while expenditures in national spot and local business have increased. Others took his cue from such statistics, networks may finally come to providing a

NARTB CONVENTION

By J. FRANK BEATTY

RADIO and television broadcasters met new and unexpected problems at their first joint convention last week, convening in Chicago for the first time as NARTB.

They met these problems head-on in the largest convention since the post-war meeting of 1946, and left Chicago late in the week with the hope that effective machinery is available to protect their business and program properties.

Not within memory of most broadcasters has so staggering a problem been faced with such suddenness as the CBS-propelled rate-cutting move. Some of these broadcasters arrived at the Stevens Hotel in a state of commercial shock. Others were mystified, or resentful.

There ensued five days of un-scheduled conferences and rump meetings and corridor gatherings. Why had CBS taken this devastating step? What could be done about it? Would it start a rate-cutting deluge?

The answers—partial answers, at least—began to emerge as the week progressed, culminating in formation of an Affiliates Committee to meet this week with network presidents and to see what can be done about holding the line on rates and perhaps recapturing prestige and commercial power on behalf of the station licensees.

Main Job Is Done

While this rash of confused confusion was dominating the thoughts and words of broadcasters, network officials, representatives and related groups, there still remained the main job of conducting an annual convention.

This job was done. It took the form of four separate conventions—a Monday defense mobilization meeting, open to members and non-members; a three-day management convention; a two-day engineering convention; one-day TV meet.

That was the all-time record for

(Continued on page 90)
CBS REPORT

First Quarter Gross Up 27.6%; Net Income Drops 2.1%

GROSS INCOME of CBS and its subsidiaries during the first quarter of 1951 was $39,225,591, up 27.6% from the $30,890,664 gross for the like period of 1950. S. Paley, CBS treasurer, reported in a statement released Wednesday at the company's annual stockholders meeting in the CBS board room in New York.

CBS, however, showed a 2.1% decrease for the quarter, amounting to $1,276,054 or 74 cents a share for the first 13 weeks of 1951, compared with $1,304,050 or 76 cents for the same period of 1950.

CBS President Frank Stanton presided at the meeting, which William S. Paley, board chairman, was unable to attend as he was required to be in Washington, where he is serving as chairman of the President's Materials Policy Commission.

Directors Elected

Stockholders re-elected Ralph F. Colvin, Issac L. Levy, Luba Levy, Edward R. Murrow, Mr. Paley and Mr. Stanton as Class B directors; Prescott S. Bush, J. A. W. Iglehart, Samuel Levy, Joseph T. Dean and Dorsey Richardson as Class A directors. The sixth Class A directorship, left vacant by the resignation of Feb. 1 of Edward Wallerstein, former president, was not filled, no candidate being proposed by the board.

The meeting ratified the board proposal for making 150,000 shares of authorized but unissued Class A stock and 10,000 shares of Class B stock available for purchase during the coming 10 years by CBS employes selected by the board to be given options to acquire the stock at a price to be set by the board but not less than 85% of a fair market value. An incentive measure, the plan calls for 15,000 shares of Class A stock to be optioned to employes each year. Stockholders also ratified the board's earlier action in optioning 7,000 shares of Class B stock to Mr. Stanton and 3,000 shares of Class B stock to Mr. Ream, the network's executive vice president.

CBS acquisition of Hytron Radio & Electronics Corp., approved a week earlier by the CBS board [BROADCASTING • TELECASTING, April 18], was mentioned by Mr. Stanton, who, in answer to a stockholder's question, said that to the best of his knowledge Hytron is not carrying an embarrassingly large inventory of TV sets such as has been reported for other network manufacturers. An arrangement, calling for an exchange of 31 shares of CBS stock for each 100 shares of Hytron stock, will not become effective until ratified by the stockholders of both companies, but no action was taken at the CBS meeting as about a month will be needed to assemble the necessary information, it was reported. When that has been done, a special CBS stockholders meeting will be called, probably in mid-May.

Loyalty Question

A question about the loyalty statement required of all employes by CBS was answered by Mr. Ream, who said that the questionnaire used by CBS was the same as that required of all applicants for Civil Service positions and had been instituted by the network following the President's declaration of a national state of emergency because of the unique position of a network at a time of emergency. Asked specifically concerning the dropping of Louis B. Untermyer from the CBS-TV

Paul Harvey Sponsors

ON APRIL 2, 63 cooperative advertisers assumed joint sponsorship of Paul Harvey's news analysis program, Monday through Friday, 1:15-2:30 p.m., on ABC. The co-op sponsorship consists of furniture stores, automobile dealers, household appliances, department stores, etc.

show What's My Line?, Mr. Ream pointed out that Mr. Untermyer was not a CBS employe but an actor on one program adding that he was "not going to go into the reason for changing talent on programs."

CONTRACT NEWS

Baseball Pacts Continue

NEWS of signed baseball contracts continued to trickle in last week. Other signings have been listed previously [BROADCASTING • TELECASTING, March 29]. Those reported last week follow:

Liberty Broadcasting System baseball broadcasts this year are sponsored by Falstaff Brewing Corporation, St. Louis, through Daniel Fitzgerald-Sample, New York, over approximately 150 outlets, with remainder of 380-odd LBS stations to be a "best of" basis, the network announced last week.

For the fourth consecutive year, two Baltimore Orioles home games weekly will be telecast over WMAR-TV Baltimore, Gunther's Beer and the Atlantic Refining Co. will halve the sponsorship.

Agricultural agencies are Ruthrauff & Ryan for Gunther's and N. W. Ayer & Son for Atlantic.

Also in Baltimore, WAAM (TV) announced that it will carry 12 Washington Senator games under the sponsorship of the American Brewery Inc., which, in addition, is sponsor of nine games over WMAL-TV Baltimore. Elmer D. Free is the agency.

Meanwhile, WWDC Washington announced a "home run" sell-out of sponsorships of all broadcasts of Senator games, plus all programs and spot announcements of those games.

Sponsoring the play-by-play broadcasts are the Christian Broadcasting, Inc., and Sinclair Refining Co.

KTUL Renewes

JOHN ESAU, vice president-general manager of the Tulsa Broadcasting Co., operator of KTUL Tulsa, announced April 13 the station had renewed its contract as an affiliate of CBS. Mr. Esau said he had signed a two-year contract with Herbert V. Akerberg, vice president in charge of station relations for CBS. KTUL has been an affiliate of CBS since 1954.
HIGH ADVERTISING LEVEL

By RUFUS CRATER

FORECASTS for continuing high-volume advertising levels brightened the 33d annual meeting of the American Assn. of Advertising Agencies, held last Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

These heartening predictions shared the three-day agenda with sober calls upon the advertiser and agency to take a tougher and more forthright stand in terms of promotion of morality and American ideals and principles; to do more to sell the public and its lawmakers on the value of advertising itself as a product, and to continue and expand its program of self-regulation.

Starting with the election of Young & Rubicam's Louis N. Brockway as the new AAAA board chairman (story this page), the approximately 400 members and guests alike:

- Heard a review of the special Test Survey Committee's report and recommendations on radio and television measurement methods and were called upon to give the report serious study as a possible approach to solution of the problems.
- Heard Ralph W. Hardy, NATB director of government relations, outline Congressional criticisms of advertising and suggest improvements.
- Were told that radio and television must be especially careful with their powerful influence on development of public ideals and principles.
- Heard television described as the biggest contributor of problems to the media side of advertising.

Ad Volume High

In an executive session opening the convention, built around the theme of "Advertising in a Mobilized Economy," President Frederick R. Gamble pointed out that although many defense and wartime problems may recur, "Advertising is as necessary to our freedom and general business activity already has reached a $300 billion rate and promises to go considerably higher."

"On that volume," he continued, "the normal advertising percentage of 3% would result in total advertising volume of $9 billion..." Tourism, advertising's largest single item, and general business activity already has reached a $300 billion rate and promises to go considerably higher."

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NEW OFFICERS

LOUIS N. BROCKWAY, executive vice president of Young & Rubicam, New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA opened its 33d annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see story this page).

He succeeds Fairfax M. Cone, chairman of the board of Foote, Cone & Belding.

John P. Cunningham, executive vice president of Cunningham & Walsh, New York, was elected vice chairman, and Kenneth D. Baker Jr., president of Van Sant, Dugdale & Co., Baltimore, was named secretary-treasurer.

President Gamble continues in office for another year.

Directors elected at the Thursday sessions:

- Directors representing 4A's sectional councils, for terms expiring in 1952—Fletcher D. Richards, president, Fletcher D. Richards Inc., New York, representing the New York Council; George C. Wiswell, treasurer, Chicago.
- Directors-at-Large, for terms expiring in 1957—Mears. Duffy, Ludgin and Stearns.

The following directors-at-large continue in office:

R. D. Brokway is Elected AAAA Chairman

Brockway is Elected AAAA Chairman

Brokway was named to the association's four officers on the Operations Committee, which convenes in April 1951 for a 

Mr. Brockway

Mr. Cunningham

Mr. VanSant

(Continued on page 107)

April 23, 1951
PETRY WARNS On Rate Cuts, Network Spot Pitch

By EDWARD PETRY* PRESIDENT, EDWARD PETRY & CO. THERETO are two important topics which are the reason for this meeting today. Of one of them concerns the highly publicized report which the ANA has recently issued on the subject of radio time values. The ANA report is an effort to justify general reductions in radio broadcasting rates. They are making the attack, at the start, on network time rates, assuming that this type of deal will follow in line. Apparently, they have at least partially convinced CBS and ABC, because they have announced a general rate reduction for network advertising effective July 1.

I don't know how they are going to justify those reduced payments to their affiliated stations particular in non-network markets, but presumably they are just going to implement it, with or without justification. As everybody in this room knows, I personally and everybody in the Petry Co., has always been in favor of high rates. We have always felt that radio has been sold too cheaply in the past, and we believe it is still a great advertising medium.

Cities ANA Report

The ANA report, while not complicated in itself, is something we have had to analyze at considerable length, and with the use of a lot of figures and statistics. For that reason I thought it better to have our thoughts about it put down on paper so that you could read them and think about them more carefully than you could by just hearing them.

The other main topic concerns the situation which has come up as a result of the network's invasion of the spot broadcasting field by selling spots over their chains. The new move the networks have made into the national spot field, in the matter of using their network facilities as vehicles for national spot advertising, is a subject of even more immediate and far-reaching importance.

Many stations here today had the highest national spot year of all time during 1950. Every station here today, with the exception of three, carried more national spot during 1950 than it did the previous year.

The entry of the networks into the national spot field, by using their ANAs to carry national spot business, is a development which we feel will drastically reduce all of your income from national spot during 1951 and may reduce your national spot radio in the not too distant future to something approximating the vanishing point. The problem that we want to outline and discuss then, is in its simplest form, how can we maintain the highest possible level of national spot business.

Anyone who is not emulating the ostrich will agree that increased budgets for TV, both spot and network, will eventually result in some lowering of budgets available for spot radio. As a matter of fact, this situation already pertains in many newly developed TV markets. As is true when any new medium is available to the advertiser, it eventually falls into its proper place, and this is usually accomplished in a fairly orderly manner. We think that television and radio will reach their respective levels based on their separate abilities to serve the advertiser. In the meantime, we can all contribute to this orderly change by selling radio on its special advantages and selling television on its advantages.

The new, and in our opinion, much more serious threat to national spot radio is this new fact that all networks are using their chains to carry spot broadcasting and spot announcements. Already the country's largest user of radio and one of the smartest radio advertisers—P&G—has bought and is now running spot announcements on the ABC network. CBS has not so far sold outright one-minute spots in existing network sustaining programs, but they have accomplished practically the same thing by dropping five-minute newscasts into existing CBS sustaining, and the P&G Ivory Bar one-minute copy is then carried in those five-minute shows. Either way it is done, the threat to a large proportion of your income remains the same. Our information is to the effect that
RATE DEBACLE

BROADCAST Advertising Bureau opened its industrywide fight to pull radio out of its current rate debacle at a Tuesday morning clinic held during the NARTB Chicago convention.

President William B. Ryan and Edgar Kobak, WTWA Thomson, Ga., BABC board chairman and NARTB board member, started the campaign to sell radio by an aggressive sales promotion campaign. They were supported by advertiser, agency and related spokesmen who agreed the medium should be developed to new heights and effectiveness.

This first organized attempt to meet the CBS-projected rate crisis head-on was conducted in a quiet, orderly atmosphere. Determination rather than high-pressure talks marked the 2½-hour meeting as BAB made its first bid to the membership for financial support.

Kobak Keynotes Charge

Mr. Kobak sounded the keynote by charging that radio is shortchanging itself and the listening public by watching TV develop into a threat for better programming and better selling. He claimed radio is punch-drunk from boos of advertisers who are getting better results from radio while demanding lower rates. BAB will supply the promotion leadership and research, he said. At the same time he blamed broadcasters because they had failed to raise rates in recent years. "Treat all advertisers alike and cut out deals," he advised.

"My own opinion is that CBS took a drastic move. Columbia hated to do this and is catching lots of squawks. The next two weeks you will hear from all networks. You might as well take it — you’re going to get it. Then take the offensive." He urged management separation of radio and television, adding that TV will eventually set up its own promotion bureau.

Mr. Ryan, making his first convention appearance as BAB president, quietly and earnestly called for support of BAB as he outlined the industry’s current problem and what should be done about it. He noted that the organized, unified attack of the Assn. of National Advertisers had met some measure of success but claimed radio is vulnerable because it doesn’t defend its own rates.

Wasted Energies

"Radio dissipates its energies fighting itself," he said. Through radio has produced more statistics than any other medium it has never measured the size of its audience aside from the data in the two NMB studies, he said. Rather it has produced highly competitive research for individual stations and networks.

Mr. Ryan reminded that the public bought 13 million radio sets (Continued on page 94).

AM, FM INCOME

FCC Reports ’50 a Peak Year

SHARPLY reversing the trend of aural broadcast income—which had been steadily declining since 1946—the FCC total Thursday revealed that total income for 1956 for AM and FM, before federal taxes, rose 34.5% over 1949.

The Commission’s figures on aural services were indicated by preliminary estimates filed by networks and stations with that agency. Similar analysis of television networks and stations had been released late last month by FCC (BROADCASTING • TELECASTING, April 2).

In reaching its peak income year, aural revenue from time sales and other sources amounted to $447.7 million (see Table 1). This, coupled with television’s 1956 figure of $105.8 million, pushed the overall broadcasting industry total past the half-billion dollar mark for the first time.

These figures also indicate that network business during 1949-50 remained virtually constant with the rise in aural revenue primarily attributable to increased business of stations.

Of interest is FCC’s comparative table of revenue figures showing that aural stations located in TV markets suffered no aggregate loss, but rather they experienced a 6.8% increase in 1956 over the previous year (see Table II). This table, confined to stations in operation over the two years, also discloses (Continued on page 98).

TABLE I

AURAL BROADCAST SERVICE

Estimated 1950 Revenues, Expenses, and Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase in 1950</th>
<th>(Millions of dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total | 1950 | 1949 | Increase
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$109.7</td>
<td>$108.1</td>
<td>1.5</td>
<td></td>
</tr>
<tr>
<td>33.0</td>
<td>30.7</td>
<td>10.1</td>
<td></td>
</tr>
<tr>
<td>447.7</td>
<td>415.2</td>
<td>7.8</td>
<td></td>
</tr>
</tbody>
</table>

**Broadcast Revenues**

<table>
<thead>
<tr>
<th>Category</th>
<th>1950</th>
<th>1949</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Nationalwide networks</td>
<td>4 regional networks</td>
<td>(including owned and operated stations)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>91.2</td>
<td>90.6</td>
<td>0.7</td>
</tr>
<tr>
<td>365.6</td>
<td>371.9</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>406.8</td>
<td>403.5</td>
<td>3.3</td>
<td></td>
</tr>
</tbody>
</table>

**Broadcast Income** (Before Federal Income Tax)

<table>
<thead>
<tr>
<th>1950</th>
<th>1949</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>$18.5</td>
<td>$17.5</td>
<td>5.7</td>
</tr>
<tr>
<td>52.4</td>
<td>53.2</td>
<td>1.7</td>
</tr>
<tr>
<td>76.9</td>
<td>79.7</td>
<td>3.4</td>
</tr>
</tbody>
</table>
| 1 | The number of network owned and operated stations in 1949 was 27 and in 1950, 28.
| 2 | Including 2,098 AM, AM-FM or independent FM stations in 1949 and 2,173 in 1950.

April 23, 1951 • Page 19

STATISTICAL side of radio held interest of BAB duo and alumnus as A. C. Nielsen addressed the BAB meeting at Chicago. L to r: William B. Ryan, BAB president; Edgar Kobak, WTWA Thomson, Ga., BABC board chairman; and Maurice B. Mitchell, Associated Program Service, former BAB director.

‘SALES CREDO’ BABC Reads Kesten Message

IN A critical hour, broadcasting received a inspirational sales credo from one of its illustrious pioneers. Paul W. Kesten, former CBS executive vice president and now consultant to the network, sent a message to Broadcast Advertising Bureau, to which he is consultant. The letter was read at the BAB clinic held Tuesday morning during the NARTB Chicago convention.

Here is the credo, contained in two types of effort he felt BAB should carry on:

First a continuing, constructive, untroubled flow of material selling radio as the broadest, simplest, lowest-cost mass advertising medium on record—commanding the most open, easy, eager channel that God ever invented to reach the human mind ... the human ear. That’s basic about radio, it always will be basic, it can’t be overplayed.

Second, a hard boiled, highly competitive opportunistic barrage of plug-ugly comparisons with other media—magazines, newspapers and by no means excluding television. Case histories ... deadly parallels ... cost-per-sale stuff gleaned from bargain basements and from lofty campaigns from the local level to the national level and back again ... no holds barred.

Mr. Kesten

BROADCASTING • TELECASTING

Mr. Kobak began.

BAB Begins Its Industrywide Crusade
SERIES OF NARTB joint board and TV board meetings during the NARTB Chicago convention, first in the history of the newly aligned association, were held. The board adopted a series of resolutions which were ratified Thursday by the TV membership (see page 75).

Resolution supporting passage of the McFarland Bill (S 688) was unanimously approved by the joint board. Frank U. Pfeiffer, WATE, Arlington, Va., FM director-at-large, introduced the resolution. The McFarland Bill would streamline the FCC's procedure. NARTB President John J. Miller was absent when the House Interstate & Foreign Commerce Committee when hearings are resumed April 24. He will testify in support of the bill.

The board voted appointment of a membership committee to screen applicants for associate membership.

Kobak's Research Motion

On motion of Edgar Kobak, WTTA Thomson, Ga., small station director, the board voted to name a special board committee to look into the report by the Special Test Survey Committee. This test committee, headed by Dr. Kenneth H. Baker, WABC, New York, submitted a report last winter urging NARTB to take the lead in promoting a comprehensive study of audience measurement techniques in an effort to dispel confusion in the research field.

The whole matter of research confusion came to a head last summer when KJBS San Francisco asked for a showdown on value of various techniques. The project was launched in an advertisement in Broadcasting - Telecasting. Dr. Baker's committee made an extensive preliminary study of the problem and suggested a thorough analysis of research techniques could be made for about $140,000.

Robert D. Swesey, WDSU-TV New Orleans, NARTB vice president, said he was on behalf of the Presidential Selection Committee, which had signed Harold E. Fellows, WEEI Boston and CBS New England manager, to a five-year contract as NARTB's president, effective June 4. Judge Miller becomes chairman of the board. The selection of Mr. Fellows was ratified. He was introduced to the board by the committee.

Neil McNaughten, NARTB engineering director, was directed by the board to take part in the sixth plenary assembly of the International Radio Consultative Committee (CCIR), starting next June in Geneva. Mr. McNaughten is international chairman of Study Group No. 10 which deals with broadcasting, having been named by the State Dept. He will sail May 26. Last CCIR meeting was held at Stockholm in 1948.

EUGENE THOMAS, director of television operations, WOR-TV New York, and chairman of the 1951 Convention Committee, opened the first business session in Chicago last week.

Mr. Thomas made this comment on selection of Mr. Brown: "This action is taken pending the choice of a man who will serve in the post permanently. Mr. Brown will report directly to the Television Board."

COUNCILS AT OPENING SESSION

Mr. Miller made this comment on selection of Mr. Brown: "This action is taken pending the choice of a man who will serve in the post permanently. Mr. Brown will report directly to the Television Board."

Justice Miller said that the NAB selection committee, in seeking his acceptance of the NAB presidency in 1946, promised that he would not be "burdened with management and administrative duties" - instead, his most important function was to be that of diagnosis and prescription of remedies.

Persuasive Factor

He said that he regarded that as "the most attractive feature of the committee's offer and the one which finally persuaded me to leave the bench."

Contrary to promises, he said, events obliged him to "plunge at once into the work of management and administration, and I rarely got out of it."

The reorganization of NAB into NARTB and the election of Harold Fellows, former general manager of WEEI Boston, as president, has resulted, Judge Miller said, in an arrangement to the judge's satisfaction.

"The board has appointed me to a position in which I can do the sort of job with which the 1946 committee on selection lured me, from a lifetime tenure on the federal bench, to the uncertainties of the short-term trade association tenure."

Judge Miller devoted most of his address to giving "advice to my successor."

Advice to Fellows

The first thing he advised Mr. Fellows to beware of was the trade press, although he did not identify any journals by name.

He remarked that a man may be a "D-English major one day, a cub reporter the next, and an expert on everything a year or two later. This fact is one which the dictators always capitalize, in the use of the 'big lie' technique. No better proof can be found of the fantastic gullibility of many people."

Having warned Mr. Fellows against taking the trade press seriously, Judge Miller advised him that on a trip (the Judge recently returned from South America) he had learned that the three dominant motivations of the people in one country were love, money and laziness.

"I suspect," he said, "that these three are high up on the list in most countries. You may be sure that where they are dominant, there is little time or energy left for such activities as those of trade associations. That explains, perhaps, why the percentage of membership runs close to 50% of the total number of broadcasting stations."

Those who are members, he added, do not all participate wholeheartedly in annual conventions, even to any single trade association. Mr. Brown reviewed legislative and regulatory matters affecting the TV industry.

Dues Schedule Set

Monthly dues for the TV organization were adopted—the five-minute advertising rate, or half the 15-minute rate, whichever is lowest. This rate is effective May 1. It was noted that the rate adoption of the finance committee, of which Mr. Storer is head. The question of special rates for joint AM-TV memberships was left to the NAB.

A special type of membership was proposed for TV station applicants so they can receive data on membership committee, and other allocations information. This was deferred to the Tuesday meeting.

Mr. Thomas reported 58 of the 107 operating TV stations now belong to NARTB, first time a majority. Those who are members, he added, do not all participate wholeheartedly in annual conventions, even to any single trade association. Mr. Brown reviewed legislative and regulatory matters affecting the TV industry.
Come Summer...
go where the money goes

This summer, check in at 50,000-watt KSL. Discover for yourself the four-state summer wonderland KSL puts at your feet. There's money everywhere. It's in the billion-dollar Intermountain industrial empire that's booming all year long...in Wasatch National Forest (most-visited in the U. S.), the Rockies and all the natural wonders that attract Intermountain America's horde of free-spending summer vacationists.

And every year is bigger than the last.

In 1950, far more visitors than in '49 spent 12% more dollars June through August — helped ring up a soaring $254,553,000 in retail sales!

At KSL, you're in for a wonderful time. Because KSL last summer registered 41% more listeners than the second station during the day...38% more at night! And because KSL this summer will be out for an even greater share of audience with an unprecedented promotion campaign. (Tie-in displays, billboards, stunts, newspapers and on-the-air ads—the works!)

Make your reservations now. Call KSL or Radio Sales today!

KSL
50,000 WATTS
CBS IN SALT LAKE CITY
Represented by Radio Sales

All sources on request
WORLD Broadcasting plugged its Robert Montgomery show, Freedom Is Our Business, with these convention representatives on hand (I to r): Rear, Sy Kaplan, Hugh Grauel, Mike Sillerman and Bob Friedheim; seated, Sam Carter, Dick Lawrence and Maynard Marquardt.

GATES RADIO Co.'s large broadcast transmitter is explained by Francis W. Wentura (I), as two other Gates representatives (I to r) Stan Whitman and O. J. McReynolds, and a station man, L. W. Lenwell, K8RL, McCook, Neb., look on.

ONE OF Frederic W. Ziv Co.'s most popular transcribed shows, Boston Blackie, was a wall-board background for this group of salesmen. L to r: Bennett Philley, William M. Mertz Jr., Albert Unger and Stuart E. Halliday.

BLONDE Thesaurus Queen attracted all eyes at RCA's recording exhibit. L to r: Rear, Bert Woods, George Field, Model Jane Casey, H. Gillaspie and Bob Fender; seated, Geoff Bennett and Jim Davis, all Thesaurus representatives headquartered in Room 512, "the Key Club."

FOUR new programs were introduced by Langworth Feature Programs. Posted in the firm's suite (I to r): Cy Langlois Jr., Hugh Allen, Pierre Weis, William Young, John Langlois, Walt Davison and Cy Langlois Sr.

SESAC representatives, outlining features of its new library, include (I to r): Bob Stone, Ralph Baruch, David R. Milsten, Kurt A. Jadassohn, George W. Johnston, Louis Toppe, John Casey, Alice J. Heincke.

ALLEN B. DuMONT Labs' delegates and station men check TV monitors during the convention. They are (I to r): Jerry W. Keefe, WHBF-TV Rock Island, Ill.; C. E. Spicer, DuMont; R. J. Sinett, WHBF-TV; Jim B. Tharpe, DuMont.

FEDERAL Telecommunications Labs sent two spokesmen to the NARTB meeting. Checking equipment at the last minute are A. J. Baracket (I) and J. H. Hickerson.
RCA EQUIPMENT" swallowed up the largest portion of the Exhibition Hall and the RCA exhibit again this year, but Broadcast Music Inc. attracted the most attention from visitors. Twelve companies allied with the radio and television industries leased space in the Stevens Hotel lower-level Exhibition Hall, which occupies 30,000 square feet. RCA was displayed their new equipment previously — The Andrew Corp., Allen B. DuMont Labs, Gates Radio Co., General Electric Co., Radio Corp. of America, SESAC Inc., General Precision Lab, Federal Telephone and Radio Corp. and Broadcast Music Inc. Three new exhibitors added this year were the U. S. Army Signal Corps, the Armed Forces and Kliegl Bros., Universal Electric Stage Lighting Co. Two exhibitors — Collins Radio Co. and Raytheon Mfg. — dropped their heavy exhibits for the NARTB convention, set up headquarters on the fifth floor, where all light displays were shown, and Raytheon did not exhibit because it now longer manufactures television transmitters.

RCA showed an extensive line of transmitters, radio and video consoles, transmission lines, monitor racks, and cabinets and tubes. Equipment was displayed around a replica of the Empire State Bldg., atop which a 222-foot multiple TV and FM antenna is being erected. The installation was designed and constructed by RCA. The model was designed of glass and wood, and was supplied by the Empire State Bldg.

TV Amplifier

Interest of conventioners centered on the company's 20 kw television amplifier, which, used with a 12-gain antenna, will increase a station's coverage area "four times over," one spokesman said. The model will be installed as a result of the FCC's declared plan to increase the power of TV stations now on the air. The model will be available when petitions for increased power are authorized. Another piece of equipment talked about, although, it was not shown, was the new air-cooled 10 kw transmitter.

A new 5 kw slant line 10 kw AM transmitter was shown with a 250 w transmitter, with a rack, which occupies no more floor space than the former RCA 220 w transmitter alone. The single unit piece includes monitoring equipment, a frequency monitor, modulation and limiting amplifier. RCA officials also announced a new consoled, with expanding mixing facilities for TV with eight microphone inputs, shown with a master switch console which is capable of switching up to 10 microphones into three outgoing circuits. Flashing vari-colored lights were used on a large wall map of the U. S. to indicate TV stations using RCA field, studio, transmission and antenna equipment. Next to the map was a model of a new portable film projector which couples onto a remote camera and permits film inserts and slides to be telecast from a remote site. One of the most expensive items on display was a custom-built television audio console, originally designed for use at NBC New York. It has 12 microphone channels, a dialogue equalizer, an element which prevents sound effects (switching is automatic with the camera) and an on-air video monitor.

"LIGHT" EXHIBITORS

TWENTY-TWO "light" exhibitors displayed their radio and television wares on the fifth floor of the Stevens Hotel throughout the NARTB convention in Chicago last week. This year, as in the past, scantily-clad models distributed "come-on" gimmicks, suites were flooded with wall-board promotion pieces and brochures and broadcasters auditioned dozens of new transcribed radio and television programs. RCA THEASURUS issued membership cards in its exclusive "Key Club" after distributing hundreds of miniature golf clubs attached to a duplicate of the key to Room 512, its headquarters. Numbers corresponding to those on cards passed out during the day were mixed for a drawing each afternoon, with the winner receiving a set of matched golf clubs. When the keys ran out on the first day of the convention, RCA sent in matches — labeled "Theasurus is setting the trade on fire" — as a substitute. Mexican vaqueros, a wooden device tossed onto a peg, were distributed again this year.

Models invited conventioners to visit room 512 for an "Hour of Charm," RCA's new Phil Spitalny show which is being directed sales-wise to the sponsor rather than the station. Presentations were made also on the Wayne King Serenade, introduced two months ago. Also displayed were musical jingles and commercials.

The suite of STANDARD RADIO TRANSCRIPTION SERVICES was divided between its radio discs and films of United Television Programs. Delegates were outlined features of Standard's program library, which includes new talent and a new cataloguing system requiring less handling time. Visitors received three-dimensional viewing devices with colored slides.

UNITED TELEVISION PROGRAMS previewed three of its film shows, most popular of which was The Chimps, starring the late Bonzo. Showings continued throughout the day. The company will release two new series in the fall, Cry of the City, a half-hour dramatic suspense show, and Cimarron G-Men, a new western. Each is going into production now.

(Continued on page 104)

RCA Biggest Exhibitor

Gen. Bradly compliments radio and television for their "particularly outstanding" coverage of the Korean war. A major part of his address was devoted to an address on "Korea Today," an analysis of the military concept of that action and its relation to the whole movement of resistance against communism.

At the same luncheon, over which Justin Miller, NARTB chairman, presided, the four finalists of the 22 Show Products

Bradley Praises Korean Newscasts' Accuracy

GEN. OMAR N. BRADLEY said last week that commercial radio news reports from the Korean war are "so accurate" that he includes them in the daily briefings that he gives the President and Secretary of Defense. Gen. Bradley, chairman of the U. S. Joint Chiefs of Staff, addressed a luncheon meeting of the Voice of Democracy contest who explained that a telephone conference between Washington and Tokyo is held daily between 6 and 8:15 a.m. to inform the Defense Dept. of the latest progress of Korean operations. A summary of the situation is prepared for him.

Frequently, however, Gen. Bradley's aides pick up information from 8 a.m. radio newscasts that was not included in the official report, he said.

"These broadcasts," said the general, "are so accurate that I do not hesitate to give them to the President."

Voice of Democracy contest read excerpts of their speeches. Of them, Ricardo Romulo, Norita Newbrough and Marcia Anne Har"

UNITED TELEVISION PROGRAMS previewed three of its film shows, most popular of which was The Chimps, starring the late Bonzo. Showings continued throughout the day. The company will release two new series in the fall, Cry of the City, a half-hour dramatic suspense show, and Cimarron G-Men, a new western. Each is going into production now.

(Continued on page 105)
RADIO

A Bonanza Market

Right now Wichita retail sales are 32% ahead of the 1950 level. They have led the five-state area time after time. People in the Wichita market have money to spend and they will continue to spend it because Wichita industry alone has far more than a BILLION-dollar backlog.

* Colorado, Nebraska, Kansas, Oklahoma, Missouri.

You can tap this rich market most easily, most economically, with RADIO. The average ownership is a little over three sets per family in the area. Every test and every measurement proves the listening audience.

Here you find big-scale employment of a population that's 98% native-born whites. And, don't overlook Wichita's normally high income from regular production at the basic sources, i.e., Agriculture, Cattle, and Oil. Yes, sir! We have full pocket books and full dinner pails in Wichita.
The Hot Spot of the Nation

Wichita's new sixty-million-dollar Jet Bomber Base and ten-million-dollar Municipal Airport are now a fact!

Homes are being built by the thousands. New super highways, flood control and other colossal expansion is extending Wichita's city limits almost weekly. It takes very little imagination to convert this boom into payroll dollars which soon find their way into cash registers.

Radio is the one vital influence on these busy people. You can influence about one million five hundred thousand people with above-average income within the listening area of these four Wichita network stations. You can reach more people for your advertising dollar . . . with radio.
SPORTS SESSION

BROADCASTERS joined organized baseball last week in planning a campaign of promotion this season but let major and minor league officials understand they have been getting pushed around in seeking radio rights to games. Writer-long efforts to work out a promotion drive in which networks, stations, manufacturers and set-selling outlets will participate came to a focus at the NARTB sports session, held Tuesday afternoon during the Chicago convention.

Out of two hours of plain talk, and the information understanding that the sports operators and electronic industries could cooperate to their mutual benefit.

George Trautman, president of the National Assn. of Professional Baseball Leagues, suggested stations channel their requests for game rights, as well as their complaints, through NARTB. After hearing both major and minor leagues criticized for their handling of game rights, he said “we are on the doorstep of a fine relationship.”

Lindsay Presides

Merrill Lindsay, WSOY Decatur, Ill., newly elected NARTB director from District 6, presided at the sports meeting. He reviewed briefly the history of baseball broadcasts and noted that baseball’s rule protecting major league clubs within 50 miles of their ball parks has hurt broadcasting.

Mr. Trautman said attendance of the minors was down 20% last year. He blamed this on a number of factors, including radio, television, weather and economic conditions. He recalled the three recommendations of a major-minor league committee, submitted at a joint baseball meeting in December. There was that majors should not try to enlarge the scope of radio coverage; should analyze sponsorship of broadcasts, and should confine TV to the home territory of clubs being telecast.

Mr. Trautman praised radio’s cooperation with the minors and was optimistic about the contribution radio will make. He said many minors claim saturation of major league broadcasts hurts attendance.

L. Jordan, executive vice president of N. W. Ayer & Son, recalled baseball’s attendance skyrocketed to over 64 million in 1949, with sportscasting growing from 250 stations in 1940 to 600 radio and TV outlets in 1949. “Everybody was happy,” he said, including advertisers, agencies, stations and baseball clubs. Then along came bad weather, normal leveling out after the postwar expansion, and other factors to cut attendance 11 million in 1950—“nearly back to the 1946 figure.”

Number of radio and TV stations carrying games rose to 800 in 1950 he said, with a daily audience of 17 million listeners.

Cites Winter Meet

Mr. Jordan recalled last winter’s meetings in which all interests sought a solution to the baseball radio-TV problem. Over 1,000 radio and TV outlets will carry games this year, he said, reaching about 20 million persons. “Nobody could ask for a better chance to show that radio and television can sell baseball to more people,” he said. “The job we have to do is to prove that this tremendous power can work for the good of baseball as well as the advertising industry,” he said. “I think we can. Certainly, we have some sound pilot (Continued on page 106)

DEFENSE RALLY

Industry Hears ‘Alert’ Plans

PLANS for operation of broadcasting stations during an air alert will be sent out in the near future by FCC, NARTB convention delegates and non-member executives were told at a defense mobilization meeting last Monday morning.

A morning-long meeting held in the Eighth St. Theatre, Chicago, went into station procedure during an alert as well as general operating problems in the mobilization period. The discussion of alert procedure was confined to persons holding credentials from the FCC.

As the first major convention meeting, the defense roundtable drew some 1,200 broadcasters.

The restricted portion of the morning’s session was a streamlined version of the day-long emergency meeting held in Washington March 26 under FCC-military auspices [BROADCASTING * TELECASTING, April 2].

John H. DeWitt Jr., WSM Nashville, NARTB director who served as panel chairman, explained the problem of preventing the enemy from using stations for hoping purposes. Sitting on the platform with him as board observers were Calvin J. Smith, KPAC Los Angeles, and William C. Grove, KFBC Cheyenne, Wyo.

Curtis Plummer, FCC chief engineer, explained that the problem is to prevent the enemy from homing on stations while at the same time conveying vital messages to the public. Taking part in the discussion were Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Robert Linn, Prose Walker and Ralph Weston, FCC Engineering Dept.; Col. James H. Weimer, Air Defense Command, and Col. J. H. McNaughten, NARTB engineering director, was staff representative.

Broadcasters were told the enemy is depending in great part on commercial broadcast stations for homing aids. Their cooperation was asked on a voluntary basis. The plan to be submitted for alert procedure has been approved all along the line, after careful study, with only White House action on Sec. 606 of the Communications Act needed to put it into operation.

Series of tests in which anti-homing techniques were used received detailed explanation. These tests, along with study of what other countries did during the war, led to approval of a plan under which a large number of stations on common frequencies will operate on a pseudo-synchronization and pulsating formula.

Land Coverage

Civil defense officials said they know of no other medium that can reach so large a percentage of the public instantaneously. Radio is the best means of getting essential information to the public, it was added, with the medium playing a tremendously important role in reuniting families as well as telling people where to go and what areas to avoid.

Stations in a city will be tied together by wire and radio, under the plan, using simultaneous programing. Key stations will be (Continued on page 62)
long enough to sell millions of dollars of merchandise for such advertisers as Bulova Watch Co., Procter & Gamble, Oldsmobile Division-General Motors Corp., American Tobacco Co....

long enough to reach the largest audiences in radio through station breaks adjacent to major network programs.

long enough to sell any product, your product. In 20 seconds you can use a surprising amount of selling copy.

For example:

<table>
<thead>
<tr>
<th>McCANN-ERICKSON, INC.</th>
<th>RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 ROCKEFELLER PLAZA, NEW YORK 20. N. Y.</td>
<td>AMERICAN SAFETY RAZOR CORPORATION</td>
</tr>
<tr>
<td></td>
<td>SILVER STAR BLADES</td>
</tr>
<tr>
<td></td>
<td>RADIO SPOT</td>
</tr>
<tr>
<td></td>
<td>20 SECONDS</td>
</tr>
<tr>
<td></td>
<td>(MIMEO 3/23/51)</td>
</tr>
</tbody>
</table>

ANCCR: It's two for free—so you can see...with the Silver Star Special! With every 10-blade Silver Star Dispenser, only 49 cents, you now get two additional blades free! Use those two free blades! If they don't prove to you Silver Star gives you the best shave ever, you get your money back! Try the razor blade your face can't feel—Silver Star Double-Edge Razor Blades!

(A typical transcribed 20-second station break. "Live" station breaks are limited to 45 words of copy.)

American Safety Razor Corp., like hundreds of successful advertisers, finds 20-second station breaks to be one of radio's most effective advertising devices. For mass audiences, long selling copy and low cost, start planning a station break schedule for your client today. The best place to begin is on one or more of the nation's major stations represented by NBC SPOT SALES.

| WNBC  | New York |
| WMAQ  | Chicago  |
| WTAM  | Cleveland |
| WRC   | Washington |
| WGY   | Schenectady—Albany—Troy |
| KOA   | Denver   |
| KNBC  | San Francisco |
COY HITS NARBA CRITICS

FCC CHAIRMAN Wayne Coy last week excoriated critics of the North American Regional Broadcasting Agreement, now awaiting Senate ratification, and issued a stout defense of the Commission's proposed opening of UHF television channels and its embattled decision on color television.

Mr. Coy was the principal speaker at a Wednesday luncheon session of the NARBA convention.

Describing NARBA as an agreement that would insure more and better radio service to "millions of American radio listeners," the FCC chairman said it was also to the broadcasters' interests that the treaty be ratified.

"I say this to you," he said, "with all sincerity and with knowledge that many of you have been the objects of an aggressive, subtle and self-serving campaign that would have you believe that such an agreement should not and will not be ratified.

Mr. Coy said this "self-serving" campaign had been one of "misleading generalities," which could not hold up under an open hearing before the Senate Foreign Relations Committee or "under the pitiless white light of publicity."

"I propose to turn to that light now," he said. "And in that light you can see for yourselves the basic facts which have been glossed over by these misleading generalities."

Mr. Coy said that reception in rural areas had been "progressively degraded" since the expiration of the interim agreement among North American countries in March 1949. The result, he said, is that Cuba has called "channel 15" for the UHF band.

This new NARBA provides that Cuba will take stations off nine of the 15 channels, "thus effectively eliminating the interference," he said. Six frequencies "Cuba will either employ directional antennas or limit power so that the United States clear channel stations will be freed from any appreciable interference" — Cuban stations on U. S. frequencies being prevented from "laying down a signal in the United States in excess of 0.1 microvolt anywhere within a circle of 800 miles in radius centered on the United States station," he said.

Except for the Cuban stations that operate on U. S. frequencies, he said, the NARBA would protect all clear channel assignments "at the border of the United States."

As to classes of stations other than I-A, Mr. Coy explained that "none of our Class I-B stations will be required to change their operation"; that Class II stations, which had no protection under past agreements, would receive "a measure of protection" in the new NARBA; that, except for a "very few cases" the Class III and IV regional and local stations "maintain their status quo."

"It seems perfectly clear to me . . . that if this treaty is not approved, we will have an unregulated use of radio in the North American countries," said Mr. Coy. "In view of the demonstrable benefits to the American broadcasters and the American public provided for in this treaty, there is a mystery as to what this opposition is all about. It must be some very important matter which can lead these people now opposing this treaty to the conclusion that chaos in American broadcasting is better than the result that will be brought about by the treaty."

Mr. Coy asked: "Whom would the chaos benefit?"

"His answer was that it was those who feared eventual FCC breakdown of clear channels.

Notes Protection

Under the new NARBA, he explained, "For the first time it is provided clearly and unequivocally that whatever we do with our 1-A channels domestically—except the agreement to be used by Cuba—will be protected from interference except such interference as we get from a 25 microvolt signal at the borders of the United States."

Although, he said, the "benefit of this agreement for the United States is an obvious one," those who oppose the treaty apparently fear that it opens the way to future breakdown of the clears.

"I confidently oppose this treaty apparently want," said (Continued on page 84)

BUSINESS SESSION

Almost Split on NARBA

THREAT of a wide open industry split which might have led to separation of a number of clear channel stations from NARBA was averted last Wednesday at the Convention business session in Chicago.

What started out as an apathetic and routine resolution-passing process turned into a parliamentary hassle after Victor A. Sholits, WHAS Louisville, speaking for Clear Channel Broadcasting Service, rose to protest adoption of a resolution dealing with ratification of the proposed NARBA treaty.

The NARBA matter stole much of the spotlight Wednesday as FCC Chairman Wayne Coy stoutly defended the compact and just as stoutly criticized those opposed to its ratification — particularly the CBBS group.

Sees Great Injury

The Chairman's noon declarations quickly drew from Ward L. Quaal, CBBS director, a statement in which it was stated that concessions to Cuba will cause "great injury" to the listening public, particularly the rural areas and small towns.

This mid-day battle followed a morning session of the CBBS group at which funds were voted to support a continuation of the CBBS battle against NARBA ratification in the Senate.

The Wednesday business meeting opened with a sparse crowd and little enthusiasm. Eight resolutions were adopted in bulk, with the chairman of the resolutions committee — G. Richard Shafts, WIS Columbia, S. C. — in the chair.

These resolutions:

 Called on the NARBA board to participate in FCC proceedings involving special FM services which cannot be rendered by regular broadcast stations, on the theory they should be encouraged on behalf of overall industry growth.

Thanked FCC Chairman Wayne Coy, along with other Commissioners who were convention guests, for their participation.

Voiced "deep satisfaction" over Harold Fellows' election as NARBA president and commended the board; pledged support to his regime starting June 4.

Commended Board Program Committee, including Eugene S. Thomas, WOR New York, as chairman, and Harold Wheelahan, WSMB New Orleans, for program arrangements, with special praise for Robert E. Richards, NARTB public affairs director, who coordinated the program arrangements, and C. E. Arney Jr., secretary-treasurer, convention manager.

Lauded Signal Corps display of electronic equipment.

Thanked Gen. Omar Bradley for his address and paid tribute to his leadership.

Praised Stevens Hotel for convention arrangements.

Endorsed Voice of Democracy contest for bringing honor and distinction to the industry, termed it source of pride; urged continuation of contest, and commended Mr. Richards and participating organizations who handled it.

Extended industry's affection and appreciation of Judge Miller's leadership that he be; congratulated the important urgent board to arrange his continued availability to industry.

Asked deletion of criminal liability clause from legislation (HR-2348) imposing penalty for transmission of fraudulent information.

Recommended expeditious action in processing 400 TV applications, and others soon to be filed, to avoid further delay in normal growth of TV.

Regretted suppression of La Prens, Argentine newspaper, and pointed to (Continued on page 86)
The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

**How effectively does WWJ sell?** Just ask The J. L. Hudson Company . . . they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes . . . they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches . . . WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 250 other advertisers who, in 1950, spotted their sales messages on WWJ . . . with marked success.

*You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.*

---

**FIRST IN DETROIT** Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV

WWJ

Basic NBC Affiliate

AM - 950 KILOCYCLES - 5000 WATTS

FM - CHANNEL 146-97 MEGACYCLES

April 23, 1951 • Page 29
LEGISLATION PANEL

INCREASED STUDY of legislative proceedings involving radio and television bills, and acquaintance with local and national legislation, was urged by broadcasters by members of the legislation panel speaking Wednesday afternoon at the NABRT convention.

A group of radio leaders, under the chairmanship of Paul W. Morency, vice president and general manager of WTIC Hartford, outlined their methods for informal and formal study and presentation to legislators with the problems of the industry and understanding upcoming legislative debates involving radio and television.

Quarton, Fletcher Speak

Speakers were William B. Quarton, general manager, WMT Cedar Rapids, and Frank U. Fletcher, owner, W A R L Arlington, Va., NABRT board member; John A. M. (Bob) Russell, NBC vice president in Washington and a paid lobbyist; Carl George, general manager, WQAR Cleveland; F. C. Seiler, general manager, WMA-Nashville, Tenn.; Victor C. Diehm, president and general manager, WAZL Hazelton, Pa., and Leon Sipes, vice president and general manager, KELD Eldorado, Ark.

Mr. Russell charged that broadcasters are not enough aware of their "need and right to participate in legislation" citing the FCC procedures outlining proceedings on introduction, study and passage of bills in the House and Senate. Noting that the Policy Committee has most power over legislation in the Senate and the Rules Committee in the House, he suggested that broadcasters exert their "influence and pressure" after the legislative committee has been named. "This is perfectly legal and is the broadcaster's right," he said. "Should he find out who his constituents are, get acquainted, and tell him the problem and how he stands."

Mr. Fletcher, interpreting FCC procedures, traced the development of current radio regulations.

NARTB SIGNS

Twenty Members at Meet

TWENTY radio stations were admitted to NARTB during the annual convention this week. They were signed at the Exposition Hall booth of the NABRT Station Relations Dept., Jo Carol Davis, director, and William K. Treynor, assistant director. In addition the two signed six member stations en route to the convention.

Admission to membership at the convention were:

WMBT Marion, Ind., WJCK-AM-FM Fort Wayne, Ind., WPMI-Mitch.


Urges Increased Study

FOUR MAJOR research specialists measurement projects met in the NARTB Research Committee to discuss their particular techniques, with the anybody, won.

Pitted against each other were James W. Seiler, American Research Bureau; Sidney Roslow, The Pulse Inc.; A. C. Nielsen, A. Nielsen Co., and C. E. Hooper, C. E. Hooper Inc. Chairman of the meeting was Clyde W. Rembert, KRKL Dallas, retiring District 13 director. NARTB board members were Robert T. Mason, president of WMRN Marion, Ohio, District 7 director-elect, and Craig Law, district director. Incumbent of the director-elect, Dr. Kenneth H. Baker, NARTB research director, was staff representative.

Supports Diary Method

Mr. Seiler said measurements should be made at the time listening and viewing are done. Measurements are meters, are used a small sample and are difficult to change, with no information on audience listening and viewing. Cost, he said, don't cover rural areas, or early or late hours. His system is based on diaries kept by listeners.

Mr. Nielson said his audimeter gives accurate, reliable and im-

partial data; is applicable to both radio and TV, and has maximum usefulness, reaching all homes. The service will be enlarged to show advertising agreement for the week and month. He explained product buying data are disclosed, along with measurement of national spot, results in a minute-by-minute record.

Mr. Roslow spoke on behalf of the personal interview, house-to-

house operating four nationwide audience same ring last Wednesday at the made formal pitches on behalf of advertisers to decide who, if

a house, using aided recall technique. The listener isn't forewarned, he said, and "unaided recall" is the out-of-home audience ranges from 10% upward, to be added to home measurements, he said. Multiple set listening also is important, he said. He cited figures showing TV owners continue to purchase radios and to use radio sets.

Mr. Hooper recalled that his rating system had won out over the BAM system, in a 10 to 1 vote down. He urged a similar show-

down at this time. He advocated a single standard of broadcast audience measurement. To attain this he urged that exact met-

iques be closely studied, that the industry form a new trade associa-
tion to furnish audience data to its interests, and that advertisers and agencies members by taking over existing radio and TV size of audience measurement on a gradual basis.

Mr. Hooper said television tabulat-

ing group for telephone coincidental in an orderly progress-

ion, starting in areas around principal cities. This would in-

clude non-commercial contractors with the operator firm.

In a booklet given convention delegates, Mr. Hooper described an electronic device, Hooperrecorder, sending out "pulses from a central point" to the transmitter. The home and then, in succession, each received in the home exactly as a telephone operator selects a tele-

phone in a home by dialing it." Homes of all types are tatted.

Tariff scales have been worked out

RESEARCH BOUT

Four Specialists Address NARTB
SELL
FLORIDA
THE
JOHN BLAIR WAY

1951 marks the Eighteenth Anniversary of John Blair & Company, and the fourteenth year of our exclusive national representation of these Florida stations—major outlets that blanket and sell the entire state.

Our long-time association with these stations means this to you: Blair men not only know Florida, they're specialists in the radio and merchandising techniques that move goods in this rapidly expanding market.
THESE BLAIR-REPRESENTED STATIONS DOMINATE THEIR
TOGETHER THEY BLANKET AMERICA'S FASTEST-GROWING

State Capital in thriving Tallahassee

Modern Transmitter House

Studio in the Du Pont Building
WJAX – Jacksonville

WJAX delivers greater coverage than any other Jacksonville station (215,230 radio homes, daytime, B.M.B. March 1949), and has substantially augmented its rural coverage by recently increasing its antenna height. Owned by the City of Jacksonville, WJAX blankets the distribution key to the State—a location so strategic that its buying power has quadrupled in the last ten years.

WQAM – Miami

WQAM is first in coverage in the Miami radio picture (208,010 radio homes, daytime, B.M.B. March 1949) with 91% penetration in Dade County and full power coverage throughout South Florida. The oldest station in Miami, it is associated in ownership with the Miami Herald. The responsiveness of its audience can be traced in part to its excellent facilities for national and foreign news service, and to its close attention to local programming. (This stress on local personalities has created a most resultful identification for advertisers.) Miami’s phenomenal growth has made it one of America’s major markets, with 27 incorporated communities within Greater Miami and a 77% increase in population over 1940.

WFLA – Tampa

Owned by the Tampa Tribune, WFLA includes 135,317 radio homes in its coverage area (½ mv. measurement). This important NBC affiliate is located in the heart of Florida’s most heavily populated trade area, in the biggest city on the West Coast of Florida. Neighboring St. Petersburg is equally vital to advertisers, having just scored its biggest year with new construction and bank deposits at all time highs.

WDBO – Orlando

Established in 1924, WDBO is Orlando’s oldest station and foremost network station. It leads in coverage (141,000 radio homes, daytime, B.M.B. March 1949), and in Orlando proper has 46.5% of the listeners—the three other stations sharing the remaining 53.5% (Hooper, Fall 1949). The influence of this market stems from its position as the distribution gateway to all Central Florida, encompassing the wealthy citrus area where population has soared 75% since 1940.

WTAL – Tallahassee

With coverage of 52,510 radio homes (daytime, B.M.B. March 1949), WTAL is the leading network station and the oldest station in Tallahassee. It is the primary source of CBS service for the entire Tallahassee area which, as a major entrance to Florida, has become an increasingly important industrial center for a diversity of industries. The population of the city has almost doubled in ten years, and retail sales have quadrupled. These increases are doubly significant in a State Capital which traditionally enjoys a highly stable economy.
These are the men who produce the results

JOHN T. HOPKINS, III, Manager, WJAX Jacksonville. One of Florida’s best known broadcasters, “Jack” Hopkins built WJAX 26 years ago, has since that time managed the broadcasting affairs of the City of Jacksonville, and recently directed substantial improvements in the facilities of this station.

OWEN F. URIDGE, General Manager, WQAM Miami. His advent in radio with WAFD Detroit in 1926, and his subsequent association with WJR Detroit for more than twenty years, brings Mr. Uridge to his twenty-fifth anniversary in radio. He has been General Manager of WQAM since 1948.

CHARLES G. BASKERVILLE, General Manager, WFLA Tampa. Mr. Baskerville is a veteran of twenty-three years in newspaper and radio advertising. Since 1936 he has been with the Tampa Tribune Company, owners and operators of WFLA. During World War II, he was a Lieutenant Commander in the United States Navy.

W. G. McBRIDE, Director of Sales, WDBO Orlando. A veteran in the Florida broadcasting picture, Mr. McBride started his career as an announcer at WDBO in 1930. He was made Program Director and National Sales Manager in 1940, and director of all sales as of January 1951. He is also past Secretary and President of the Florida Association of Broadcasters.

L. H. GRAVES, General Manager WTAL, Tallahassee. After serving as a bomber pilot in the European theatre in World War II, Mr. Graves was associated with the DuPont Industries. In 1947 he joined the John H. Phipps Radio Stations in the post of General Manager.

... in Florida, one of America’s fastest growing markets

No market in all America offers a greater sales potential to advertisers than the State of Florida. Every statistic establishes Florida as a year-round sales target of steadily expanding proportions. Its population has increased more than 33% in the past ten years, and its buying power, estimated at close to three billion dollars, jumped 191 million dollars in ‘49 over ‘48. Florida topped the entire nation in farm income in ‘49 with a gain of 19%...and in the same year ranked seventh in the incorporation of new businesses. This amazing industrial and agricultural growth has, of course, produced a permanent as well as an unusually prosperous population. These are the people that Blair’s five Florida stations reach and sell...at surprisingly low cost.

CHICAGO 520 North Michigan Avenue, Chicago 11, Illinois Superior 7-8659
NEW YORK 22 East 40th Street, New York 16, New York Murray Hill 9-6084
ST. LOUIS 1148 Paul Brown Building, St. Louis 1, Missouri Chestnut 5688
DETROIT 1114 Book Building, Detroit 26, Michigan Woodward 5-3230
SAN FRANCISCO 608 Russ Building, San Francisco 4, California Douglas 2-3188
LOS ANGELES 6331 Hollywood Blvd., Los Angeles 28, California Granite 6103
DALLAS Rio Grande National Building

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.
**ENGINEERING TRENDS**

**SIGNIFICANT** trends affecting both radio and television were unveiled at the NABTB Fifth Annual Engineering Conference Tuesday and Wednesday at the Stevens Hotel, Chicago. The engineers held separate sessions from the management section of NABTB, discussing technical questions pertaining to station operation and maintenance.

Programming was arranged by Neal Naughten, NABTB engineering director, his assistant, John Delie, and an engineering committee.

Orrin W. Towner, WHAS Louisville; E. M. Johnson, MBS; A. James Ebel, WMBD Peoria, and John H. DeWitt Jr., WSM Nashville, NABTB board member, presided at the two-day sessions. Delegates met at luncheon with management delegates.

New equipment which will bring video and AM broadcasting into lower operating cost brackets was announced by several companies, including RCA, General Electric and DuMont Labs. UHF television equipment already has the added power necessary for effective transmission in that band, including a new 5 kw transmitter developed by GE. Coupled with a high gain antenna, the radiated power totals 100 kw.

RCA described a 20 kw amplifier which can be used with existing video transmitters in the VHF band to boost effective power to 200 kw.

**TALENT SHOW**

**NABTB Banquet Feature**

RADIO and television stars headlined the NABTB luncheon Wednesday evening in the Grand Ballroom of the Stevens Hotel, with an estimated 1,000 attending.

Conventioneers were treated to a two-hour vaudeville show with a hillbilly-folk tune theme arranged by A. Jacobson of NBC Chicago, Harold Safford of WLS Chicago and Jack Stapp, WM Nashville.

Talent included Arnold Stang, New York radio actor, in a disc jockey take-off on Lonesome Gal; the Beaver Valley Sweethearts, slower than Betty Grable; Maze and his Smokey Mountain Boys, who broadcast on Grand Ole Opyr from WSM; the Dinning Sisters; Art Schmer Crackerjacks, WBT Charlotte, N. C.; Frank Warren, NBC star; Capt. Stubby and the Bucaneers of the WLS National Barn Dance; Fran Allison, Aunt Fanny of ABC; Bob C. Boy, the Lip and of Kukla, Fran and Ollie on NBC-TV; Red Foley of WSM, and Pee Wee King and Red Stewart, with the Dickenson Brothers, Louisville. Lew Diamond and his orchestra accompanied the performers, who were introduced by Mr. Safford.

Show arrangements were made through Mr. Safford courtesy of Mutual, NBC and BMI.

**DEVELOPMENTS UNVEILED IN CHICAGO**

**SIGNIFICANT** trends affecting both radio and television were unveiled at the NABTB Fifth Annual Engineering Conference Tuesday and Wednesday at the Stevens Hotel, Chicago. The engineers held separate sessions from the management section of NABTB, discussing technical questions pertaining to station operation and maintenance.

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POLITICAL CENSORSHIP

No SCOTUS Review

BROADCASTERS were again left out on a limb last week respecting libel liability and political broad- casting: the U.S. Supreme Court on Monday refused to review a lower court ruling that the Com- munications Act does not prohibit stations from censoring talks by persons who are non-candidates.

The Supreme Court's ruling, in which Justice Hugo L. Black dissented, was made upon petition for review of a decision of the U.S. Circuit Court of Appeals for the Third Circuit affecting KYW, WCAU and WFIL Philadelphia [BROADCASTING • TELECASTING, Dec. 25, 1960].

Court of Appeals View

The Court of Appeals held the Communications Act does not pro- hibit censorship of non-candidates. It reversed the finding of a lower court which earlier had dismissed $50,000 libel suits against the three Philadelphia stations on the basis that they were not allowable to censure by the federal law and hence could not be held liable [BROADCASTING • TELECASTING, March 20, 1960].

The action of SCOTUS leaves broadcasters with a host of prob- lems on political broadcasting. It means stations will be liable for remarks made by non-candidates and therefore they must censor if they wish to prevent damage suits, according to informed observers.

They say it also means many stations may well prefer to give up the substantial revenue involved and not air political talks by non- candidates in order to preclude the ever-pending risk of greater loss through damage suits arising from their failure to exercise close sur- veillance over such broadcasts.

The crux of the problem lies in interpretation of "political candidate" in Sec. 315 of the Commu- nications Act. The Court of Appeals indicated Congress means only the candidate personally. Others, taking what they consider a more realistic and practical view of our political machinery, held Congress means all authorized to speak in behalf of the office-seeker as well as the candidate himself.

Legal observers also contend the SCOTUS action upssets precedent in the field of "agency" and could create confusion in areas other than broadcasting. The precedent, they say, is that a person and his authorized agent are legally one.

The SCOTUS action would ap- pear to further complicate certain aspects of FCC's Port Huron rul- ing, according to some. The Port Huron decision declared if a sta- tion accepted the talk of one can- didate, reviewed the script and cleared it, the station could not refuse to time another candidate for the same office and could not cense the latter's talk even though it contained defamatory material. FCC assumed that in view of its ruling, no station would be found liable by the courts in suits which might result from the defamation of the second candidate's talk.

Philadelphia History

The Port Huron ruling also indi- cated this policy would apply to those who spoke in behalf of candi- dates as well as the candidates individually.

The Philadelphia case was ini- tiated in November 1949 by David H. Felix, an attorney. He sued Triangle Publications Inc. (WFIL), Westinghouse Radio Sta- tions Inc. (KYW) and WCAU Inc. (WCAC) charging defamation and asking $50,000 damages from each.

The suits were based upon two radio speeches by William F. Meade, then chairman of the Phila- delphia Committee, on October 24 and 25, 1949.

Mr. Felix alleged Mr. Meade, in an attack upon Americans for Democratic Action, accused him (Felix) of being a former Socialist and said that the So- cialist and Communist parties were "peddling the same bill of goods."

In their defense, the radio stations contended they were forbid- den by the Communications Act from censoring political talks. Agreeing with this interpretation of the Communications Act, U.S. District Judge William H. Kirk- patrick in March 1950 dismissed the damage suits. The appeals court reversed this ruling, however, de- claring stations are allowed to censor non-candidates under the Act.

The action of the Supreme Court to review the case, which it has declined to do. No reason was given.

CHALLENGE TO PRESS

NEWSPAPERS must carefully consider what they can do "better than radio or television" and stress that operation or else find themselves "in a losing battle for time" and loss of public interest.

Additionally, they must be prepared to fight along with broadcasting media "when our freedom is chal-lenged" if they would honestly meet the radio-TV challenge.

These words of advice were sounded by John S. Hayes, vice president of WTOP Inc. (WTOP- AM-FM-TV Washington), in a key address prepared for delivery Fri-

ANPA TALK

Expected on Rate Cutting

CBS rate reduction is expected to evoke almost as much lobby dis- cussion at the 65th annual con- vention of the American News- paper Publishers Assn., meeting Tuesday through Thursday at New York's Waldorf-Astoria, as it did at last week's NARAS sessions in Chicago. Although the broadcasters, are under pressure from advertisers who have started sponsoring TV campaigns without increasing their overall advertis- ing appropriations, and fears have already been informally expressed that if radio rates are pushed down, newspaper and magazine rates will almost inevitably be forced to follow suit.

Broadcast media as such, how- ever, have no formal place on the newspaper publishers' convention agenda, which will commence to- morrow with the meetings of pub- lishers of papers of less than 50,000 circulation and go into gen- eral sessions Wednesday. The Bu-reau of Advertising of ANPA will hold its annual business meeting Wednesday afternoon, followed by a semi-dramatic presentation, "A Newspaper 'Discovers' the Bureau of Advertising."

Charles E. Wilson, director of defense mobilization, will be the major speaker at the annual ban- quet Thursday.

Lewis W. Douglas, former amb- assador to Great Britain, will ad- dress the annual AP luncheon Monday.

FIRST March of Dimes radio award to a national advertiser is presented to Longines-Wittnauer Watch Co. during nationwide broadcast over CBS, 10:30- 11 p.m. April 8. Taking part are (1 to 1) Frank Knight, announcer, Chorallers program, sponsored by firm; Alex R. Cartoun, Longines' director of advertis- ing; Eugene Lowell, director, Chorallers; Basil O'Connor, president, National Foundation for Infantile Paralysis, who did the award honors.

ASNE Hears Hayes

Referring to "the three major forms of journalism," Mr. Hayes stated that radio, television and newspapers "will have to work out their own salvation in living to- gether; in successfully competing with each other, and yet with each preserving those certain funda- mental advantages which each might enjoy over another."

He suggested that the basic chal- lenge is whether the newspaper press can successfully compete for an equitable share of the total market, be added, noting that the nation's 600 million hours of daily "free time" offer plenty of room for each field.

Press Will Get Share

"I am not too concerned about temporary advertising dollars di- verted from newspapers," Mr. Hayes said. "All advertising eventu- ally offers some return to all media. The more advertising, the more sale of products . . . the more profits to the advertiser . . . the more advertising to the media."

Newspapers, he noted, will receive their fair share "in direct pro- portion to how much of the free- time of the public" they can cap- ture.

Alluding to freedom of the press and "La Prensa," Mr. Hayes pointed out that radio television as licensed media "rep- resent the most vulnerable front" and told editors "you cannot stand aside and watch this struggle . . . Yet, I do not recall that any flags (Continued on page 98)."
A word with the Time Buyers:

Yes! we have no cooked bananas!

or how K. T. Hager sold a trailer load in 2½ hours

Nothing sells like a testimonial. Here's K. T. Hager, of Hager's Wholesale Fruits & Produce, Cumberland:

"On Saturday morning, June 18, I had on my hands almost a full trailer load of bananas that came to me in a heated or 'cooked' condition. I displayed signs advertising them for $1.00 a bunch. However, by noon I was convinced that more people must know of this sale if the bananas were to be moved.

"Within fifteen minutes after calling you, the customers began to swarm the place. About 2½ hours later we had sold out the load completely."

That's the kind of sudden results WCUM is used to producing—for both local merchants and national accounts.

Cumberland's mountain-locked geographical location makes it a uniquely rich spot for radio selling. There's gold, plenty of it, in these hills. And WCUM blankets the market—produces phenomenal sales again and again and again.

If you're not getting your share of this lush market—investigate. You'll be surprised what WCUM has to offer. See your Meeker man for the whole WCUM story.

There's gold in these hills

CUMBERLAND

1490 ON YOUR DIAL

FM 102.9 MC
AN EXPANDED economy coupled with rapid electronics development have boosted FCC's workload and problems, according to Chairman Wayne Coy.

His statement was presented before the House Appropriations subcommittee on Independent Offices Feb. 23 by the then Acting Chairman Paul A. Walker. The subcommittee last week released testimony that it had gathered in closed session during hearings on the 1952 budget request. The Chief Executive had asked Congress for $6,850,000 for FCC, some 3.4% above the previous year's allocation. [Broadcasting • Telecasting, Jan. 22.]

This increase, Chairman Coy stated, was in line with the governing body's plan to strengthen the commission in non-defense activities, "despite a rise in non-defense operations of the FCC.

Electronic and communication mushrooming within the economy could be traced to "the phenomenal expansion in television and in safety and special uses of radio," to cite only a few, according to the FCC. "As a result of reductions in staff over the last few years," Chairman Coy said, "the Commission has not been able to discharge its functions in an effective manner."

Other Points Stressed

Points underscored by Chairman Coy also included the following:

- The reorganization program now nearing completion "will produce a more effective and efficient organization." But, he said, results will not be significant "until well into 1952." He said the task of devolving detailed procedures for handling work would get underway when the functional bureau is set up.

- Total number of applications was expected to increase in 1951 over 1950 and to go up still further in 1952, although the number of applications for new facilities probably would decline, except in television.

- While the backlog of applications is still high, it should be lower at the end of 1952 in comparison to 1951 and 1950. Backlog of applications at the end of 1951 will consist of hearing cases.

- Number of authorized stations on the air is climbing steadily and is expected to continue to do so in 1952, increasing the regulatory load and making application processes more difficult.

- Increase in TV applications is expected after lifting of the "freeze," which Chairman Coy placed at that time as "in early 1952." This estimate was made more than a month before FCC's "third report" on proposed TV reallocation which suggested partial freeze lift in certain respects.

PHILIP FRANK

Nielsen PR Director Dies

PHILIP F. FRANK 44, director of public relations of the A. C. Nielsen Co., died suddenly April 17 at a Norwalk, Conn., hospital. Mr. Frank was born in New York City and educated in New Rochelle, N. Y., public schools, and was graduated from Williams College in 1927. His advertising career included service as copy chief with the W. F. Freile Co. of Hartford, Conn., director of public relations for Associated Transport Inc.; executive secretary of Broadcast Measurement Bureau, and director of research and sales promotion for WSGN Birmingham, Ala., before joining A. C. Nielsen in 1948. The author of many articles on advertising, radio and allied subjects, Mr. Frank contributed to several books co-authored This Thing Called Broadcasting.

Surviving are Mr. Frank's widow, Yerma; a daughter, Valerie, 18, both of New Canaan; his parents, and two brothers.

HEAD TABLE at the Broadcast Music Inc. luncheon at the convention for presidents of broadcast associations (story page 48) found these industry men (1 to r): Kenyon Brown, president, KWFT Wichita Falls, Tex.; Paul W. Morency, vice president and general manager, WTIC Hartford, Conn.; J. Hollister, president, KSBQ Bismarck, N.D.; Wayne Coy, FCC Chairman; BMI President Carl Haver; Sydney M. Kaye, vice president and general counsel, BMI; John Elmer, president and commercial manager, WCBM Baltimore, and Judge Justin Miller, retiring president of NARB, who becomes chairman.

FRAUD BILL CHANGE

PROJECTED radio fraud legislation (HR 2948) was watered considerably last week to lessen broadcast liability. Thus, an initial victory could be claimed for NARTB [Broadcasting • Telecasting, April 19].

A reworded bill was tentatively committee last Tuesday, a week after it had held a one-day hearing. Changes conform to suggestions that had been forwarded to the subcommittee by Judge Justin Miller, NARTB president who in April 1950 was chairman of the board and general counsel.

Judge Miller had testified on the bill and also had submitted legal addenda to the Capitol Hilfig group.

As originally written and introduced by Rep. Emanuel Celler (D-N.Y.), chairman of the full Judiciary Committee which now must approve the measure for reporting to the House, a section to the U. S. Criminal Code would have been added to make it a crime for any person to do the following: "... transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writings, signs, signals, pictures, or sounds for the purpose of executing" any fraudulent advertising scheme.

Proposed Penalty

It also has been held a crime for any radio station operator who "knowingly" permitted the communication to be transmitted. The bill had carried a proposed penalty for any person of $1,000 and five years imprisonment, or both.

In accordance with argument set forth by Judge Miller, the bill was file for renewal of license. Chairman of the House group is Rep. Albert Thomas (D-Tex.). Other Congressmen are Reps. A. J. Donnan, Tenn.; Carl P. Ahearn, D-N.Y.; Rep. Andrew J. J. Andrews (D-Ala.), John Phillips (R-Calif.), Frederic R. Coudert Jr. (R-N.Y.), and Norris Cotton (R-N.H.). The appropriations unit has not yet acted on the budget request.

Miller Victor In First Round

"Flea Circus' Meet The THIRD annual scratch of the NAB "Flea Circus" was held Monday, April 18, at the Stevens Hotel, Chicago. The "Flea Circus" consists of NARTB and industry executives who attended the annual winter meetings during the years 1938-44. The following members attended: Frank Pellegrin, H-B Screenwriters; Edward M. Kirby, Dept. of Defense; Radio-TV Branch, U.S. Army; Carl Haverinini, BMI; Sidney M. Kaye, BMI; Neville Miller, attorney; Ralph Wentworth, BMI; Robert Keller, Robert Keller Assoc.; Hugh Feltis, KING Seattle; Sheldon R. Hickox Jr., NBC; Roy Harlow, BMI; WAC Capt. Pat Griffith, formerly with NAB; William Massing, FCC; Edwyn M. Spencer.

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COVERAGE
FROM HERE TO
HELEN GONE*
AT JUST
55 BUCKS
PER SHOT!

Yes, for just $55.00 per spot (52 or more Class "B" announcements) you can cover this entire area of over 400,000 radio homes spending nearly 2 billion dollars for retail goods.

*HELEN GONE -- THE LITTLE GIRL WHO CHECKS OUR OUTPOST SIGNALS

Shaded area around Salt Lake represents market now covered by television—COMPARE!

ROCKY MOUNTAIN BROADCASTING SYSTEM
SALT LAKE CITY

REPRESENTED BY
GEO. P. HOLLINGBERY CO.
We have said
for nearly
twenty years . . .
that the most effective way to use radio is the flexible, market-by-market way in which the cost for each market is substantially determined by circulation delivered in that market.

John Blair
CIVIL ECONOMY

Can Stay Robust—Sprague

AMERICA can maintain a "healthy and robust" civilian economy and "well prepared" military machine if defense orders are channeled through the same industry and sufficient materials are made available to manufacturers for civilian use, Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., declared last week.

Mr. Sprague addressed the annual convention of the Armed Forces Communications Assn. at the Drake Hotel in Chicago Friday.

"A disturbing spectacle in the present export program is that the military load is not ... evenly distributed throughout the industry," Mr. Sprague asserted.

"Many manufacturers are in danger of being caught in a squeeze between material shortages ... and insufficient or no military orders ... Already some of the smaller manufacturers are in this difficulty."

The RTMA board chairman warned that because of electronics' importance to national defense, it would be "dangerous" for a number of manufacturers of end equipment and components "to fall by the wayside." The problem is complicated, he noted, by adjustment to partial mobilization and growth of military requirements, despite expansion of the industry.

Mr. Sprague also urged easing of controls and reparation restrictions to encourage sale of radio-TV receivers because of their "recognized value as the most effective media" for transmission of government information and for civil defense. Additionally, curtailment of production would result in the loss of skilled engineers and technicians, he stated.

It appears that one of the principal expansions needed in our industry will be for the increased production of basic components which will be required by the armed services in vast quantities in the event of a full-scale war," he asserted.

C S B S SALES POST

Horton To West Coast

KINGSLEY F. HORTON, CBS assistant general sales manager in New York, has been appointed network and television sales manager for the West Coast, a newly-created position. CBS Vice President J. L. Van Volkenburg announced last week.

Mr. Horton joined a CBS affiliate, WFBZ Syracuse, N. Y., in 1931, and went to CBS Radio Sales, New York, in 1937. From 1938 to 1948, he was with WEEI Boston, network-owned station, and in 1948, he transferred to CBS-TV New York sales staff.
Best Milwaukee buy—and here's why:

1. **High Hoopers**—Now 4th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning and Evening, now No. 2 in the afternoon! No. 1 on individual program ratings competitive to National Network Shows.

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

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

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

*Based on 1950 May-September Hooperatings and 1950 November-December Index

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

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

Hugh Boice, Gen'l Mgr.
One of the reasons we do not envy you agencies and advertisers is your necessity of keeping abreast of several hundred markets in this nation.

To help you in that big job, F&P offers you an extra radio department of acknowledged specialists who know all the markets at the right as you know your own hometown. Their knowledge can obviously help you find opportunities your competition is missing, avoid pitfalls of inadequate "intelligence", and get more value for your radio dollars. That's the basis on which we first earned our place in this industry, and the basis on which we will continue to grow with you.

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

New York  Chicago
Atlanta  Detroit  Ft. Worth  Hollywood  San Francisco
BEAUMONT ... OR COLUMBIA?

EAST, SOUTHEAST

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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<td>WBZ-WBZA</td>
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MIDWEST, SOUTHWEST

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MOUNTAIN AND WEST

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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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MEDIA WAGES

'Unions Will Not Permit Cut'

EVEN if radio rates are cut and a station's income goes down because of television competition, unions will not permit a wage cut at this point because the national economy as a whole is inflated rather than deflated. This was the prediction of A. Frank Reel, executive secretary of the American Federation of Radio Artists, who was a key speaker at the Labor-Management Relations Panel at the NARTB convention Tuesday afternoon.

If the economic shrinkage were general, as during the depression years, the situation would be different and labor would more readily take wage cuts, Mr. Reel said. With inflation "typical of almost every industry except one," however—radio and television—such a move would not be practical, he added. He warned station men they would lose personnel if wages were cut, even with union permission, because with the manpower shortage and flush job opportunities workers could easily get jobs elsewhere. He attributed deflation of radio to technical operations.

Mr. Reel, with Lawson Wimberly assistant to the president of the International Brotherhood of Electrical Workers, represented labor. They appeared in the forum with Phil Lasky, vice president of KSFO San Francisco, and Ernest de la Osa, director of personnel for NBC. Harold Essex, vice president, WSJS Winston-Salem, N. C., was chairman. NARTB board members serving as monitors were Kenyon Brown, president, KWFT Wichita Falls, Tex., and George D. Coleman, WGBI Scranton, Pa.

Floor Discussion

The most enthusiastic discussion and questioning from the floor concerned possible solution to what was termed by all speakers as the "inevitable" position of many radio stations which will suffer rate reductions and decline in revenue and still have contracts providing for sustained wages for union workers. The labor leaders agreed that specific solutions could be found only in discussions with each individual station confronted with such problems. They said also that combination jobs, with announcers doubling as newswriters or engineers doing some announcing, could be worked out in necessary instances. They recommended, however, that such combination employees be given wage increases because of their heavier work load.

An overflow crowd of broadcasters heard the management and labor sides of these questions: What factors and conditions contribute to harmonious management relations? What are some of the legitimate methods which management may use when a union attempts to organize employees at a station? Legitimate methods for a union to use? What should be the yardstick on which equitable compensation is made?

The groups agreed that harmonious negotiations can be carried out if these elements are present: Mutual acceptance of the existence of the other side, a positive attitude of discussion for mutual benefit, confidence and respect, acceptance of responsibility, patience, omission of third party interventionists as much as possible, and frankness and sincerity. Mr. Reel said he seeks from management an understanding that even a small portion of a large union represents an organized thing called the "American labor movement," and that business "depends on the ability of the public to buy the products you advertise."

"Regardless of your personal views and prejudices about labor, nothing has so contributed to the mass buying power as the labor movement," Mr. Reel asserted.

Mr. Lasky reminded the labor representatives that labor relations "are not a one-year thing, when the contract comes up for discussion, but should be a 12-month a year job.

Management can legitimately give employees the facts of business life of the station when a union attempts to organize the shop, and also refer the matter to the National Labor Relations Board.

The speakers were in accord that agreements should be made with organizing unions so there is no disruption of business. Mr. Lasky suggested that stations retain a capable labor attorney on the local level.

AFRA, according to Mr. Reel, has been "forced" to call strikes for recognition for the first time in its history. It prefers to use

(Continued on page 61)

RECRUITING HONOR

U.S. ARMY and Air Force Recruiting Services this week gave a special citation to NARTB for "its splendid cooperation and assistance" rendered to recruiting drives. Award was made to Judge Justin Miller, NARTB president, at opening session of the NARTB convention in Chicago.

LATEST HOOPER REPORT SHOWS:

WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One*

**and we're gaining there, too.

![Hooper Reports](hooper-1951.png)

*The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here's twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

**CENTRAL OHIO'S ONLY CBS OUTLET**

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO
For twenty-eight years KFH has covered the big Wichita market. Its superior leadership (better than 2-to-1) is substantiated by every measuring device. Extensive local programming combined with the nation’s best in CBS assures every advertiser of more people per dollar. KFH is Wichita’s best radio buy by more than 2-to-1!
Covers Programming, Clinics

BROADCAST MUSIC Inc. pitched its plan for annual program clinics and diversified program schedules to presidents of 29 state broadcasting associations at the first luncheon of its kind last Monday in Chicago. BMI President Carl Haverlin, welcoming the group of broadcasters who were attending the NARTB convention, asked for further cooperation in BMI's sponsorship of program clinics throughout the country.

Broadcasters elected Emmett Brooks of WEBJ/Brewton, Ala., permanent chairman of a four-man steering committee to study the problem of future clinics and where they will be conducted. Working with Mr. Brooks are Mahlon R. Aldridge, KFRV Columbia, Mo.; William J. Newens, KOIL Omaha, and Earl J. Gluck, WSOC Charlotte, N. C.

Reviews Clinics
Mr. Haverlin traced development of the program clinics, which started as discussions for librarians in 1948 and attracted only seven persons at the first meeting. At the time of the last series in January, by which time emphasis had been switched from libraries to wider aspects of programming and sales, there were 107 persons from 26 states and Canada, 65 of whom were station owners or general managers. Field clinics in one four-week period reportedly attracted 622 persons, including 184 managers, 365 program managers and 73 librarians.

Four concluding clinics will be sponsored this spring in Illinois, Wisconsin, Michigan and Indiana from March 15-21. Mr. Haverlin, after explaining purposes of the clinic, sought support from state broadcasting associations in helping to organize geographical areas of three or four states for future clinics and in aiding development of additional state associations. He said broadcasters in 13 states have no state group.

Projected BMI broadcasting aids would help the broadcaster "start program concepts in the front office, rather than in that of the program manager," Mr. Haverlin said. "Good programming requires more thought, not mere dollars. Imagination, the most valuable element in programming, can be dispensed with less easily than intelligence or techniques."

Overall, the radio industry is "woefully weak in imagination," he charged, defining the major problem as a lack of "program diversification. . . . Most of us are pretty well slotted in our thinking, and I'm not sure we know what the public wants."

To encourage youthful composers of serious music, Mr. Haverlin outlined a tentative proposal of BMI which would be carried out with cooperation of state broadcasting groups nationally. Winners of area contests would have their music published by BMI and perhaps recorded by a major company. Broadcasters would conduct local and area competitions.

Offers Exhibit
Mr. Haverlin offered to send an exhibit of original compositions and data concerning classic authors shown at the convention, to each broadcaster's clinic. Station promotion of the exhibit would help to attract non-radio civic leaders to the clinics, such as parent-teacher association and club officials.

Special guests at the luncheon were FCC Chairman Wayne Coy, NARTB Retiring President Justin Miller, J. Leonard Reimisch of the James M. Cox stations; Leonard Kapner, WCAE/Philadelphia; Herb Hollister, KBOL/Boulder, Col.; William Hedges, NBC vice president; J. Harold Ryan, vice president and treasurer, Port Industry Co.; Paul Morency, WTTI/Hartford; Joseph McDonald, vice president of ABC, and Malcolm Neil, chairman of the Canadian Assn. of Broadcasters.


Sets New York Meet
All 14 members of the BMI board attended a private dinner at the Stevens Sunday night, and scheduled the next regular board meeting for June 15 in New York. The company was host group at an annual dinner for past and present officers and board members of BMI and NAB (NARTB) Monday evening at the Ambassador East Hotel.

More than 1,500,000 listeners come within the WOKY power saturation area. 1000 watts on 920 blankets Wisconsin's richest markets.

Milwaukee's biggest advertisers are moving to WOKY with programs . . . Miller Beer, Boston Store, Roundy-Peckham & Dexter, National Food Stores, The Borden Company, Schuster's, North Western-Hanna, The Speed Queen Corporation . . . the largest volume of local business.

Milwoky personalities have captivated the audience . . . slow-speaking, heart-warming Josh Adams, The Women's Home Companion . . . and Lucky Logan—one of Milwaukee's top salesmen—spinning records with solid, persuasive salesmanship. And Big John Reddy . . . ace sportscaster . . . for America's largest advertisers . . . can sell your products.

Successful programs that do a selling job for advertisers . . . Boston Blackie . . . Meet the Menjou's . . . Alan Ladd in Box 13 . . . Jerry Bartell's PlayTime for Children . . . to mention a few of the many prestige programs.

Represented by WEED & CO.
February 1951 Baltimore Business Barometer
(Corresponding Month of Preceding Year = 100)

- New Passenger Car Sales, Baltimore City and County: 111.1
- Building Contracts, Baltimore City and County (Dollars): 149.3
- Industrial Employment (Maryland): 115.1
- Department Store Sales (Dollars): 115.3
- Freight Car Loadings: 131.1
- Total Sales of Gas (Cu. Ft.): 147.0

*Released April, 1951 by the Baltimore Association of Commerce

Sales SOAR in BALTIMORE when you use WCAO

"The Voice of Baltimore"

Every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

Ask About Availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
Thank You
for our
30th
Birthday
WSPD AM
TV
Since 1921
The Voice of Toledo

On April 15, 1921, WTAL (soon to be WSPD) began broadcasting with 50 watts to the Toledo market. The baseball games broadcast that year were described by announcers who wore tuxedos in an effort to give this new-fangled miracle a touch of class, and folks at home took turns listening on the headphones.

This month, with 5,000 watts, we are celebrating 30 consecutive years of constructive, progressive AM broadcasting. In July we will be celebrating 3 years of telecasting from WSPD-TV, Toledo's only television station. Both stations have earned their place in the hearts of the people of Northern Ohio by ceaselessly working and broadcasting in the public interest.

Thank you. We sincerely thank our large and loyal family of listeners and the multitude of national and local advertisers who have made this 30th birthday possible.

WSPD

The Fort Industry Company

WSPD, Toledo, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WSAJ, Cincinnatti, O. • WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELDorado 5-2355
Low Blood Pressure

EDITOR:

Why all the furore about P.I. deals? P.I. deals are like sin. Everyone disapproves, but enough indulge to keep it a going business. The fellows who pitch the P.I. deals at us know that some stations will accept and many more will not. So a few stations always fail for the gag, and a lot more waste a great deal of time thinking up letters of refusal that are real masterpieces—letters that run the gamut from soul-satisfying sarcasm to profound treatises on radio's merits as an advertising medium. In the aggregate, this amounts to quite a lot of time.

And when I think of all the time I used to waste answering these pitches, I do a slow burn at my own stupidity. Here's a way that P.I. inquiries might be put to good use. Suppose every station manager who ordinarily replies to them with a rate card and the old "radio is a medium that can stand on its own feet" routine should keep on his desk a list of legitimate national advertisers who are logical prospects for his own station. Then when we get a letter from a P.I. genius, instead of spending good time and thought composing a reply that is a literary gem, how about putting the same time and thought into a bell of a good personal sales letter to one of the people on the "legitimate prospect" list?

We're not going to sell the P.I. artist on a legitimate basis, and we're not going to put an end to his efforts by waving our arms and getting red in the face. If we put the same effort into additional selling to honest advertisers who should be using more radio, we shall advance radio some small distance further toward its rightful place in the sun.

Walter E. Wagstaff
General Manager
KIDO Boise, Id.

Needs Attention

EDITOR:

"Voice or Babel?" in the Feb. 25 issue of Broadcasting • Telecasting is indeed interesting. A subject, that in our opinion, should be given careful attention by all who are interested in the perpetuation of our free radio systems. Not the system advocated by professional bureaucrats. . .

E. C. Fitts
Advertising Manager
The Perfection Mfg. Co.
Shenandoah, Iowa

[EDITOR'S NOTE: Editorial referred to was in support of Sen. William Benton's (D-Conn.) proposal to investigate the financing of radio and television and like propaganda efforts being efficiently implemented.]

"An Unpleasant Fact"

EDITOR:

It seems to be an unpleasant fact that the only persons left who realize that radio is still the best buy in advertising are the broadcasters themselves.

Sponsor after sponsor is being bombarded with a rather dubious array of "facts and figures" on both a local and national level by a multitude of organizations whose irrational statements usually precede a cooperative pitch on TV.

The following excerpt from a letter sent to New York State savings banks from their state association serves to illustrate the point:

"Radio has suffered progressively in the face of television competition during the course of the afternoon and practically approaches elimination during the evening hours. A study made by one research organization indicates that the situation is gradually reaching a point where radio will have a marginal audience—the people driving cars, the housewives in their kitchens, etc."

This letter was accompanied by a questionnaire concerning the association's continued use or cancelling of their radio program.

It is hard for even the happiest of radio sponsors to stand up under such barrage as these when they come from their own associates. It amounts to everyone is ready to carry the banner for the neophyte, but no one for its big brother, except broadcasters themselves.

It's about time to start waving!

Keith W. Horton
Commercial Manager
WKRT Cortland, N. Y.

EDITOR:

ZIMMER KELLER NOT BLOW IS AGENCY FOR BORN ALUMINUM AND THEIR AMERICAN FORUM TELEVISION SHOW. PLEASE CORRECT STATEMENT PAGE 15 THIS WEEK'S [April 9] ISSUE.

CLYDE D. VORTMAN
ZIMMER KELLER INC.
DETROIT

** Early Kefauver

EDITOR:

We have followed your fine editorial and news articles on radio-TV's coverage of the Kefauver Senate crime probes with much (Continued on page 69)
The TOUR TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADvertiser
COMPREHENSIVE COVERAGE...in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES (From 1949 BMB Survey)

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This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

Albany, in the heart of the rich Willamette Valley, is one of the important markets delivered to KGW advertisers by KGW's COMPREHENSIVE COVERAGE. On a recent Tour Test to Albany, conducted in cooperation with the Oregon State Motor Association, Albert M. Epperley, Secretary-Salesmanager of R. Veal & Son, shows Miss KGW how birch, Oregon alder and maple are made into fine Early American and Modern furniture by his firm. A large zirconium plant is a recent addition to Albany's fast-growing industry.

PORTLAND, OREGON ON THE EFFICIENT 620 FREQUENCY

Represented nationally by Edward Petry & Co.
GOLF TOURNAMENT winners were (1 to 7) William Ware, KSTL St. Louis; Lew Green, Green Assoc., Chicago, and Robert Stoddard, KATO Reno. Mr. Green's low gross was 78. Mears and Stoddard tied for low net with 70 each.

GOLF TOURNEY

AN INTREPID band of 56 convention golfers defied the 36 degree weather April 16 and shot remarkably good scores in the 17th annual Broadcasting • Telecasting NARTB tournament with Lew Green of Green Assoc., Chicago, winning low gross with 78. Tied for low net with 70 each were Mears and Stoddard.

The players and scores are shown in the table below.

THE ENTIRE electronics industry will suffer serious hardships if sufficient receiving tubes are not manufactured to support a "reasonable level" of radio-TV set production, government officials were told last week.

This warning was sounded by industry representatives in a conference with officials of the National Production Authority in Washington last Tuesday. The discussions were called by NPA to weigh methods of meeting defense needs with minimum disruption to civilian output [Broadcasting • Telecasting, April 16].

Members of three industry advisory committees representing the entire electronics industry will suffer serious hardships if sufficient receiving tubes are not manufactured to support a "reasonable level" of radio-TV set production, government officials were told last week.

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Members of three industry advisory committees representing the entire electronics industry were underscored, in turn by NPA officials:

1. The supply of nickel (used in permanent magnet loudspeakers and gun assembly of cathode ray tubes) probably will fall below the minimum 200,000 pounds recommended by the committees.

2. There should be some "safeguards" to assure the flow of new tubes into replacement parts rather than new sets.

3. Industry must further curtail use of cobalt (also used in magnet speakers) in the future, although 30,000 pounds of the metal was made available in April and the present rate may continue through May and June.

4. The electronic industry was praised for its conservation program for coal and other raw materials, and asked to "stretch available supplies." The program had been launched on the initiative of Radio-Tvolution Mfrs. Assn. Sets manufactured are being receipted by NPA to make some copper available for use by speaker makers.

The committees also reported estimates on 1951 set production, predicting output of between 8 and 6 million TV units and between 10 and 15 million radio sets. The estimates are hedged with the provision that critical materials are made available.

File Objection

While government allocation officials reported on nickel, cobalt and tungsten (also critically short), RTMA President Glenn McDaniel was preparing to file an industry objection to NPA steel and iron orders, which manufacturers feel will seriously limit radio-TV receiver production.

The RTMA board of directors authorized Mr. McDaniel to submit objections to NPA Administrator Manly Fleischmann when it met with Radio Mfrs. Assn. Canada less than a fortnight ago [Broadcasting • Telecasting, April 16].

BROADCASTING • Televsion
Oil Puts Record 178 Million Horsepower To Work On U. S. Farms

The American farmer’s all-out food production drive this year is sparked by the world’s greatest power plant—178 million horsepower in mechanical energy—twice that of 1940.

This enormous energy, powered by oil, is more than that used in all America’s factories combined. It is the big reason why the U. S., with far fewer farm workers, now produces 40% more food than ten years ago.

Meeting the farmer’s sharply increased needs for fuels and lubricants is just part of the oilman’s service to the farmer. Chemical magic, born of constant petroleum research, provides insecticides, weed killers, fertilizers, tires and rust preventives to further boost the yield per acre.

The oil industry’s contribution on the food front is typical of its service to the nation.

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

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

*Latest estimates of U. S. Department of Agriculture.

Oil Industry Information Committee,
AMERICAN PETROLEUM INSTITUTE, 50 West 50th St., New York 20, N. Y.
**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!

---

**Mr. TOOTHILL**

A UNDERSTANDING of the distribution and merchandising problems of district and division sales managers from whom he represented newspapers still paves the way to successful radio sales for John Alexander Toothill, a radio representative for 14 years.

Mr. Toothill is principal owner of the Burn-Smith Co., which headquarters in Chicago. There are also branch offices in New York and Los Angeles. He took over the major controlling interest in 1928, when Burn-Smith was formed to handle the radio business acquired from the Devine-Tenney Corp., newspaper representative. One of the company's first stations, WMFD, Wilmington, N. C., is still on its list. Addition of several TV stations is planned.

John Toothill had scheduled a newspaper career for himself during his early schooling in Brooklyn, where he was born, and in Hackensack, where he attended high school. His first newspaper and advertising job was combined in work as a retail display salesman for the Brooklyn Weekly News, 20,000 circulation. Sold on selling, he turned his back on repertorial ambitions and concentrated on salesmanship.

He was the first advertising man in the family, and broke Toothill tradition to become one. His father, a white sheet metal worker in Brooklyn, learned the craft from his father, an Englishman who designed and molded silver plate and ware.

The wayward salesman took basic training in newspaper representation at Devine-Tenney in New York, and was subsequently transferred to Chicago. When the firm acquired a lineup of seven dailies in Iowa, he was sent to Des Moines to develop additional new business. There he was grounded by personal contact with district and division sales managers in the ways and means of merchandising the advertising campaign to distributors and retailers.

Principles established in these

(Continued on page 65)
Tube Output
(Continued from page 54)
that a 20% cutback regulation would discourage steel conservation by radio-TV manufacturers. Instead RTMA proposed that the 80% limitation be applied to steel-iron tonnage rather than on a unit basis.

As a result of the continuing metals scarcity problem, NPA also announced last Tuesday that action on allocation of critical materials is now under study. NPA's controlled materials plan, issued April 13, touches only partly on consumer needs and is designed to evaluate and control military requirements for products utilizing steel, copper and aluminum. Civilian use of these materials, plus nickel and cobalt, already has been substantially curtailed.


The shortage of critical materials and civilian cutbacks has been reflected, directly or indirectly, all down the line in industry, with the result that several TV set-makers have cut production from 15 to 50%, according to some dealers. They claim that manufacturers are decreasing output to avoid further price reductions.

Cite Layoffs
Manufacturers claim they have been forced to lay off personnel because of consumer cutbacks (metal shortages and credit restrictions) and the fact that defense orders have flowed at a mere trickle, despite obligation of contracts. RCA Victor Div., RCA, reportedly laid off 1,300 employees in one plant to shift to war production. Philco Corp., let go 2,000 because of "production adjustments." Others were contemplating similar action. Full-time defense production is not expected before fall.

Earlier, recommendations aimed at assuring fulfillment of defense needs and keeping a maximum number of radio, television and other electronic devices operating with a minimum demand upon critical materials were filed with NPA officials.

An Electronics Parts Distributors Industry Advisory Committee urged:
(1) A thorough study of a program for salvaging obsolete radio sets; (2) component parts producers manufacture and offer for sale to recognized distributors at least 150% of the number of units sold for replacement purposes; (3) extension of the base period for certain metal limits to orders to a full year (1950) because of the "phenomenal" increase in civilian production; (4) priority grant for wholesale component distributors; (5) all manufacturers of parts-equipment to make available to customers products in excess of defense-rated orders; (6) simplification of every line used in maintenance and repair of electronics equipment.

TV Expansion
The advisory group pointed out the base period may be "too low because the vast expansion of the television field has made it difficult to establish a realistic base period." Additionally, industry members noted, standard radio, FM radio and related production remained high last year despite metal cutbacks. The group also recommended special consideration of cases involving amateur radio operators, test equipment and problems of the TV set installer.

KRON-FM San Francisco, off the air for past month while new transmitter was installed alongside KRON-TV facilities atop San Bruno Mountain, returned to air April 2.

GET FACTS NOW ON THE WFLN AUDIENCE PROFILE SURVEY

47% survey families earn $5,000 to $10,000
52% survey families earn more than $10,000

FACTS PROVE WFLN
that in Philadelphia
Pinpoints Your Quality Audience

59.7 MEGACYCLES—FM
20,000 WATTS

FOR TIME AND RATES WRITE DEPT. BT

BROADCASTING • Telecasting
April 23, 1951 • Page 57
Mr. Charles Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:

As per your letter of February 6, 1951, regarding D-Con insertion in the Farm & Ranch, I would like to pass the following information on to you.

This 100-line ad was inserted in the Farm and Ranch Magazine, initially on November 19, 1950. The cost was $6.75 per line, or $675.00 for the insertion. Our first order was received November 19 for this December issue, and we received, from this one insertion, a total of 1093 orders from November 19 thru February 2, at a cost 51c per order.

During this same period, WCKY pulled a total of 8,381 orders, for a total volume sales of $26,143.00 as compared to a volume of sales in the same period for Farm and Ranch of $3279—which in effect indicates that a participation on WCKY is worth 8 100-line ads in Farm and Ranch.

INVEST YOUR AD DOLLAR WCKY'S-LY
Perhaps you would also be interested in knowing that D-Con has used almost every top CBS, NBC and ABC station in the United States plus every 50,000 watt independent. Our campaign has been on over 475 stations at one time or another. It would take the four best mail pulling stations of these to make one WCKY—and it would also be of interest to know that although right now we are on over 275 stations, including such stations as WLW, WBBM, WLS, KMOX, WPTF, WRVA, KOAM, KSL, WCCO, WBT, WOR, WGN, WOW, WOWO, etc., yet WCKY alone continually accounts for almost 15% of our total volume, week in and week out.

I would certainly and honestly confirm your claim that WCKY has more listeners than any of the 22 top radio stations in the United States, but believe you should add the word "combined".

Sincerely yours,

Al

Alvin Eicoff
Vice President
Radio’s Toughest Task

THE TOUGHEST JOB in radio, to stem the tide of all-out rate war, was handed last week to a valiant warrior in the radio cause.

Paul W. (Fritz) Morency, WTIC Hartford, was drafted unanimously by an affiliated group of several hundred network affiliated stations to head an Affiliates Committee. Its first effort will be to convince CBS that it should declare a moratorium on its scheduled 10% across-the-board rate cut for July 1. And it is hoped that CBS will get from other networks the commitment that they won’t move until the committee counsels with them on a project yet to be evolved to get back on the radio card and sell radio for all that it’s worth.

The committee moved developed spontaneously—in the wake of CBS’s stunning announcement. The leadership that always seems to be there when the integrity and stability of radio is threatened, worked swiftly. That CBS should not have moved so fast and that, despite contractual prerogative to adjust rates without the consent of a majority of its affiliates, it first could have consulted with them is to be hoped that CBS will agree to delay. This isn’t easy.

The contention is made that the cut is now a fait accompli. Affiliates, however, feel that the sheet is not yet written. CBS is said to have convinced not only the networks, but recalcitrant accounts and agencies that the line should be held pending a sane, prudent solution.

The Morency committee may well find that radio has reached a turning point and that full-scale revamping of affiliate-network contacts is involved. Certainly it will collide with arguments that radio network operations no longer are profitable. It may be contended that the networks must be sold like magazines at a blanket rate for the “circulation,” and with no fixed rate per affiliate.

For 31 years radio has never taken a backward step. The CBS suggestion, as one broadcater aptly put it, is to take one step back- ward, stabilize, then try two steps forward.

The advertisers have been attacking at the soft under-belly. They insist they’re getting less for their money because of TV and rate penetration. In some instances they have resorted to “sealed bids” from the networks—a device that would destroy any semblance of rate stability—and eventually would even make advertisers suspect, lest their competitors get a better “deal.”

If radio is a result-getting medium, advertisers will buy it.

The man who pays the bill isn’t going to ignore a medium that sells at the lowest cost simply because of spleen or emotion. He may lay off a week to strike a better bargain. But he’ll come back when sales drop.

There are two jobs to be done. Fritz Morency recognizes that his committee must act “quickly, wisely and effectively.” His radio record of a quarter-century gives assurance that he can do it, if it can be done.

The second job belongs to Broadcast Advertising Bureau. It must, with greatest possible dispatch, carry on with its imaginative public research and hard, lean and hungry selling.

Inspired people built and sold radio in the 20’s. Inspired people—many of them still on the firing line—can sell it again.

Strange Interlude

AT A convention which was otherwise pre-occupied with the critical problem of saving radio from economic collapse, the appearance of Sen. LeBlanc was no more appropriate than the intrusion of a Minsky comedian, equipped with rubber bladder and sagging pants, in a cast performing “Hamlet.”

In 29 years of radio conventions, we cannot recall another appearance of any radio customer making a direct appeal for acceptance of his product. The question of whether the Senator’s Hadacon is a good or bad advertising account is one that individual broadcasters must settle for themselves. Their decisions cannot have been made any easier by the unanimous endorsement of a platform for his special pleading.

Last week was among the most fateful in radio’s history. In arranging an audience for Sen. LeBlanc, the NARTB not only squandered precious time on a sideline but also estranged itself in a particularly untimely association. More orthodox advertisers than Sen. LeBlanc must be wondering if radio has been driven to embrace him as a last resort. Else why should he have been singled out for an appearance.

Benton Bumbles On

ONE OF THE enigmas of this age is William B. Benton, U. S. Senator from Connecticut, former emblazoned Assistant Secretary of State, erstwhile vice president of the liberal U. of Chicago, and a toycan who got his start selling everything from snake oil to steamships.

With his former partner, Chester Bowles, he made his first million before he was 40, and benton was then invited into public service and politics. Benton & Bowles is still a top agency, but under different ownership.

Bill Benton now picks up the cudgels in defense of television. He wants a big in- vestigation of television programming, to as- certain how much time is being devoted to pure, undeveloped education.

Actually, Sen. Benton has fallen for the Comr. Frieda B. Hennock campaign to allocate fixed percentages of TV facilities for educa- tional institutions. Miss Hennock is stalling for time. Sen. Benton’s proposal for a Con- gressional investigation would do just that.

The TV freeze has been on since 1948. The urgent need is to get more stations on the air, so that more people may be served as required by the statute. We do not think that such seasoned campaigning as Chairman Ed. Johnson of the Senate Interstate Commerce Committee, or Majority Leader Ernest W. McFarland, will be taken in on these hinder and delay tactics.

For better or worse, the Congress created the FCC to handle allocations and licensing, because Congress itself did not have the know-how, nor the time. Now, Mr. Benton wants to usurp that authority in the field of TV allocations.

If Congress isn’t satisfied with the present Commission it can always abolish it and start another. But this is no time—at the thresh- old of the thaw of the great freeze—for Congress to intrude. We doubt whether it will.

our respects to:

ALFRED HENRY KIRCHHOER

SPEEDING to the scene of a big story in their comfortable taxis, Alfred Henry Kirchhofer’s journalistic competitors must have been amused by the plodding, disconsolate young reporter they passed on the way. A storm had struck the Niagara River and torn loose a boat in the night. Reporters from all Buffalo papers were rushing to the docks. Young Kirchhofer was picked by his city editor to cover the story. “Here’s carfare,” the editor told him, forgetting that the carlines ended some miles from the river.

By the time he arrived at the river, his rivals had obtained their stories and departed. He got the information and prepared to head back with his late story. Then a shout went up from the docks: The boat was loose again— with the crew aboard! He got his story and a scoop, giving his paper the only full pre- sentation of the accident.

And today, still in Buffalo, Mr. Kirchhofer is well equipped to give a full presentation of any news event anywhere. He is vice president and director of WBEN Inc., licensee of WBEN-AM-FM-TV (the latter two being the only FM and TV stations in the city). He is also managing editor and director of the Buffalo Evening News, under the same ownership as WBEN Inc. and the largest daily in New York outside Manhattan.

Born in Buffalo on May 25, 1892, his interest in all phases of journalism—audible, visual and typographical—stems from his early days in Buffalo’s School 31 and Central High when he was fired with the desire to be a reporter. After graduation, he worked by day as a messenger for the old Bank of Buffalo, attending the YMCA Institute at night, preparing him- self for a journalistic career.

His big chance came in 1910 when he landed a cub reporter’s niche on Buffalo’s most aristocratic paper—the old Buffalo Commercial. Reason for the Commercial’s blue blood standing: It sold for two cents while all the others cost a penny. The eighteen-year-old Kirchhofer soon acquired a reputation for night and day production of voluminous copy and in 1911 moved over to the Buffalo Times (discontinued in 1939).

In 1913, he took two years off from the Buffalo paper and fulfilled a dream common to all newspapermen—edited and published a paper of his own in Lancaster, N. Y., about six miles from Buffalo. The Western New York Post billed itself as “The Finest Paper in America.” The weekly got a friendly recep- tion from readers but failed to arouse the in-
3,163,033 Different People Listen to WOV at Least once a week!

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

YOU CAN BUY:

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

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

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

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

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

National Representative: John E. Pearson Co.
SIGNAL CONTROL

AN EXECUTIVE order giving the President authority to invoke Sec. 606 (c) of the Federal Communications Act—to authorize "the use or control of any such station" by any government agency he chooses—reportedly is before the U. S. Bureau of the Budget. It was learned last week.

The order, if approved by the bureau and put into action, would serve notice that the Chief Executive is empowered to invoke authority over stations under his national emergency proclamation of last December.

The directive has been in the White House-Pentagon mill since last week when a Defense Dept. official first acknowledged its existence at FCC's emergency broadcast session in Washington (BROADCASTING * TELECASTING, April 2, March 26).

Existence of the order within the Budget Bureau was disclosed last week by a highly-qualified military authority, who simultaneously scotched reports that the Defense Dept. is seeking excessive control over broadcast stations and other devices capable of serving as navigational aids.

The source also disclosed that the department has completed its comments on proposed amendments to the Communications Act by the Senate and House Commerce Committees as part of its consideration of the radiations control bill.

Defense Stand

The Defense Dept., acting for the Air Force and other military branches on proposed legislation now pending on Capitol Hill, actually will go on record favoring less authority than that suggested by Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee, according to the military authority.

During hearings earlier this year [BROADCASTING * TELECASTING, Feb. 26] on the military-backed legislation to control all radiation devices, the committee proposed amendments that would include devices other than broadcast stations. It asked NARTB, Radio-Television Mfrs. Assn., FCC and others to file comments.

The Defense Dept. authority said last week that military comments, not yet received by the committee, will favor (1) only those devices capable of serving as navigational aids; and (2) those instruments which radiate in excess of five miles. Actually, the committee staff has entreated such a plan to be incorporated in the suggested amendment on the basis of recommendations by RTMA.

Thus, the department actually is in accord with the proposals as an "alternative" to new legislation, the spokesman pointed out. He said the military feels, however, the problem goes far beyond the communications question and should be covered from the defense viewpoint. Action on the bill (S 537) has been stymied pending the department's reply.

Budget Bureau Studies Executive Order

Defense Rally

(Continued from page 28)

-Fay Presidents

Final Monday morning session on mobilization broadcasting was led by William A. Fay, WHAM Rochester, District 2 director. Board participant was W. Quentin Cox, KGW Portland, Ore., newly elected from District 17. Mr. Cox said broadcasters should take the initiative in preparing and meet every contingency, with each station having its own mobilization director. Stations should assemble and disseminate public service information, he said, adding "It's heartening to us the way you are voluntarily helping us. You have offered your facilities freely to local civil defense authorities, cancelling many commercial programs. You are meeting your responsibilities. We salute you for it.

Mr. Butcher said his office is sending out radio and TV material for civil defense programs.

George P. Ludlam, Advertising Council vice president, explained the council is sending a monthly information guide to all stations. He recalled OWI priority procedure during the war and explained how the council is now operating.

Ralph W. Hardy, NARTB government relations director, said recent government officials indicate no super information is contemplated at this time by the government. He said this heightens the importance of the medium to keep constant check on government sources for vital information for the public.

HITCH YOUR PRODUCT TO A
K-NUZ RADIO RANCH STAR

Tommy Cutrer
"K-NUZ Corral," 11:00 am
to 1:00 pm
NATIONAL AND REGIONAL COMPANY
YOU KEEP ON
K-NUZ CORRAL:
Alagea Syrup
Arrow Drugs
B. C. Headache Powder
Blue Ribbon Rice
Dentyne
Griffin Shoe Polish
Ipana
Ivy Snow
Kam Dog Food
Kools
Ladies Home Journal
Life Magazine
Nabisco
O. J. Beauty Lotion
Pepsi-Cola
Pepsi-Bisnol
Robert Hall Clothes
Shamoo-Curl
Plus a choice list of local advertisers
For information call FORJOE
National Representative or DAVE MORRIS
General Manager
of Keystone 2861
"RADIO RANCH"
P. O. Box 2133
TWX NO 414
Union Oil 1950 profits
8% of total sales

1. In 1950 Union Oil Company took in $2174 million from the sale of its products. $6874 million went right back out in payment for raw materials.

2. $551 million went to our 7,826 employees in wages, salaries and benefits. (Salaries of company officers constituted about 1½% of this.)

3. $37 million went for supplies, rent, tools, utility bills and other costs of doing business. $17 million went for transportation.

4. $27 million went for depletion and depreciation — to find new oil to replace the crude used during the year and to replace worn-out and obsolete equipment.

5. Federal, state and municipal taxes took $12½ million.* (This does not include gasoline taxes.) Interest on borrowed money amounted to $254 million.

6. This left a net profit of $17½ million (8%). $11½ million of this profit was paid out in dividends to our $8,055 preferred and common stockholders. Payments averaged $200 per common stockholder.

7. The remaining $6¼ million of profit was set aside to replace and expand our oil fields and facilities in 1951.

But here's the rub: In order to meet the requirements of the present national emergency, we estimate that we should spend $20 million drilling during 1951. We should spend $20 million on new refining facilities. We need $5 million for a new tanker. And we need about $3 million for pipe lines, storage facilities, etc. This totals $63 million.

Our estimated 1951 reserve for depletion and depreciation will amount to $70 million. This, plus our $54 million plowed back from 1950 profits, totals only $554 million. Therefore, we're going to have to earn and retain about $17½ million more this year than we did in 1950 — assuming there is no increase in dividend requirements. That's why tax policies that don't permit corporations to retain earnings earmarked for needed expansion can have such far-reaching effects on the productivity and economic growth of the nation.

Manufacturers of Royal Triton, the amazing purple motor oil.

UNION OIL COMPANY
OF CALIFORNIA
INcorporated in California, October 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.
Media Wages
(Continued from page 40)

two methods of organization, getting voluntary recognition from station management or having a secret election under NLRB auspices. He charged broadcasters, however, with practicing various "delaying actions" in attempting to stifle union organization.

Spokesmen on both sides concurred in the point that the way in which most wages are determined is "what the traffic will bear." Mr. Leasly said rates should be based on this factor, as well as wattage, frequency, power, affiliation and an equal-work-for-equal-pay formula. Mr. de la Ossa attempted to isolate the worth of the job itself.

Mr. Wimberly, when asked what labor is doing about pending jurisdictional disputes in radio and television, answered that there "weren't many." "Radio is singularly free of this problem, and television only has a slight overlap," he said. He anticipates an increase in jurisdictional disputes, however, with the entry of the CIO into the broadcast field for the first time. (NABET, an independent engineering union, became a CIO affiliate three weeks ago.) Problems can be "ironed out promptly," he said. Mr. Reel said television problems had been simplified with establishment of the Television Authority.

NBC Spot Sales Party
NBC's annual Spot Sales party was given by the network Monday evening in the Crystal Ballroom of the Blackstone Hotel in conjunction with NARTB convention activities. James V. McConnell, director of national Spot Sales, was host to more than 100 clients, agency men, station executives and spot sales personnel.

THE BIGGEST OF ALL ON BUFFALO'S DIALS

WGR's 550 channel gives WGR the biggest pattern, the strongest audience coverage in western New York. With top-rated Columbia and local programs, WGR delivers a big PLUS—a bigger dollar's worth than any other station in upstate New York.

TO BE RADIO'S BIGGEST CUSTOMER

Hadacol's Sen. LeBlanc Tells Broadcasters

THE SIDESHOW of the NARTB convention was provided by Sen. Dudley J. LeBlanc, proprietor of Hadacol.

The Senator arrived Sunday afternoon at the Stevens Hotel, accompanied by a New Orleans jazz band, two tap dancers and some 30 broadcasters—a party that he had flown to Chicago in a special plane.

After a parade through the lobby, to the music of "When the Saints Come Marching In" played by the band, the Hadacol troupe retired to a 25th floor suite where an open house was held. It was during this interval that the Senator announced he had offered General MacArthur a job as executive vice president of Hadacol at a salary of $150,000 a year. At the time this story went to press, the general's reaction was not reported.

After the Monday afternoon opening session of the convention, Eugene Thomas, 1951 convention committee chairman who was presiding, said that the chair had been asked by a committee of broadcasters to recognize James E. Gordon, president and general manager of WNOE New Orleans. Mr. Gordon said he was about to introduce a "gentleman who discovered a magic formula...a statesman with a great political future...who is now bidding for even greater fame: My friend and your friend, Mr. Hadacol, the Hon. Sen. Dudley J. LeBlanc."

The honorable Senator, an orator of persuasive talent, began by saying that if it had not been for radio, Hadacol would not have attained its present success, and he closed by saying: "Let's you and I get together."

In between he told his life story from birth ("I was bo'n of poor and humble parents") to the events that led to his discovery of Hadacol, a remedy that he developed after he had been cured by Vitamin B-1 injection of a discomforting illness ("Mah big toe hurt so one mawnin' I couldn't get out of the bed").

He also advised broadcasters that they ought to intensify merchandising efforts to supplement the impact of on-the-air commercials.

"You got to go out and promote the item," he said. "You can't get by just spinnin' a wheel."

The Senator told the broadcasters that he was now spending a "quarter of a million dollars a month" on radio and that he intended to spend more.

"I'll give you about six million this year, if you don't tell the newspapers about it," he said. "If I ain't the biggest radio customer in the country, I'm sure going to be."
KEFAUVER LAUDS
Cites Radio-TV Role
In Arousing Public

THERE IS NO iron curtain thick enough to separate the people of America so long as 107 television and 2,800 radio stations operate in free enterprise, Sen. Estes Kefauver (D-Tenn.), famed senatorial crime investigator, told the 10th annual dinner of Radio Pioneers. The dinner was held Tuesday at the Stevens Hotel, Chicago, during the NARTB convention.

When the people know the full facts through radio and TV, Sen. Kefauver said, "Americs will truly lead the way to world peace. Sen. Kefauver is chairman of the special committee investigating crime. The radio-TV pickups of hearings brought the proceedings to the eyes and ears of Americans everywhere.

The Pioneers elected a new slate of officers, with Carl Haverlin, BMI, as president. Jack G. Poppele, WOR, New York, was elected first vice president. Other vice presidents: Paul W. Morency, WTIC Hartford; Arthur B. Church, KMB; Kansas City; Raymond Guy, NBC; O. H. Caldwell, Tele-Tech. Sydney Rayne, BMI vice president and general counsel, was elected secretary and Herbert Alterberg, CBS, treasurer.

A citation honoring the memory of Guglielmo Marconi, named to the Pioneers' Hall of Fame, was presented to Orin Dunlap, RCA vice president, who recalled the early days of Mr. Marconi's experiments. Brig. Gen. David Sarnoff, RCA chairman, was unable to accept the citation because of illness.

Coy Speaks

The Pioneers' program included greetings from FCC Chairman Wayne Coy and Chicago Mayor Martin Kennelly. H. V. Kaltenborn, commentator, founder of the Pioneers, was toastmaster with Frank E. Mullen, consultant, presiding at the dinner. William S. Hoeger was chairman of arrangements.

In recalling the hearings of his committee, Sen. Kefauver said, "(never before had people been given) any intimate sense of participation in the affairs of their government."

Sen. Kefauver said national interest in the committee hearings began to develop as testimony was broadcast around the circuit, with local stations cancelling commercial programs. These broadcasts showed the "sordidness of some local situations" and interest of the public increased, he said.


"For three years you took us into the living rooms of 30 million Americans. They were, first, interested; then, startled; next, indignant; and finally—determined to do something about it."

Sen. Kefauver warned Congress it must correct its own procedures. "If more functions of government are subjected to television, we shall enjoy better government," he said.

Television presents the most nearly perfect facsimile of an actual event yet developed. This unseen means of discipline cannot help but improve our efficiency. The public to some extent correct improper conduct of hearings. We get calls and telegrams quickly."

ASSOCIATED PRESS executives present at a cocktail party for NARTB convention guests included (1 to r): Front row, Al Shrie, Kansas City; Oliver Gramling, assistant general manager for radio; Tom Cunningham, Boston; back row, Jerry Swisher, Columbus; Red Mason, Montgomery; Bob Skipley, New Orleans; Wayne Oliver, New York, and Paul Breining, Harrisburg, Pa.

He suggested "the television industry needs a code" in its coverage of hearings. Conceding radio and TV "had ripped the artificial cloak of respectability" from a notorious gambler, he said it is important for the public to know the whole story.

Public hearings are the alternative to Star-Chamber procedures, he declared.

He suggested sponsorship of hearings should consist of institutional advertising. "Government proceedings are not a fit subject to aid the sale of a commercial product," he advised. "I urge upon you careful attention in deciding what sponsorship you allow in this type of hearing."

Strictly Business

(Continued from page 56) activities served as a blueprint for his work in radio, which he has considered (and still does) to be newspaper's greatest competitor. He returned to the Chicago office as manager in 1934, and a year later married Kathryn Hartman. They have two children, Harriet, 9, and Jack, 7.

The Toothills live in west suburban Glen Ellyn, where he is a charter member and secretary of the Lutheran Church.

In addition to a list of Chicago agencies, he handles all selling for the company in Detroit, Minneapolis, Cincinnati and St. Louis.

Sales problems he solved years ago as a newspaper representative "are battles still being fought in radio today. We do not represent the most powerful or leading network stations in most of our markets, but we represent stations that can't be beat when it comes to getting low cost results for the money spent," Mr. Toothill claims.

FOR THE LATEST
WCKY SUCCESS STORY
See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER
KENNETH W. CHURCH, general manager WIBC Indianapolis, will become sales manager of WKRC AM-FM-TV Cincinnati July 1 according to HULBERT TAFT, vice president of Cincinnati stations. Mr. Church was with WKRC as national sales manager in 1941 and when Mr. Taft joined the Air Corps in 1942 became general manager of station. In 1948 he went to WCKY Cincinnati and later joined WIBC.

WILLIAM DOUGHERTY, account executive WNAO Raleigh, N. C., to WWDC-AM-FM Washington in same capacity.

SHAUN F. MURPHY, WOL Washington, appointed general manager WATS Sayre, Pa.

THOMAS M. BLOCH elected president Tri-City Broadcasting Co. (WTRF-AM-FM Bellaire, Ohio), succeeding his father, JESSE A. BLOCH. Other officers elected were: A. V. DIX, vice president; GORDON C. DIX, secretary-treasurer; ROBERT W. FERGUSON, executive vice president and general manager of WTRF-AM-FM.

HUGH K. TOLLISON appointed vice president and general manager WGGI Brunswick, Ga. JOHN F. LENZ, WBBQ Augusta, Ga., named commercial manager WGGI.

HOYT ANDRES, administrative assistant WKY-AM-TV Oklahoma City, appointed assistant station manager. EUGENE B. DODSON, promotion manager, will succeed Mr. Andres as administrative assistant.

MORRIS T. LONGO, sales manager WXGI Richmond, Va., appointed station manager. ED MULLEN, WINA Charlottesville, Va., to sales staff WXGI.

PAUL R. PORTER, deputy administrator of ECA, and MARY ANDERSON, retired director of Children's Bureau of the Dept. of Labor, elected secretary and second vice president respectively of the Cooperative Broadcasting Assn. (WCPR (FM) Washington). Re-elected to board of directors for one-year terms were: WALLACE J. CAMPBELL, president; C. EDWARD BEHRE, vice president, and SIMON M. NEWMAN, treasurer.

CLAY MORGAN, former assistant to president NBC, named director of public relations on executive staff Henri J. Lesieur, general manager of North American & Caribbean Div. Air France. Mr. Morgan was assistant to NBC president for more than 13 years beginning in 1936. LEE F. O'CONNELL Co., L. A. and S. F., has taken over station representation list of Western Radio Sales of Los Angeles.

BOB THOMAS, assistant commercial manager WGAI Elizabeth City, N. C., appointed commercial manager.


HIL F. BEST, Detroit, appointed national representative for KSBG Liberal, Kan.

EINAR O. PETERSEN Jr., space sales New York Daily Mirror, to WOR-TV New York as account executive. Earlier, Mr. Petersen was with Young & Rubicam and Kelly Nason Inc., both N. Y.

NATIONAL TIMES SALES, N. Y., appointed national representative for WPCF Panama City, Fla.

JOHN PAUL JONES Jr., Admasters Advertising Inc., Washington, to KGO San Francisco in sales department.

CARL BAKER, LBS, to sales staff WCAF Chicago. He also worked at WISH Indianapolis.

JOHN SHELDON, EDWARD F. McHALE and J. STEADMAN MILLER appointed account executives WTVJ(TV) Miami. Mr. Miller and Mr. McHale will handle Ft. Lauderdale accounts and Mr. Sheldon will service Miami.

HOWARD DROZDA, new to radio, to sales staff KXOK St. Louis.

MALCOLM KENNEDY announces opening of The Kennedy Co., station representative, with offices located in the Packard Bldg., Phila. Company will represent Pennsylvania, New Jersey, Maryland and Delaware stations as well as Philadelphia area. He was with WIP and WDAS Philadelphia in sales capacity.

E. D. JOHNSTON and MORTON R. GALANE join Washington radio law firm of Roberts & McLinis, following resignation of THAD H. BROWN Jr. to become general counsel of TV branch of NARTB [Broadcasting Telecasting, March 5] Mr. Johnston, who has specialized in practice before FCC, formerly was with Kirkland, Fleming, Green, Martin & Ellis and Dow, Lohnes & Albertson. Mr. Galane has been member of examining corps of U. S. Patent Office, specializing in electronic and TV arts.

GEORGE F. FIRESTONE, sales office NBC Chicago, to WOR New York in sales department as account executive.

LEE CAVANAGH, staff announcer KMOX St. Louis, appointed to local sales department of station.

G. EMERSON MARKHAM, former manager of WGY Schenectady and later head of NAB television activities, now proprietor of Hibiscus Room at Eola Plaza Hotel, Orlando, Fla.

PERSONALS...

ROGER CLIPP, general manager WFLN-TV Philadelphia, awarded citation by Philadelphia City Business Club in recognition of station's coverage of Kefauver committee hearings. . . BRIG. GEN. DAVID SARNOFF, chairman of board RCA, received annual award of Men's Club of Keneseth Israel, in Philadelphia, as year's outstanding citizen of Jewish faith. Gen. Sarnoff was cited for his chairmanship of 1951 Red Cross fund drive and "his many efforts in behalf of humanity."

J. LEONARD REINSCH, managing director Cox radio and television operations (WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton), addressed annual convention of Fourth District, Advertising Federation of America April 13 in Orlando, Fla. His subject was "Television—America's New Horizon." . . .
terest of advertisers.

Before giving up his paper, how-
ever, Mr. Kirchhofer managed to
make a big change in its masthead.
Beneath his name as editor and
vice president there appeared the
name of Miss Emma M. Schugart,
secretary. When they left the
paper, on Jan. 27, 1914, to be exact,
the secretary had become Mrs.
Alfred Kirchhofer.

Returning to Buffalo, he worked
a while for the Buffalo Courier as
telegraph editor where, one of his
coworkers recalls, "He didn't feel
like the rest of us did." It
was with the Courier that he scored
his notable double-accident scoop.

Joining the Buffalo Evening
News in 1916, Mr. Kirchhofer's
first job at the paper he now edits
was church reporter. He later
graduated to city and county hall
coverage, and was chosen for
publicity duties in the important
war bond drives of World War I.
In regard to his work on the fund
raising campaigns, the local Lib-
erty Loan publicity chief said,
"No one had a better understand-
ing of the public mind than Alfred
Kirchhofer.

An insatiable desire to learn
was another characteristic his
early newspaper associates recall.
The cast of quixotic glances at his
eagerness to cover Advertising
Club luncheons. But he gives
credit to these luncheon lectures for
teaching him advertising funda-
amentals. He also surprised his
fellow word-men by often
volunteering to give up his even-
ings after a 12 hour working day
to review a legitimate play or new
vaudeville act. This grounding in
the entertainment field has proved
of value in his radio-TV work.

When the News' Albany corre-
spounder was appointed secretary
to a mayor-elect, Mr. Kirchhofer
was picked to take his place in
January 1916. His outstanding
coverage from the state capital,
with his successful work as public-
ity director for Buffalo

U's $5 million endowment fund
campaign in 1920, made him a
natural choice for Washington cor-
respondent when the News opened
an office there in 1921.

A familiar figure at President
Harding's press conferences, Mr.
Kirchhofer's associations with Cal-
vin Coolidge and Herbert Hoover
led to his selection as associate
publicity chief for the Hoover cam-
paign and publicity director for
the Landon campaign in 1936.
A member of Washington radio
Club, he was a leader in bringing
about construction of the $10 mil-
nion National Press Bldg. He
was president of the National
Press Club. In 1937, to the com-
fort of his newspaper associates,
he also became managing editor of
the Buffalo Evening News.

The new managing editor was
interested in radio from the begin-
ning and soon had a regular series
of newscasts on the air. In his
paper he printed radio program
logs and radio news of interest to
listeners. One feature of his news-
casting was that they were prepared
by men specially assigned to do a
radio job—not by newspaper re-
porters in their spare time.

WBEN went on the air Sept. 3,
1936, affiliating with the NBC Red
Network. On Nov. 15 that year,
he had organized a bureau
of his news associations, than pro-
hibited use of their news for broad-
casting in the early 30s, Mr.
Kirchhofer organized a bureau
which gathered the news for radio
listeners. With Edward H. Butler,
editor and publisher of the News
and president of WBEN, he be-
lieved that radio news would not
hurt newspapers and that, in any
case, the public was entitled to the
best, most rapid news service avail-
able.

WBEN Expansion

His faith in all phases of broad-
casting persisted. WBEN-FM is
now constructing a new 150,000
watt transmitter with a 1,000 foot
tower near East Aurora, 15 miles
from Buffalo. And when WBEN-TV
ventured into a market where se-
veral other applicants had with-
drawn at the last minute, it found
itself the only TV station in Buffalo
and was rewarded by a continually
growing demand for receivers,
now totalling approximately 200,000.

A basic NBC-TV outlet, WBEN-
TV takes what it calls "the cream
of the four networks." Mr. Kirch-
hofer's views on television were
summarized in a critique of the
new medium in the News:

Television has made great strides,
but it still has much to learn. Some
of the conditions ... are a result
of overly-rapid development. The
time is coming when the industry must
do something about shows that hurt TV
more than help it.

If broadcasters don't get rid of
the burlesque-theatre antics of some
comedy and other TV shows, the
people of the nation who do not frequent
the New York night-club circuit will
do so in ways they won't like.

Mr. Kirchhofer feels WBEN's
standing with the Buffalo public
in all three media—AM, FM and
TV—is due to the splendid team-

Club Memberships

He is a member of Sigma Delta
Chi, national journalism fraternity.
He is on the Advisory Board of the
American Press Institute of Colum-
bria U. He belongs to the Buffalo
Club and Buffalo Country Club.
As a long time member and se-
cretary of the Board of Visitors for
Roswell Park Memorial Institute
and as a director of the Millard
Fillmore Hospital, he has worked
to focus public attention on pro-
gress in medical research.

Mr. Kirchhofer and his wife have
one son, Robert Alfred Kirchhofer.
They make their home in Buffalo.
AD TAX LEVY

PROPOSAL to levy a 20-25% excise tax on advertising expenditures is getting scant attention on Capitol Hill.

Some Congressmen on the House Ways & Means Committee, the tax-writing unit in the lower chamber, were not even familiar with the recommendation of the staff of the Joint Congressional Committee on the Economic Report (Broadcasting & Telecasting, April 9).

However, Rep. Daniel A. Reed (R-N.Y.), ranking minority member on the committee, was rankled. He said it was his position that the government did not need more than $6 billion in additional taxes. And he reflected that administration proposals for new taxes—auch as levies on "household utensils"—were merely attempts to gain revenue to finance its "socialistic and New Deal programs." He said that in order to finance its programs, the administration would "tax anything."

Echoing his sentiment was another minority member of the committee, Rep. Noah M. Mason (R-Ill.,), who said flatly that he was against all proposals to increase present taxes or enact new taxes. He said, "I will vote that way in committee."

The Ways & Means group is mired in current consideration of President Truman's request for $10 billion. A fortnight ago the President scaled down his long-range program for an additional $8.5 billion, but is standing pat on his original demand for $10 billion.

Over in the Senate opinion was more expressive. Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Joint committee, said that such idea as the advertising tax would be "sacred to careful scrutiny by the appropriate committee."

This viewpoint was shared by Rep. Jere O'Mahoney (D-Tenn.), second-ranking majority member of the House tax group.

Promotes Production

Sen. O'Mahoney was quoted as saying: "Advertising is an instrument for promoting production and is a time when we need production. I can see that such a tax would involve great danger."

Sen. William Benton (D-Conn.), former advertising executive (Benton & Bowlen, New York), thought the idea "very unsound." In his appraisal, the tax would require producers to shift from "taxed advertising to samples and demonstrations."

Sen. Benton is a member of the joint committee.

Sen. John W. Bricker (R-Ohio) was quoted: "If we were to start taxing advertising, the first thing you know someone would be proposing that we tax news items."

Another Ohioan and member of the joint House-Senate committee that released the report, Sen. Robert A. Taft (R-Ohio), entered a dissent in the report, itself. It was contained in that section presenting the staff conclusions, one of which was the advertising tax.

Sen. Taft said that he did not approve of many of the conclusions reached by the committee staff. Sen. O'Mahoney had said the committee members were in no way "committed" to the staff's views.

There was a report that Sen. O'Mahoney would possibly tighten the committee's procedure on the release of the staff's economic views. The staff had also recommended that a federal excise tax be placed on meat, which was called a "luxury food," in order to decrease consumption and to gain revenue.

SUMMER DRIVE

KSL Announces Plans

AN intensive sales and audience promotion campaign, based on retail business and a large tourist trade in "Intermountain America," is being initiated by KSL Salt Lake City, latest station to announce its summer plans.

The station points out that the tourist trade in Utah is "the fifth largest industry in the state," contributing $73 million last year. Additionally, retail sales for June-August 1960 totaled about 29% of the year's total sales for the region.

KSL claims that last summer it registered 41% more listeners than the second station during the daytime hours—38% more at night. It will launch its summer drive with heavy promotion in new programming, spot advertising, movie trailers, billboards, mailing pieces and other displays. The drive will be directed at thousands of home listeners as well as visitors and tourists in the area.

FOR the first time in the history of the Long Beach Advertising and Sales Clubs, Long Beach, Calif., a radio man has been elected president. Exchanging congratulations are (1 to r) C. C. Harrod, retiring president and the city's largest local radio advertiser; Dick Walsh, account executive and sportscaster, KGER Long Beach, who was elected president, and Perry Griffith, publicity man, who was runner-up in the election.

DEFENSE LIST

Radio-TV Omission Scored

OMISSION of radio-television broadcasting from a revised list of "essential activities," published by the Dept. of Commerce a fortnight ago, will draw strong protest from the industry, NARTB members have been informed through their newsletter service. Richard Doherty, director, NARTB employee-employer relations, has indicated that he will request a special hearing before the Commerce Dept. for the purpose of seeking to restore broadcasting to the essential list.

The revised classifications lists communications equipment production and services but omits the broadcasting; motion picture and newspaper Industries which originally had been included in that category [Broadcasting & Telecasting, Aug. 7, 1950; April 16]. Facsimile and AM-FM-TV segments are spelled out.

Mr. Doherty, who told NARTB members at the Chicago convention that an acute manpower shortage is expected this fall (see story page 28), is expected to present evidence tending to disprove the Commerce Dept.'s position that radio-TV are not at present "inaequate to meet defense and minimum civilian requirements," and to point out that a manpower shortage is strongly indicated, if not actually current now.

At present, broadcasting personnel may apply for occupational deferment by showing his local draft board, which will be guided by the new listing, that his work is "essential" to the national or local interest.

Maj. Gen. Lewis H. Hershey, selective service director, has informed local boards that the new list is a general guide and that "there may be occupations in your area which are most necessary, and warrant deferments not on the list."

Business is great, thank you, at... RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business—but—

WOW is like a great hotel—room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine inner-spring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scraping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

WOW Insurance Bldg., Omaha Telephone WEBster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
ANY JOHN BLAIR OFFICE

Page 68 • April 23, 1951

WOW

Broadcasting • Telecasting

SUMMER DRIVE

KSL Announces Plans
ADVERTISING OFFICE DEPT.

Her husband's work at home, of course, included accounts never before in television use as in the last six months," she says old accounts are increasing their use and new accounts never before in the field are now buying the media.

Despite the great fascination advertising holds for her, her outside interests do not suffer. She is a regular attendant at concerts and the theatre; she likes to travel and manage to take at least one trip, short or long, each year. She also likes to, and finds time to, sew, knit, cook and read extensively.

Since last July, when she married Frank G. Austin Jr. and took on the duties of housewife, her home life holds top interest over her professional life. And she finds her husband's work almost as fascinating as her own: He is a Justice Dept. classification and parole officer at the federal government's prison on Alcatraz Island in San Francisco Bay.

ALFRED C. HAEMER JR., member of National Research and Development Board, will head General Precision Lab's field engineering department. Department which Mr. Haemer will supervise includes both mechanical and electronic engineers who install GPL equipment and maintain its technical servicing.

JOSEPH H. GILLIES named vice president of operations newly created government and industrial division of Philco Corp., Phila. He will continue as vice president of operations of company's television and radio division. WILLIAM P. FELTZ, member of Philco executive staff in charge of tube production, appointed manager of operations of new division. ROBERT F. HERR, vice president Philco, named to president's staff to direct all government and industrial sales and contract negotiations. JAMES D. MCLEAN appointed general sales manager of government and industrial division.

HARRY L. NIEDEBAUER, assistant advertising manager Lamp Div, Westinghouse Electric, Phila, appointed advertising and sales promotion manager for division. He succeeds HERBERT E. PLISHEK, now manager of division.

MAURICE A. OWENS, sales promotion and advertising department Westinghouse Electric Corp.'s appliance division, named sales promotion manager for consumer products branches in Philadelphia and Wilmingtom.

CANNON ELECTRIC Co., L. A. has opened new plant in East Haven district of New Haven, Conn. E. C. QUACKENBUSH, electrical engineer, will head engineering department of newly created Eastern Div.

JOHN J. FARRELL, engineer in charge of commercial products in Electronic Div, General Electric, Syracuse, appointed assistant manager of engineering for division.

LOUIS C. KUNZ, section engineer on cathode ray tube division, given additional responsibility as project engineer.

GENERAL RADIO Co., Cambridge, Mass., announces new type 1612-AL B-F capacitance meter that measures capacitances from few hundredths of micromicrofarads to 1000 microfarads. Instrument has small self contained megacycle oscillator and resonance indicator.

TRENCH TV, seeks to add 20 stations, says Mr. Reiner. United also has leased station in Peninsular Hills, Calif., at 250 N. Canyon Dr. Salesmen there are JERRY KING and DICK DORSO.

CONSOLIDATED TELEVISION PRODUCTIONS, Hollywood, announces Schepp-Reiner Co., N Y as New York State and Eastern representative. Schepp-Reiner will handle service agencies, sponsors and stations for all CTP services and packages.

JAMES PAGE PAGLIARO, announcing opening of Mannon Sound Stages Inc., with studios located at 112 West 89th St., N.Y. Firm will produce film for TV, theatre and non-theatre groups.


On All Accounts (Continued from page 10)
APRIL 1 marked completion of 15 years of continuous news broadcasting by Elmer Curtis over the same station (WIBW Topeka, Kan.) at the same time (noon) for the same sponsor (Lee Foods, Kansas City, Mo.). Both WIBW and Lee Foods honored Mr. Curtis with a half-hour program entitled His First Nine Million. The program described highlights during his years of delivering an estimated nine million spoken words on his regular newscast, Lee Noon News, six days weekly. Working out last minute details are (1 to r) E. V. McGroth, general sales manager, Dealer Div., Lee Foods; Arthur Holbrook and Hilton Hodges of WIBW, Mr. Curtis, William Brewer, radio and TV director of R. J. Potts-Calkins & Holden Adv. agency, Kansas City, Mo., and Ben Ludy, WIBW general manager.

RADIO LOOK

AN ATTEMPT to obtain information on possible Communist infiltration of the radio industry, particularly in the writing field, proved abortive last Tuesday as the House Un-American Activities Committee resumed hearings on Capitol Hill.

The committee, which is conducting a probe of subversive influences in Hollywood and other entertainment capitals, heard testimony from Sam Moore, a former president of the Radio Writers Guild.

At the conclusion of hearings, which were recessed to today (Monday), the committee charged nine Hollywood witnesses with "deliberately avoiding the service" of the committee subpanel, and served notice it may ask the House to issue warrants for their arrest.

Mr. Moore, who now resides in New York, refused to tell committee members, headed by Rep. John S. Wood (D-Ga.), whether he had been a Communist in 1945 or is at present, and also declined to answer other questions on grounds of possible self-incrimination.

Among the queries he refused to answer was whether he had attempted to obtain FFC approval for construction of a radio station for the Hollywood Community Radio Group in 1945. Mr. Moore based his refusal on the premise that this organization had been cited as subversive.

The organization applied for separate AM and FM grants in 1945 for the Los Angeles area. FFC dismissed the AM petition "without prejudice" on Dec. 10, 1948. The group at that time also filed a petition to dismiss its request for FM facilities. The grants had been strongly opposed by the Executive Committee of California Dept. of the American Legion on the Communist issue.

Most of the questioning last Tuesday revolved around the wartime Hollywood Writers' Mobilization group, which was sponsored by the Screen Directors Guild. Mr. Moore also declined to discuss whether RWG contributed to that organization, or expressed interest in disseminating atomic data to the public. Screen Writer Richard Collins had testified earlier that Communists had attempted to use the mobilization group to spread "fear information" through radio programs.

Mr. Moore did tell the committee that he started writing for radio 20 years ago and in 1954 moved to Hollywood where he worked most of the time until last summer. Prior to 1947, he wrote the network program, The Great Gilder-Leone.

The witness said he had served as RWG national president for 1945-46. He was named West Coast regional vice president for one year in November 1948. In the mid-40's Mr. Moore also was active on both the eastern and western regional councils, and later was elected chairman of the Council of Radio Arts and Crafts. He said he returned to New York from the West Coast briefly in 1947 and again in 1949, helping to write the play, "Texas Li' Darling."

Among the nine listed by the committee as unreachable was Georgia Backus Alexander, Van Nuys, Calif., described as a radio writer. Chairman Wood said his committee would take up the question of warrants at a closed meeting.

Among future witnesses slated to appear before the House group is Abe Burrows, radio-TV personality.

Un-American Group Queries Writer

... among the 12 states in the rich, growing Southeastern Market

*1950 U. S. Census
*1949 Sales Management
**1949 Manufacturers Record

LIBERTY SIGNS

General Mills Series

GENERAL MILLS will sponsor a five-minute, post-game sports resume on Liberty network during the baseball season, Liberty chairman, Barton McLendon, announced Wednesday at Chicago during the NATB convention. About 170 stations are connected for National and American League Liberty Game of the Day, covering all sections but the northeast.

General Mills roundups will follow low play-by-play pickups by Gordon McLendon, Liberty president. Fairstaff Brewing Co. sponsors play-by-play in 20 states, with local sponsorship elsewhere. Chairman McLendon said Liberty is now the second largest network, and is heading forward first place in number of stations.

"Liberty has not cut rates and has no intention of doing so," he said. "Our growth is fantastic. Liberty seems to meet a responsive chord among independents radio operators. Our plan of operation, they feel, enables them to make more money than was possible under any other affiliation."

He announced Jim Ameche and Danny O'Neill will start a live breakfast show, 7:30-10 a.m. across the board. Three new affiliates were announced—WCHI Chicago Heights; WLBY Lady Smith, Wis.; WBIS Bristol, Conn.

HOOPER BRANCH

C. E. HOOPER Inc. is closing its Los Angeles branch office and substituting West Coast coverage from New York headquarters. C. E. Hooper, research firm president, announced the move last week, following his return from a Pacific Coast trip.

Mr. Hooper also announced that Los Angeles TV reports now will be issued monthly covering one month each, not a two-month moving average as heretofore. He reported dollar volume of Hooper audience reports to Coast stations at an all-time high and "excellent" reception to new Hooper brand ratings.

WDRF

BROADCASTING • Telecasting

HOOPER BRANCH

3 Rs-1st

The 3 Rs' Ratings... Rates, Results, Resumes...made

Rates, Results, Resumes...made

Represented by Raymer

Page 70 • April 23, 1951
Feature of Week
(Continued from page 56)
Duz, Dref, Super Suds, Lux—also are heavy and frequent radio users. Together they accounted for 83.1%.

Hot roll mix—Two leaders, both radio advertisers, have a total of 81.9%. The No. 1 spot, with 83.1%, is held by Stanback and Meyers.

JACK MEYERS, program operations manager, ABC Western Division, appointed production manager, succeeding Bob Meyers, who resigned to join John I. Edwards & Assoc. [BROADCASTING • TELECASTING, April 18]. DOROTHY ROE, spot supervisor KOA Hollywood, replaces Mr. Meyers.

JOHN FITZPATRICK, studio manager WENR-TV, Chicago, named director of the station's WGN radio division, replacing studio manager replacing Mr. Fitzpatrick.

RAY SCALIS, promotion department WKY-AM-TV Oklahoma City, appointed public relations manager. ROBERT OLSON, TV program supervisor, named program manager. ROBERT SWYGOOD, WKY-TV director, appointed assistant program manager.

ROBERT STOUT, business manager and account executive.


W. WOODY WRIGHT, sales manager MJJ-AM-FM Youngstown, Ohio, appointed West Coast sales manager.

CAROLINE STUCKY appointed traffic manager WGGI Brunswick, Ga.

BILL BURNS, WMAL-TV Washington, and JOHN ENGEL, WIOD Miami, Fla., appointed to announcing staff WQAM-AM-FM Miami.

KAY MARTIN, news editor and reporter WTMJ-AM-FM Milwaukee, appointed director of newly-created promotion and merchandising department.

BOB WEST, staff announcer and continuity director WWGP Sanford, N. C., to WGAJ Elizabeth City, N. C., in same capacity.

HERBERT R. LAFERTY Jr., appointed program director WQUA Mo. Line, Ill. He was with WTOL Toledo.

BILL TRINNIT, WATL Atlanta, Ga., to announcing staff WSB-TV Atlanta.

DALE BETHKE, Chamber of Commerce, Tulsa, appointed publicity director KRMG Tulsa, replacing MARGARET TEAGUE, resigned.

OMAR WILLIAMS, sports director WBOW Terre Haute, Ind., to WLWD (TV) Dayton as announcer.

GABOR RONA, Gene Lester, L. A. (photography firm), to CBS Hollywood, as darkroom man and photographer, replacing J. WINSTON FENNOCK, appointed photographer.

GORDON ALDMAN, program director WAGE Syracuse, presented honorary associated membership in Sigma Tau Rho, Syracuse speech-arts, for excellence in field of speech, theatre, radio and TV.

STUART NOVIN, director of public affairs Columbia Pacific Network, CBS, named Joanne of division for CBS, effective May 1. Mr. Novin's new position was held in 1945 by LYMAN BRYSON, CBSedu.

RODGER GUSTAFSON, sales staff WXXA Kennebunk, N. Y., to WKBW Buffalo as disc jockey.

RANDY LARSON, WBNS-TV Columbus, Ohio, to KABC-TV San Francisco as TV director.

CLARENCE CASELL, announcer KCBS San Francisco, to CBS Hollywood as Pacific Network announcer, RICHARD BLANCHARD, KLAS Las Vegas, replaces Mr. Casebell at KCBS.

GEORGE RUGGE, disc jockey KY San Francisco, appointed program director.

DAVID GILMORE, disc jockey, Seattle, replaces Mr. Rugge on early morning record program over KYA.

OUR IDEA OF SUCCESSFUL PROGRAMMING IS TO TUNE IN THE LISTENERS!

in 5 clinical surveys, KFAB calls whole newspaper advertising 3 to 1 in dollar volume, exclusive of inserts. Ask for details. KFAB, the Fred Jones Station, Tulsa, Oklahoma, is an outstanding top Independents. Law- son Taylor, Mgr. Represented by Jack Katz, Independent Metropolitan Sales.

NEWS

Dorothy Price, WBT Charlotte, N. C., reported.

Then tobacco, which at 72.5% consistently is the top business, was consistently for over 10 years.

Soda crackers—Three leaders have 87.5% of mentions, using 1-minute programs in the Carolinas. National Biscuit Co. is buttressed by CBS' Arthur Godfrey, while Steigmann and Southern biscuit companies utilize local personali- ties on WBT.

Morton Leader

Self—Though far and away the leader in Carolinas brand prefer- ences with 92.7%, Morton continues with intensive radio advertis- ing.

General Tonic—Hadacol captured 59.1% of all mentions. Radio spots and programs have, of course, played a primary role in its advertising.

Headache remedy—Regular radio advertising is used by the five top runners, Bayer Aspirin, B. C., Anacin, Stabnack and St. Joseph's, which garnered 83.4%.

Gasoline—Esso, which has sponsored the Esso Reporter in the Carolinas for 15 years and else- where for varying periods of time, commands the top bracket with 42.6%.

Products in the survey were broken down into home appliances, automotive products, food, soap and cleaning products, medical supplies, cosmetics and toile- articles, tobacco, beer and soft drinks and miscellaneous categories, and then sub-divided by products.

Copies of the survey will be fur- nished readers on request, WBT reported.

GORDON SHAW, news staff WQAM-AM-FM Miami, appointed news editor, replacing JOHN T. BILLS who is now real estate editor for Miami Herald.

DICK WRIGHT, announcing staff, transferred to news department, handling early morning newscasts.

ED SAUNDER, ABC correspondent in Chicago, to XGC San Francisco news room. He replaces RENWICK SMED- BURG who has returned to active service with ABC.

FRANK (Red Cross) CROWTIE, commercial manager WMZM Macon;

HELEN FARMER POPEJOY, personal- ity WMZM, BEN CHATFIELD, news director, WMZM, and president of NARND; GEORGE THEERING, news and sports director WRLB Col- umbus, Ga., and JAMES BRIDGES, director of news WSB-TV Atlanta, have been initiated into Di Gamma Kappa, honorary radio fraternity at U. of Georgia. Mr. Crowtie served as general chairman of latest Georgia Radio Institute.

LOUIS J. TSONDEK, sports director W넷 Dayton, called to active duty with Air Force.

JIM RANDALL, KVOO Tulsa, appointed news director KFSP Joplin, Mo., former KVOO evening newsman.

CHUCK WILEY, public relations WSWM Chicago, named director of spot coverage and special events.

RENEWED CPN, news and special events department KGO-AM- TV San Francisco, called to active duty as captain in Air Force.

BILL DOWNS, CBS war correspondent, named writer and newscaster on CBS Columbia Pacific Network The Worlds Fair Today, 5:30-8:45 p.m. (PST) May 16. He replaces BILL WRIGHT.

CROFT. Program features on rotating basis outstanding news CBS ana- lysts, each to take over programs from approximately six to eight weeks. Future programs will include interviews with such CBS news personalities as ERIC SEVAIRE, LARRY LESUEUR, WINSTON BUR- DETT, WALTER CRONKITE, WILLIAM SHADLEY, DOUGLAS ED- WARDS, DON HOLLERICK.
COMMON CARRIERS
Coy Defines for Kefauver

FCC CHAIRMAN Wayne Coy, in a letter to Senate Crime Investi-
gation Committee Chairman Easton Kefauver (D-Tenn.), last week reaffirmed the Commission's posi-
tion that Continental Press, national race news service, cannot be con-
sidered a "common carrier" under the provisions of the Communications Act. It therefore does not come under FCC authority, he in-
dicated.

Chairman Coy had pressed this view in his testimony before the Kefauver group in late March, the Senate committee indicating it felt FCC should be the enforce-
ment agency for a proposed ban on interstate transmission of gambling information [BROADCAST-
ING • TELECASTING, April 2].

During his testimony, in which he explained Continental Press is a news agency the same as United Press or Associated Press, Chairman Coy presented an alternate
proposal to curb transmission of gambling data which would be similar to the lottery laws. He would make it a federal crime to trans-
mit in interstate commerce by radio, TV or press "basic gambling information"—bets, odds and prices paid—about any sporting event.

The FCC Chairman called to
mind Kefauver's attention cer-
tain parts of the legislative history of the Communications Act of 1934, which I believe indicate Congress' intent that organizations such as Continental Press would not be con-
sidered as common carriers."

He quoted portions of prelimi-
nary reports which showed it was Congress' intent that news services respect common carriers in the communications fields of wire and radio.

FOR "impressive and enlightened" coverage of the Kefauver hearings, WMGM New York presented a citation from the Kings County Coun-
ty of Jewish War Veterans. Taking part were (1 to r) George Hamilton Combs, WMGM commentator; Ray-
mond Keta, WMGM program director, and Ted Brooks, Council commander. WMGM cleared its commercial sche-
dule from March 12 to March 21 to carry the eight days and one night of the New York proceedings.

STRIKE ENDED
WINS, Union Settle Issue
SETTLEMENT of a year-old strike by WINS New York and Local 802 of American Federation of Musicians, with the rehiring of eight staff musicians dismissed March 31, 1950, when the strike began, was announced jointly by the station and the union last week.

The new agreement, signed by Wilmot H. Losee, WINS manager, and Charles R. Iucci, secretary, and Joseph Lindwurm, executive
secretary, was reached "impressive-
ly" after 55 hours of negotiations, "the
most peaceful and amicable" settlement in the history of the union.

It is reported that the musicians will be turned over to a welfare fund the local is establish-
ing with independent radio sta-
tions in New York.

The station has been picketed continuously since its refusal to renew the AFM contract a year ago, dismissed the musicians and refused to record music exclu-
sively.

WILK offers advertisers
5000 Watts of Selling POWER
in the Wilkes-Barre Market—Pennsylvania's Third Largest!

ORAL ARGUMENT
Cases Set April 27
ORAL ARGUMENT was scheduled by FCC last week for April 27 in the following hearing cases in which initial actions already have been reported:

First Argument—W W T Wooster.
Chapel Hill, N.C. Initial decision to grant license from 500 w to 1 kw, opera-
ting daytime only, was before broad-
casting • TELECASTING, Dec. 4, 1950.

Second Argument—KSRF Paso, Tex. Initial decision to grant license, renewal and assignment of license to same station [BROADCAST-
ING • TELECASTING, Dec. 11, 1950].

Third Argument—KFTF Fort Mor-
gan, Col. Initial decision to rescind re-
corder operating license [BROADCAST-
ING • TELECASTING, Jan. 29, 1951].

Fourth Argument—KPGM Fremont, Neb. Initial decision to deny change includes increase from 250 w to 1 kw transmission at 1360 kc [BROADCAST-
ING • TELECASTING, Jan. 1, 1951].

Fifth Argument—K C L O Leaven-
worth, Kan. Initial decision to grant boost from 500 w to 1 kw, operating
daytime only at 1400 kc [BROADCAST-
ING • TELECASTING, Feb. 5, 1951].

Sixth Argument—In matter of pro-
posed amendment of Secs. 1.336(a), 1.220(a) and 3.620(a) of FCC rules re-erring to time-temperature changes, and the carrying of such tables, in radio trans-
mits, after March 31, 1950, was before broad-
casting • TELECASTING, Feb. 26, 1951.

500 W. Fifth Ave., New York 20, N.Y.

Page 72 • April 23, 1951

POWER makes a big difference in penetration and
WILK

Labor Force
Gains 13% in Decade

THE U. S. labor force jumped from 82,793,499 in 1940 to an esti-
mated 90,660,000 in 1950—an increase of 13%—with the most substantial boosts taking place in the western segment of the country.

At the same time, the number of professionals, technical and kind-
red workers in the U. S. increased an increase from 3,554,016 to 4,944,000 over the past decade. The totals include both men and women workers.

These are a few of the figures reported by the Bureau of the Census, Dept. of Commerce, and based on a preliminary sample of 1950 census returns. The report, an-
ounced April 11 by Roy V. Peal, census director, covers "Employ-
ment and Income in the United States By Regions."

The report notes that the labor force in the West increased by almost 49%—a rate more than three times that recorded in any of the other regions of the country. Changes in the Northeast, North Central and South—the three most populous sections—were more moderate, ranging from 6% in the Northeast to about 12% for the other regions.

Industry Increases

Significant increases in employ-
ment for manufacturing industries and the wholesale and retail trades also were recorded. Over a 10-
year period, employment rose from 17.6 million to 29.8 million, with more than half of the increase in durable goods manufacturing (ra-
dio- TV sets, refrigerators, etc.). Addi-
tionally, regional distribution of manufacturing showed "some shift away from the established centers of production," according to the Census Bureau. Employment rose in the North Central states and fell in the Northeast.

The bureau also noted that in occupational trends, "the last de-
cade was marked by particularly large increases in the numbers of employed clerical workers, skilled
craftsmen, and semi-skilled oper-
atives." This is significant inasmuch as these skills are essential for defense production, the report pointed out.

The Census Bureau, on the basis of early sampling, also reported a median income of $2,599 for the country as a whole, with figures for the
Northeast ($3,362), West ($3,435) and North Central (6,257) regions topping the South ($2,248) by about 50%.

Generally high employment was reflected in family income figures, which compared the $3,068 for 1950 to $3,399 during 1949. Ap-
parently this total, including received incomes of $5,000 or more, whereas 39% had incomes under $2,000.

LRG. CHANGES in 1950:

PEOPLE: the difference
WATTS: the difference

THE CENTER OF ATTRACTION on your station
In This Issue:

Priorities May Hinder TV—Wilson
Page 75

NBC-TV Unveils Its 'Straw Hat Plan'
Page 75

Congress Slow To 'Adopt' TV
Page 77

Latest Set Count By Markets
Page 82

Three prime kid shows that have built great audiences in every market where they are telecast. For complete information about television's most successful program block, write

DuMont Television Network
Stations Relations Department
515 Madison Avenue, New York 22
OPTICIANS' PROGRAM DRAWS MORE THAN 15,000 REPLIES ON WBZ-TV

The Boston TV area is now one of the top five in the nation... and WBZ-TV's success stories are the biggest thing in Boston television! Both local and network sponsors are getting terrific results. Take Community Opticians, for example. According to the agency, one Sunday afternoon program in March drew more than 15,000 pieces of mail!

Although availabilities are limited, the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

WBZ-TV BOSTON • Channel 4
Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
Sales Representatives for the radio stations, Free & Peters
EXPANSION of the TV industry, should FCC's freeze permit new station construction, faces little chance of getting material priorities from defense authorities, Charles E. Wilson, director, Office of Defense Mobilization, told the NARITV TV convention at Chicago Thursday.

In effect, this gloomy prediction was intimated as a sign that TV receivers have a better chance of getting materials than the transmitters and materials needed for station construction.

Mr. Wilson addressed the Thursday luncheon meeting by closed circuit television, with delegates watching him and hearing his words by means of a dozen DuMont 19-inch console receivers scattered around the Stevens Hotel Ballroom.

The Thursday morning TV business meeting took a number of important steps as the video segment of the association went into formal action for the first time.

These included:
- Agreement on a TV program standards conference to be held in May or June.
- Stand against the Benton resolution, calling for a Senate TV investigation.
- Review of tax and ASCAP negotiations.
- Awards to several stations for low-cost salable TV programs.
- Demand that college football telecasting be subject to freedom of negotiation.
- Pledge of cooperation to FCC in working out thawing of TV freeze.

No TV Priority

Mr. Wilson's prediction came at the very end of his address as he answered three prepared questions. Asked about priority for materials needed for expansion of the TV industry, he said he did not believe defense authorities could give priority to such requirements. TV stations must take their place with other civilian activities despite the obvious desirability of an expanded television industry, he said.

Looking into the future, Mr. Wilson said defense officials did not expect the impact of the mobilization to be felt seriously for a year, with the chance removal of controls could start within two years. But defense officials are trying to superimpose military production on the bulging civilian economy, with civilian goods cut as little as possible. He hoped high production of TV sets could be maintained. He devoted most of the talk to dangers of inflation and emphasized the importance place of broadcasting and telecasting in informing the public about the need for cooperation in the mobilization.

A system of working out TV program standards was explained to the morning meeting by Robert D. Swezey, WDSU-TV New Orleans, chairman of a special committee studying the subject. The committee plans to start its study of programming before it gets out of hand, he said, recalling the wrangling over broadcast codes. FCC last January issued a warning that it would take up a program inquiry after the TV freezing process is over, Mr. Swezey said. The committee plans to hold a May or June industry conference on the subject, analyzing the problem "before someone does it for us." After referring to the Benton resolution, he said the industry itself can do an affirmative job on program standards and avoid criticism such as "TV neckline" and similar references.

Members of the committee are George B. Storer, Fort Industry Co. stations; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Chris Witting, DuMont network; Frank M. Russell, NBC.

Eugene S. Thomas, WOR-TV New York, TV board chairman, presided at the meeting. John A. Kennedy, WSAZ-TV Huntington, W. Va., reviewed background of the tax problem. He heads a committee on the subject. The committee is trying to work out a formula with tax officials so TV is not penalized because it operated a loss during the tax base period.

ASCAP Review

Dwight Martin, WLWT (TV) Cincinnati, spoke for the industry ASCAP Per Program Committee. He described last-ditch efforts to avoid a long court battle with ASCAP, whose blanket and per piece formulas he described as entirely unacceptable and violative of the consent decree. He said a fund of $88,000 had been committed by stations to support litigation. He reported a majority of the committee feels ASCAP will soften and stay out of court.

Mr. Storer, speaking for the TV Board Finance Committee, said as of April 12, 44 stations had paid their April dues, a total of $6,182; 10 more had written they intended to join, indicating another $2,104, and four others are expected to come in, a total of 58 members of 19 TV stations, with indicated income of $9,804 per month.

TV directors started a membership drive at the meeting. Dues are half the highest quarter-hour per the five-minute rate, whichever is higher.

W. D. Rogers Jr., KEYL (TV) San Antonio, presided over the resolutions session as chairman of the committee. Other members were B. J. Rowan, General Electric Co., and Mr. Russell. A series of resolutions adopted by

(Continued on page 87)

EMPHASIZING the effectiveness and potential of summer TV sponsorship, NBC-TV last week unveiled its "Straw Hat Plan No. 2" and predicted at least 75% of its sponsors in Class A time will stay on during the summer, with chances good that the remaining 25% of the time will be sold.

A comparably optimistic forecast was issued by ABC-TV officials as that network announced that "off the air" TV programs "of proved educational value," plus public health telecasts, will be an integral part of ABC-TV summer program plans, now being developed.

CBS also has indicated it expects most of its Class A time sponsors to remain while DuMont TV Network has reported all its top advertisers will continue through the summer [.Broadcasting * Telecasting, April 9].

NBC-TV's Straw Hat Plan No. 2 emphasizes that "television will be the favorite summer medium," and that they "will watch television during the coming summer months just about as much as in other seasons" and "will buy just about as much retail goods then as during the fall, winter and spring seasons."

Reviewing the statistics behind these arguments and outlining summer program plans, Edward D. Madden, NBC vice president in charge of sales and operations, said present sponsors are definitely committed to some 12 hours of Class A time this summer, as against only two hours known definitely to be given up. The two hours being vacated, he said, are Texas Co.'s Teacso Star Theatre, on Tuesday from 8:40 p.m.; Frost & Gamble's Fireside Theatre, on Tuesday from 9:30 p.m., and Spiedel's What's My Name, on Monday 8:45-9:30 p.m.

Sponsors Continue

Among advertisers in the 7:30-10:30 Class A time period who either are continuing their present shows or will sponsor summer replacements, Mr. Madden said, are Hollywood Candy, General Foods, Regent Cigarettes, Firestone Tire & Rubber Co., Tintair, P. Lorillard Co., Kraft Foods, Bristol-Myers, Armour, De Soto, Borden Co., Ford Dealers, Miles Labs, Gulf Oil, American Tobacco Co., Gillette, and Chesbrough.

Mr. Madden also reported that Lever Bros., which sponsors the Monday-Thursday-Friday portions of Hawkins Falls (6:5-15 p.m.), is now adding a fourth day.

The new Straw Hat Plan has scheduled Dorothy Kilgallen and Dick Williams in a variety-type program as summer replacement for the Kate Smith Show Monday through Friday, 4:5 p.m. The cost is $1,376 per 15-minute segment, but the network said that for the present it will accept only tentative orders.

Nor are firm orders being accepted yet on the scheduled replacements for 8-10:30 Saturday Night Revue. These are Freddy Martin's Band of Tomorrow, 9-9 p.m., being offered at a net cost of $6,800; Ben Blue's Barn Theatre, (Continued on page 87)

NATURAL PRESS

Washington 4, D. C.

APRIL 23, 1951

VIDEO PRIORITIES

Summer TV

CONSTRUCTION MATERIALS DOUBTFUL—Wilson

NBC Sets 'Straw Hat Plan'
Radio-TV Field Day

coverage by geographic areas:

West Coast
West Coast television went "all-out" for MacArthur's arrival and stay in San Francisco, as all 11 California television stations pooled their resources to telecast complete on-the-spot arrival to departure proceedings.

Richfield Oil Co. sponsored the complete telecast shown on all California stations, paying $35,000 for the package. ABC, KN 9, KMBC, KMST and KSEE; KRON and Jorgensen Inc., Los Angeles. Richfield used no commercials, as such, on the telecast but inserted its identification from time to time during the proceedings.

Master control for the production was located at ABC's San Francisco TV Center, with its KG-O TV transmitter sending the telecast to the micro-wave link.

What resulted in one of television's finest cooperative enterprises on behalf of public service to date was preceded by a bitter two-day controversy between the network and independent stations in Los Angeles over the previous week-end (April 14, 15).

Following announcement of Gen. MacArthur's return to the U.S., expected at first to be Monday or Tuesday, the three network stations—KNBH (NBC) KTSN (CBS) KECA-TV (ABC)—bought up portions of the micro-wave relay for those days, giving those stations exclusive control over the relay for those periods. Late Friday it was learned that the General would not arrive until Tuesday at a time that would fall

(Continued on page 79)

Fast Action

WHEN Jack Patterson, sales- man for WMAR-TV New York, delivered an order for American Express sponsorship of MacArthur receptions in Washington and New York to the station at 11:02 a.m., Thursday, the station went into immediate action and had the first commercial on the air at 11:25 a.m.—before Tom McDermott and William Val lee of Benton & Bowles reached WPX with copy for the remaining commercials of the two-day contract.

TV PERIL

Without a stream of war news from the front, TV's most valuable commodity, its top program sponsorship, is a commodity that must be handled with care and respect. Yet despite the last-minute changes and the pain that goes with them, television is marching on. It is the best program medium available, fulfilling the public's insatiable appetite for news and entertainment. But it is also the most vulnerable—vulnerable to the whims of management, to the vagaries of the public, to the vagaries of the economy, to the whims of the FCC and to the whims of the advertisers.
**Study Appears Shelved**

There is no inclination in the Senate to bring up Sen. Harry B. (Whitney) Warfield's controversial two contempt citations voted by the upper chamber against Morris Kleinman and Louis Rothkopf, who used TV as one of their excuses for refusing testimony to the Kefauver Crime Committee. Citations are expected to be delivered to the courts for prosecution once they clear the office of the Senate Secretary.

**HILL TELECASTS**

SPECSULATING that the Dept. of Justice may assert itself in an advisory capacity on the nature and scope of Congressional telecasts was held out last week.

This conjecture is based on Department of Justice's announcement of a memorandum prepared by the Criminal Division which contains an advisory memorandum touching on

(1) the right of Congressional committees to adopt their own code covering telecasts of public hearings.

(2) contempt citations stemming from refusal of certain witnesses to answer committee questions because of the presence of TV cameras.

(3) The constitutional question evolving around the question of "due process of law."

Text of the memorandum was not disclosed, but it is learned that the opinion will be used as a basis by the Justice Dept. in the Congressional TV issue, should it be called upon to render advisory comments.

The memorandum was understood to reflect these initial and informal legal beliefs:

- The question of Congressional committees adopting their own code for TV coverage is a legitimate policy matter, and the courts would act with caution and hesitation.
- Witnesses who refuse to testify on grounds possibly may have little legal precedent to support their charges, other than possibly in a process of its own.
- TV only makes public hearings more public.

It also was reported that the Justice Dept. is preparing to prosecute contempt citations which the Senate already approved, involving Morris Kleinman and Louis Rothkopf. The Justice Dept.违法犯罪 Committee, focal point of the controversy, is, has sought such an opinion, found.

At week's end a BROADCASTING spot check that none had been received that the Congressional Committee felt such an advisory would be helpful to.
NCAA Television Committee last week submitted to the Dept. of Justice a three-point plan for telecasting college grid games this fall. Justice would issue only the formalized comment that it has taken the plan "under advisement." Some action, however, is expected this week.

Under the proposed plan:
- Only one game would be telecast in any one area on any given Saturday.
- No team would be seen more than twice, once at home and once away, when it plays a non-conference game.
- On at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

The 12-member committee which met in Washington last Wednesday and Thursday was Tom Hamilton, athletic director of the U. of Missouri.

No Live TV Ban
Mr. Hamilton reiterated NCAA's position that it is not banning live television. It has merely imposed a approval of the assignment of license to Channel 8 as well as to issuance of a license to WSB-TV for operation on Channel 8, now under construction permit to WCON-TV there, also owned by Atlanta Newspapers.

Broadcasting Inc. proposed to use the call WYES on Channel 5. When WSB-TV moves to Channel 2, WCON-TV would be deleted.

FCC's consent a year ago to merger of the Atlanta (WSB) and Atlanta Constitution (WCON), the Commission specified that the new firm, Atlanta Newspapers Inc., would have to give up either WSB-TV or WCON-TV.

Ex-Gov. James M. Cox of Ohio, who previously owned the Journal interests, continues as chief owner of Atlanta Newspapers Inc., including the WSB properties.

In proposing to Atlanta Newspapers the purchase of the Channel 8 facilities, Broadcasting Inc. stated its investigation of the matter "leads us to believe that such acquisition is feasible and that the FCC should have no objection to the transfer from you to us of the license to operate on Channel 8." Atlanta Newspapers, in its reply accepting the offer, said it had hoped Atlanta would not be deprived of the additional TV service because of the merger and indicated the proposed transfer would assure preservation of this added service. The letter also affirmed Atlanta Newspapers' intention to switch WSB-TV from Channel 5 to Channel 4 to subject to FCC approval.

The purchase agreement, valid until Jan. 1, 1952, also sells to Broadcasting Inc. the FM transmitter for Channel 28 formerly used by WSB-FM, as well as the land at the present WSB-TV transmitter site. The present WSBR-TV transmitter building, however, will be leased to Broadcasting Inc. Following the newspapers' merger, WSB-FM switched to WCON-FM's Channel 28, WCON-FM being deleted. WCON-AM also ceased operation.

FCC's newest revision of its proposed TV allocation plan would remove Channel 8 to Athens, Ga., as well as to broadcasting, educational facilities. Channel 11 would be substituted at Atlanta for Channel 8.

In addition to the WSB properties, the Cox radio interests also include WHOO-AM, Miami, Fla., and WHOO-AM-FM-AM-TV Dayton, Ohio.

# # #

ANNA SALE
WSB-TV's Ch. 8 Plant Gets $525,000

FORMAL application was filed with FCC last week for consent to assignment of license of WSB-TV-Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. to Creighton U. Omega, with complete television production equipment on the campus, reports it now is offering up-to-the-minute courses in TV, radio, advertising and press communications. In addition, a campus radio station, KOCU, is operated by Creighton students.

Listed among many opportunities offered by the university is the annual WOW-TV Omaha training scholarships for outstanding students in the fields of radio and television.

MODERN SCHOOL
Creighton Lists Facilities
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Mac's Homecoming

(Continued from page 76)

exclusively into KNBH's time slot. In the meantime KTTV and KTLA had registered objection with the local FCC office at the exclusivity of the telecast. No FCC action was taken, however, according to Joseph Bremer, regional FCC attorney.

On Saturday, however, the storm was dissolved when the three network stations met and KNBH decided to relinquish its time and open up the relay to a seven-station pool.

KWKW, 1 kw independent Pasadena, Calif., station, turned up with its only exclusive the night of the MacArthur firing announcement. Following the first news of the event, William J. Beaton, general manager of the station, made try after try unsuccessfully to get through by phone to Gen. MacArthur or other ranking officers in Tokyo for a statement. Finally giving up the attempt after midnight, Mr. Beaton decided to give his faithful listeners an exclusive, anyway. He had an exclusive interview with the Tokyo telephone operator.

Another local station, KLAC-TV, also used its ingenuity in trying to get through, with Beaton saying, "The call went out with not as much success. A station manager, attempting to put a call through to Clete Roberts, another KLAC newsman, currently in Tokyo, was told by the operator that only military calls were being respected. Undaunted, the zealous newsman in Los Angeles informed the operator that the call was being made by General Klac.

He was put through to Tokyo. Unfortunately, however, he was unable to reach Mr. Roberts.

Washington Area

The General's words in the nation's capital also served as the basis for telecasts on a pooled basis as elsewhere. Participating were WBNW (TV)-NBC, WMAL-TV-ABC, WTTG (TV)-DuMont and WTOP-TV-CBS. All five radio networks—ABC, CBS, NBC, MBS and LBS—and independent stations picked up the various ceremonies.

WOL, Liberty outlet in Washington, fed the joint session address to the network as well as other programs during the MacArthur week.

The TV pool comprised 18 cameras and crews, five mobile units and a staff of 100 technicians as well as many program personnel. Technical details were handled by WBNW and the program was coordinated by ABC and NBC. Activities were monitored at the WBNW studios in the Wardman Park Hotel.

TV ran afoul of the law when it attempted to cover Gen. MacArthur in the Statler Hotel lobby. NBC had arranged with the management of the hotel to allow its cameras not only to be thwarted by the police, headed by Police Chief Robert Barrett, who ordered them removed.

Protest by the network to the Commission's office, hinting at a possible suit against the District government, brought reverse of the orders. NBC Commentator Earl Godwin later told listeners of the "Gestapo-thinking" action, and pointed out "radio and television . . . are exactly as much in the public interest as police arrangements." He noted that private property was involved.

WBAL-TV Baltimore claims it flashed MacArthur's San Francisco landing on its screen first, beating the network announcement by some five minutes. Station presented a news film prepared by its special events department, and reported film coverage of landing on an early news program. In Washington WBAL-TV recorded a special tape interview at National Airport with the plane's radio operator. Later he appeared in WBAL-TV's studios for a live TV interview.

New York

The Friday TV pool started at 11:45 a.m., picking up the general at the Battery, where a parade of an estimated 10,000 veterans, servicemen, police and firemen got under way. The cameras followed the parade to City Hall for a 45-minute ceremony there before it continued on to Police Headquarters and thence to the Washington Arch.

Coordination of the Friday pool telecasts was handled by DuMont from the Empire State Bldg., under the supervision of Harry Coyle, DuMont director of remote operations. In New York the NBC-TV cameras accompanied the General from the Waldorf-Astoria along the Broadway ticketape parade route to City Hall and thence up Fifth Ave. from noon to 2:30 p.m. American Oil Co., Baltimore, sponsored this 2½ hour NBC telecast, through Joseph Katz Co., Baltimore.

Reports continued to pour into BROADCASTING * TELECASTING on coverage of the MacArthur dismissal. Among those received:

An informal public opinion poll was presented by WGH Newport News, Va. Station Manager Bill Yan Buren and Announcer Ambert Dall recorded downtown interviews while Promotion Director Bob McBride and Producer Bill Phyne checked reactions of passersby. Comments on the story, which found 48% of Hampton Roads citizens opposed and 13% favoring the firing of the General, were broadcast at 12:45 p.m. and at 4:45 p.m.

Newsroom of WCOP, Boston's ABC outlet, gave the MacArthur dismissal the "works" in radio coverage. Swinging into action early Wednesday morning, Program Manager Gene King and News Editor Jack Chase cleared the entire evening schedule from 9 to 11 even before it was known the President would pre-empt the 10:30-11 p.m. segment.

Panel of Experts

By mid-morning WCOP had lined up a panel of experts for a live forum at 9 p.m. Program was followed by People's Reaction, a half-hour of recorded telephone conversations with Mr. Chase and Hub listeners were invited to call in and give their opinions. Although only 20 calls were used, approximately 500 were received during the day, station reported.

WTIC Hartford claimed to be first in the Connecticut area with the startling news. Station stayed on the air with NBC reports at 1:15 a.m., the newsroom following up with man-on-the-street excerpts early in the morning. Announcer Bob Steele, equipped with a tape recorder, called to a public reaction. WTIC received its initial tip from the wire services.

WCCO, a daytime independent, had an audience of listeners when it took the air and also urged listeners to write or wire their Congressman "today" about where they stood on the controversial issue.

KOA Denver reported eliciting not only the views of the man-on-the-street but also to editorial comments from leading newspapers and local-national spokesmen. Comments were used on station's Date-line Denver at 6:15 p.m. April 11.

KBOC-TV Los Angeles, reporting early Friday morning minutes on the air from the first bulletin at 10:08 p.m. (1:08 a.m. EST) until 5:30 a.m. Public reaction was so phenomenal it not only jammed trunk, but shut down the Western Union circuit, out of action. A repair foreman was hustled to ABC Television Center.

TV EXPANSION

UHF Can Extend Service

MAJOR expansion of telecasting is possible and practical at UHF, Dr. C. E. Jolliffe, executive vice-president in charge of RCA Labs, told engineering students at Princeton U. last week.

"Our engineers have determined that practical UHF television receivers can be built and that present television sets can be readily adapted to receive ultra high frequencies," he disclosed.

"This means," explained Dr. Jolliffe, "that sets now in use and those being manufactured will not be made obsolete, as is sometimes claimed.

The electronics scientist pointed out, too, that "if ultra high frequencies are used, many communities can have satisfactory television that could not have had any television service without this expansion in UHF, and existing service at very high frequencies also can be improved." Dr. Jolliffe said that this information was gleaned from more than a year of RCA-NBC tests at the experimental station, KCXZAR, Bridgeport, Conn.

Aids Newspapers

TELEVISION is a "stimulating interest" in newspapers by sharpening the public appetite for interpretive reporting, Basil L. Walters, executive editor, John K. Knight newspapers, told the Hoosier State Press Assn. April 6. Video will become a boom to newspapers and not dampen interest in reading, he stated at the HSPA 17th annual meet. Knight newspapers own WQAM - AM - FM Miami, and hold part interest in WIND Chicago and WAKR-AM-FM Akron.

MAC'S HOMECOMING

(Continued from page 76)

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April 23, 1951 • Page 79
**Engineering Trends**

(Continued from page 35)

**Radio, Video Poll**

**VGAR, WES (TV) Win 'Cleveland Press' Contest**

TOP honors in the sixth annual Cleveland Press radio and television popularity poll went to VGAR and WES (TV) Cleveland.

On a point system, the tallies at counting time stood like this: VGAR, 384; WES, 33; WHK, 125, WAM and WXEL (TV), 15; WERE, 114; WNBK (TV), 8; WJW, 34; and WDOK, 1.

Highest individual laurels went to VGAR's Esther Mullin (9), and WHK's Bill Gordon. Agencies credited for the best commercials were Ohio Adv., McCann-Erickson; D'Arcy, and Gerst, Sylvester & Walsh.

chosen as the best commercials were those of the Old Dutch Beer area. Comparisons were drawn with other UHF stations.

**Recrd Sales**

Westinghouse Doubles '50

New orders received in the first quarter of 1951 were the highest in Westinghouse history, the electrical corporation reported last week from Bloomfield, N. J.

Gwilym A. Price, president, said that the orders were twice as great as in the first quarter of 1950, a year when sales were at their highest time. Westinghouse was able to cover a billion dollars of net sales billed.

Addressing the annual meeting of stockholders, Mr. Price said also that net sales billed in the first quarter of 1951 reached a new high, totaling $290,407,805. This compares with net sales billed of $223,933,805 in the first three months of 1950.

Mr. Price pointed out that post-war expansion of Westinghouse's Baltimore Works, along with increased Westinghouse productive capacity by about 50%.

said that FM set owners tune their sets to the spot of the lowest noise as possible; all, not knowing his own AM radio; not knowing that the best signal on FM cannot be found that way.

Special services include the FM broadcast or network. They include music with advertising slants aimed at shoppers, in stores, for public transportation, and "background" music for factories, offices, restaurants, etc. FM will be a valuable part of the transportation system for national defense, Mr. Hogan said.

James L. Hollis, project engineer, Collins Radio Co., spoke on a new 85 kw shortwave broadcast transmitter, covering subjects of their design and construction, as well as the necessity of coaxial cable and relays for transmission inside a large city. Microwaves and light respond much the same in means of transmission, conduction and concentration.

A four-frequency antenna having a power gain of 20 was the subject of Lloyd O. Krause, of OE commercial equipment division. Most of the experimental work was done on models with rectified stacked bays, the length of the bay being five wave lengths. The mast acts as the outer conductor of the antenna. Traveling-wave on a helical antenna of simple construction produces excitation by single feed.

An Worth, project engineer of Federal Telecommunication Lab., told the conference that it is not necessary to use a high priced orthicon or iconoscope camera for transmission of slides when a cheaper flying spot scanner will serve just as well and with perhaps better results. Because it is possible to obtain an excellent signal-to-noise ratio with a flying spot scanner it gives an excellent TV picture as long as the action is slow. The future possibilities for motion picture transmission are uncertain.

Much of the lack of appreciation of FM by prospective customers is due to the average listener's inability to properly select the FM station. John V. L. Hogan, project engineer, Hogan Labs, B. C., produced a model of the average density.

'Welcome' Broadcasters

Mr. O'Brien has a cheering word for broadcasters weary of the long distance game. "There is no magic in the use of the one who finds it best to go along with the FCC because of the "courtesy and real interest" expressed by the Commissioners for comparative newcomers to their procedures. They were welcome broadcasters to their policy-making meetings, he said.

Turner Griffin, manager of communications section of RCA Service Co., gave statistics on the number of persons on the maintenance of transmitters during an emergency period. According to the formula, the air time will be used to maximum by an adequate supply of replacement parts and skilled personnel, but cannot always be obtained on an allocation basis and engineering talent is increasingly hard to get, he said. RCA engineers are not being made to cover all cases, but much more and better inspection is usually advisable.

W. Earl Stewart, manager of broadcast audio engineering, RCA Victor, said that his old photographs of early control rooms are always a source of delight. Panneled black. Later whole transmitter chassis and louvers were chrome plated. "At one time we were loading and unloading the darkened rooms and duff surfaces are necessary for TV. The modern control room is a show place of comparison and impressive. Significant is the changing of the master control system reduces cost and encourage alertness by more complete utilization. The principle of the remote placing responsibility for error. The present trend is to design a single control to handle both audio and video. Magnetic tape recording is constantly expanding its field of use, while discs are still big business. The groove recordings are gaining slowly.

George C. Chandler, manager, CID Vickers, said that the choice of popularized areas in Canada where there would be no daytime radio if
IN THE FORT WORTH-DALLAS AREA WITH AFTERNOON PROGRAMMING!
IN THE FORT WORTH-DALLAS AREA IN AFTERNOON AUDIENCE!

ON THE RECORD stars zany Bobby Peters, the people's choice—is typical of high-caliber local production on WBAP-TV. (12:00-12:30 p.m. Monday thru Friday.)

KATE SMITH SHOW is one of top-rated network features for daytime viewing—another reason why WBAP-TV ranks first. (3:00-4:00 p.m. Monday thru Friday.)

GABBY HAYES SHOW helps keep Fort Worth-Dallas kids tuned to Channel 5, where the kids' favorites appear every afternoon. (6:15-6:30 p.m. Mon., Wed. and Fri.)

SEE-SAW ZOO with Dean Raymond is more proof of WBAP-TV's ability to score high with local studio programming—puppets with Texas personality. (3:45-4:00 p.m. Mon., Mon. thru Fri.)

PLAYTIME WITH MARY PARKER rates tops with the young set and their parents—another WBAP-TV-originated show with high Hooper ability. (5:00-5:30 p.m. Mon., Wed. and Fri.)

To paraphrase an old saying, "The proof of the programming is in the rating." One look at Mr. Hooper's latest analysis of afternoon TV in the Fort Worth-Dallas market shows why WBAP-TV and Channel 5 are first choice with local and national TV advertisers:

Monday thru Friday WBAP-TV Sta. B Sta. C
12 noon—6:00 PM 66.2 18.4 15.4*
(Weekdays—on the air 12 noon to midnight)

Better, stronger programming—local and network—like the shows featured on this page—are the reason for WBAP-TV's almost 3-to-1 dominance of this great market—first market of the South.

Want the full story . . . now? It's yours from us or from your Free & Peters man.

WBAP-TV
CHANNEL 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

April 23, 1951 • Page 81
telestatus

ADVERTES'T Research, New Brunswick, N. J., made television mystery programs the subject of its March report on "The Television Audience of Today."

The investigative organization cast a trained eye on the New York City area only where it reported that as of March 1, 20 different mystery programs were being presented.

During the period March 6-13, Advertest interviewers contacted 769 TV homes in the metropolitan area.

Results show that two programs presented over WBNT (TV), Lights Out (Admiral) and Martin Kane (U. S. Tobacco), were most viewed. Placing third, fourth, and fifth were three shows telecast over WCBST-TV: Suspense (Auto-lite), The Web (Embassy) and Big Town (Lever Bros.).

In order of sponsor identification, the top five were Martin Kane, 42.3%; Danger (Amm.-i-dent), 21.8%; Big Story (Pall Mall), 20.3%; Black Cat (Ford), 20.2%; and Man Against Crime (Camel), 19.6%.

Favorites, chosen on a point system, were listed in order as Suspense, Martin Kane, Lights Out, Man Against Crime and The Web.

"Star Theatre" Heads Nielsen Ratings

DURING two weeks ending March 10, Texaco Star Theatre reached a greater number and a greater percentage of TV homes than any other TV show, according to Nielsen Ratings of the top 10 programs. Following is a tabulation of the nation's leading 10 teleshows, as reported in a Nielsen report published last week:

HOMES REACHED IN TOTAL U. S.

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>TOTAL HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>2,715,400</td>
</tr>
<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>2,180,900</td>
</tr>
<tr>
<td>3</td>
<td>Fireside Theatre</td>
<td>1,713,600</td>
</tr>
<tr>
<td>4</td>
<td>Richard Rodgers</td>
<td>1,053,100</td>
</tr>
<tr>
<td>5</td>
<td>Colgate Comeback</td>
<td>955,600</td>
</tr>
<tr>
<td>6</td>
<td>Your Show of Shows (Crosley)</td>
<td>749,900</td>
</tr>
<tr>
<td>7</td>
<td>Philco Blue Ribbon Boats</td>
<td>946,100</td>
</tr>
<tr>
<td>8</td>
<td>You Bet Your Life</td>
<td>945,100</td>
</tr>
<tr>
<td>9</td>
<td>Your Show of Shows (Snowcroft)</td>
<td>892,800</td>
</tr>
<tr>
<td>10</td>
<td>Robert Young</td>
<td>880,500</td>
</tr>
</tbody>
</table>

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>TOTAL HOMES</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>2,715,400</td>
<td>61.3%</td>
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<tr>
<td>2</td>
<td>Philco TV Playhouse</td>
<td>2,180,900</td>
<td>56.4%</td>
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<td>3</td>
<td>Fireside Theatre</td>
<td>1,713,600</td>
<td>50.6%</td>
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<tr>
<td>4</td>
<td>Richard Rodgers</td>
<td>1,053,100</td>
<td>41.5%</td>
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<tr>
<td>5</td>
<td>Colgate Comeback</td>
<td>955,600</td>
<td>40.1%</td>
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<tr>
<td>6</td>
<td>Your Show of Shows (Crosley)</td>
<td>749,900</td>
<td>34.8%</td>
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<td>7</td>
<td>Philco Blue Ribbon Boats</td>
<td>946,100</td>
<td>34.4%</td>
</tr>
<tr>
<td>8</td>
<td>You Bet Your Life</td>
<td>945,100</td>
<td>34.4%</td>
</tr>
<tr>
<td>9</td>
<td>Your Show of Shows (Snowcroft)</td>
<td>892,800</td>
<td>34.2%</td>
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<tr>
<td>10</td>
<td>Robert Young</td>
<td>880,500</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

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* * *

Video Therapy Aids Veterans' Recovery

TELEVISION affords therapy as well as entertainment to veterans at the Great Lakes Naval Hospital near Chicago. Sixteen sets are spotted throughout the wards, which house 1,700 patients. Dr. F. H. Ocko, chief of neuropsychiatric services, said television entertainment "very definitely has therapeutic value, especially in the closed section of the psychiatric wards."

"Here, where it is important for patients not to have too much time on their hands, the baseball and football games, and the light entertainment of the variety shows, help supplement the regular recreational program. From the psychiatric standpoint, the men derive a tremendous amount of benefit from it."

TV helps men pass recuperating time, especially in the orthopedic and surgical wards, the doctor said.

Movies Top S. F. Fare

In Tele-Que Survey

FEATURE movies were the most popular television fare in San Francisco last month, according to a survey by Que-Tele, West Coast research firm.

Three movie programs placed in the top 15 programs. Groucho Marx's You Bet Your Life led the variety shows, with the national favorite, Milton Berle's Texaco Star Theatre, placing only ninth in the San Francisco survey.

Only two local programs made the top 15—KGO-TV's Armrist and (Continued on page 88)

Weekly Television Summary—April 23, 1951 Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOBL-TV</td>
<td>7,400</td>
</tr>
<tr>
<td>Ames</td>
<td>WBOY</td>
<td>3,580</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WES-TV</td>
<td>115,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBAL-TV, WMAR-TV</td>
<td>293,250</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-T, WQXU</td>
<td>35,300</td>
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<tr>
<td>Bloomington</td>
<td>WBZ-TV</td>
<td>4,890</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBTM</td>
<td>2,712,600</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW</td>
<td>197,592</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>75,746</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCW-G, WREY</td>
<td>37,050</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNKE, WKE</td>
<td>453,575</td>
</tr>
<tr>
<td>Columbus</td>
<td>WTVN, WOSX</td>
<td>176,541</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA, WABP-TV</td>
<td>109,264</td>
</tr>
<tr>
<td>Dayton</td>
<td>WTVN</td>
<td>119,925</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-T, WWJ-T</td>
<td>445,679</td>
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<tr>
<td>Erie</td>
<td>WHIS</td>
<td>53,355</td>
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<tr>
<td>Ft. Worth</td>
<td>WPBO, WFAA</td>
<td>33,655</td>
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<tr>
<td>Houston</td>
<td>WAFS</td>
<td>71,731</td>
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<tr>
<td>Indianapolis</td>
<td>WRTV</td>
<td>139,925</td>
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<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>111,925</td>
</tr>
<tr>
<td>Kentucky</td>
<td>WTVN</td>
<td>73,710</td>
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<tr>
<td>Milwaukee</td>
<td>WTMF</td>
<td>197,592</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSMN</td>
<td>60,333</td>
</tr>
<tr>
<td>New York</td>
<td>WNBC, WCAV, WPIX</td>
<td>2,250,000</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WHAS</td>
<td>16,745</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>WENK</td>
<td>50,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV, WFIL-TV, WITZ</td>
<td>843,000</td>
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<tr>
<td>Phoenix</td>
<td>WDEF</td>
<td>73,710</td>
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<td>Pittsburgh</td>
<td>WJAS</td>
<td>37,400</td>
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<tr>
<td>Providence</td>
<td>WJAR</td>
<td>264,000</td>
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<tr>
<td>Richmond</td>
<td>WTVN</td>
<td>105,355</td>
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<tr>
<td>Rochester</td>
<td>WFAA</td>
<td>78,775</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOX</td>
<td>79,400</td>
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<tr>
<td>St. Louis</td>
<td>KTVI</td>
<td>78,400</td>
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<tr>
<td>Toledo</td>
<td>WTVN</td>
<td>69,125</td>
</tr>
<tr>
<td>Tulsa</td>
<td>KOTV</td>
<td>69,125</td>
</tr>
<tr>
<td>Washington</td>
<td>WWDF</td>
<td>64,125</td>
</tr>
</tbody>
</table>

Weekly Markets in On Air 63 Stations on Air 107

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic City</td>
<td>KE2L-TV</td>
<td>42,400</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KEAY-WAAT</td>
<td>46,349</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFWO, KNBC</td>
<td>41,300</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KELO, KFIP, KRON-TV</td>
<td>149,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>80,900</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KATV</td>
<td>59,000</td>
</tr>
<tr>
<td>Springfield</td>
<td>WHEN, WSBV</td>
<td>112,722</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOLN</td>
<td>126,500</td>
</tr>
<tr>
<td>Utica</td>
<td>KTVT</td>
<td>71,325</td>
</tr>
<tr>
<td>Washington</td>
<td>WTTG</td>
<td>70,300</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEL-TV</td>
<td>59,901</td>
</tr>
</tbody>
</table>

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Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially double-counted. Sources of set estimates are based on data gathered from TV dealers, distributed TV civilian subscription services, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.
Through the facilities of WSB-TV universities and colleges of Georgia now are conducting an experiment in culture.

Half-hour programs on subjects of adult interest are televised daily, Monday through Friday. In the current series each institution is conducting eight programs.

Educators of this region have welcomed this opportunity to learn more of television and how best to develop its educational possibilities.

The unique series becomes another bond between the people of the Atlanta market and WSB-TV—the only station which gives them a complete television service. WSB-TV is represented by Edw. Petry & Co., Inc.
Coy Hits NARBA Critics
(Continued from page 28)
Mr. Coy, "is a situation where, if we were to consider breaking the clear channels down, we would be faced with a severe loss of service in the United States—as under the old treaty—rather than a higher degree of protection—as under the new treaty.

"They are afraid that this provi-
sion protecting the interest of the United States makes their coveted clear channels more vulner-
able to a new national policy."

Mr. Coy said it would be "glib" to suggest that the answer to these problems "is to engage in a power war."

"If I think it can be stated as a fact which cannot be contradicted," he said, "that in the present state of the world, the United States govern-
ment is not going to tolerate its broadcasters engaging in such a war with other countries in the North American region."

Turning to the Commission's proposal to lift the television freeze, Mr. Coy said that principal criticism of the plan seems to be directed toward the opening of UHF frequencies.

"Those who would like to see only VHF channels in use look down their noses at UHF and belittle its potential as a competitor to VHF," he said.

It was true, he added, that there were problems with UHF, such as power limitations and the possible effect of rough terrain of UHF coverage, but he felt that UHF stations in the future will be able to cover almost any metropolitan area and a very large part of the country with adequate television service.

Mr. Coy said that "to me the strong probability of early assign-
ments in the UHF looks a bit more attractive than the neglected and costly litigation in various cities of this country for the few VHF channels available."

He predicted that by the time UHF stations can be put on the air "there will be a substantial flow of receivers equipped to receive both UHF and VHF signals ready to go on the market." He thought also that most manufact-
urers will have converters available to adapt present sets to receive both VHF and UHF.

On the subject of color television, Mr. Coy said he was "confident that the decision of the Supreme Court will be to sustain the decision of the three-judge statutory court (which ruled for the FCC in Chi-
ago) that suits brought by RCA and that when they so do, there will be an end to the litigation in this field."

Looks for Color
He said he was "looking forward to the beginning of color televi-
sions" and "without exciting and most ef-
tective communications medium ever devised."

"I think it can be of greater service to the American public than any other tool so far," he said. "And other than that, it can become the most profitable medium to those broadcasters who will serve the public interests." He re-
called criticisms made of the FCC color decision last year. "I par-
ticularly refer to those who cried that the Commission's decision was academic because there would be materials to build color sets anyhow," he said.

"These same prophets of gloom professed that the FCC's decision would cut such a terrific cutback of the television receiving set business that it would prevent manufacturers from re-
tooling their plants to build sets that would receive both color and black and white in both the UHF and VHF."

Mr. Coy then cited figures showing that first-quarter 1959 production was bigger than that of the first quarter of 1950—2,200,000 sets this year, 1,600,000 last—and that total production for 1959 seems destined to equal that of 1950.

"It is my view," he said, "that so long as television sets can be made, color in television need not be denied the American public. After all, we think it important that all television receivers should have provisions for receiving both a UHF and VHF television signal."

"I think it would be most un-
fortunate if the American people were sold something less than they were entitled to have."

Mr. Coy closed his address with a reference to the national defense emergency which he said broadcast-
ing was facing up to real-
istically.

"In this hour of danger you are once again readjusting your normal peacetime operations and adding to your morale to fight the new battles of defense, and there is no question of such knotty problems as security measures during air raids with perhaps the dropping of atomic bombs, the protection of our people and the safety of anyone who might seek to use it to aid the enemy, materials shortages, manpower shortages and other disrup-
tions," he said.

VIDEO SALES
Admiral Eyes Bank Loans
BANK LOANS to finance large inven-
tories of TV sets which have been backlogged at distribution and manufac-
tory branches may be sought by the Admiral Corp., Chicago, Presi-
dent Ross D. Siragusa told stock-
holders at the annual meeting. He said the surplus in salable inventories is primarily attributable to federal credit restrictions provided for in Regulation W.

"Regulation W has killed television sales above the pre-war level, and we're attempting to get Wash-
gington to relax the regulation. If it is, we'll be selling sets again to the average wage earner," Mr. Siragusa said. He reported the drop in TV sales may affect the company's overall 1961 profit.

Contributing to the drop in TV sales, in the president's opinion, were the controversy over color television, the 10% excise tax on receivers and shortages of mate-
rials. He reported that Admiral can sell all the low-priced table model units it can produce, but is limited in its production by a shortage of plastic from which the cabi-
net is made. The supply of standard plastic materials to TV sets and appliances has dropped 25%, he said.

He charged the government has given most of its electronic con-
tracts for the defense program to "non-electronic and old electronic manufacturers. People like ourselves have very small amounts of government business compared with our civilian business. We can't expect defense work to take up the slack caused by loss of television sales until the end of this year."

Admiral's 1959 net earnings were $18,767,554, or $9.73 per com-
mon share. Company reported net in-
ventories at the end of the months of 1961 dropped to $2,405,344, or $1.25 per share from $4,158,449, or $2.16 a share, the year before. Earnings before tax were $8,490,465 in the first three quarters of the year, compared with $6,751,892 a year ago. Sales went from $46,- 291,409 in 1950 to $70,821,548 this year. Mr. Siragusa said the com-
pany set aside reserves for taxes this year amounting to $3.16 per share, compared with $1.35 for the same quarter last year.

Business Session
(Continued from page 28)
A hazard of similar restriction of free speech in this country. Suggested FM stations and set manufacturers could include a broad-
paign based on broadcast of trans-
scriptions in which leading personal-
ities endorse FM.

But a proposed NARBA resolution set off the fireworks at the business meeting. All preceding resolutions had been adopted unani-
mosously.

Mr. Sholl took the rostrum to protest. He said the record should show the meeting was sparsely at-
tended, and asked that a ballot be taken to determine if those in attendance want an actual record vote noted so I can say that to the Senate," he said. Reviewing his friendship with Chairman Coy, he said the Chairman "is an aggressive, subtle, self-serving campaign against NARBA."

That morning, he explained, CBBS members had voted for actions similar to those of the NARBA treaty. "There's nothing subtle about our position," he claimed. "We've been honest and straightforward. Clear channels exist in the United States and we intend to have them. If rural listeners knew how they had been raped during AMS growth, we would still have 40 electronic listening stations in the United States and listeners and sell out to Cuba."

"WHAS has long been a member of NAB. We believe in a trade asso-
ciation. We pay AM and TV dues. We believe this resolution is load-
ed. You have a treaty that doesn't exist. This pact won't preserve orderly broadcasting. The State Dept. gave five Mexican clear channels to Cuba. I protest. There's a Cuban on our channel. What will Mexico say to us when this reso-
lution gives the impression NAB wants NARBA ratified? I don't think the States Dept. will be happy with us, either."

Mr. Sholl moved the motion be tabled, on a quorum call only 121 were counted, with 130 needed. The meeting was adjourned.

Text of the proposed Clear Channel resolution, as submitted by the resolutions committee follows:

WHEREAS the development and use of the new UHF television spectrum point that serious degradation of serv-
ices and uncoordinated assignment of frequencies among the several nations of the Americas and the continent; and

WHEREAS months of interna-
tional conferences afforded an opportunity for all segments of the broadcasting industry to present their points of view and concluded toward effects an inter-
national compact.

WHEREAS it is highly desirable that an effective and permanent treaty be consummated; and

WHEREAS the proposed NARBA is now before the United States Senate for passage;

NOW, therefore, be it resolved that all broadcasting stations in the United States and Canada shall qualify themselves with the provisions of the NARBA, and promptly express their individual views to the members of the United States Senate.
WHY You Can Operate Zenith TV from Your Easy Chair

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

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

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

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

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

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

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. $369.95. Includes Federal excise tax. Prices subject to change without notice.
TV Peril

(Continued from page 78)
tive vice president, Flamingo Radio.

Charging that this is the time to take steps to avoid radio’s mistakes, Mr. Oliver said video station operators should “take out insurance now by protecting what we have for sale—programs produced by and under control of the station and which tie into a local audience.”

Because of TV’s rapid growth, a “mighty few of us have had to go out and peddle TV advertising on a basis of merit. Stations and programs have yet to face the problem of navigating between the rocks and shoals of the audience’s privilege to pick and choose.”

Telecasters should now build a foundation for future security, to tie the audience to a present frequency, to a local impetus to set sales and increase circulation “which will justify the ever-increasing costs of program production,” he said.

He charged too many stations are “content to be reporter stations for networks,” and are therefore “in rough sledding when some lean, keen competitor starts to cater to the audience’s interest and the business.” Although he is not against networking, and sees a need for “a backlog of network shows and some top-rated programs for window-dressing, it is a program loyalty which carries a show” and live local shows build this.

“TV is its own best sales agent. Tomorrow we may not have the wish or the power to alter the thralldom and TV can become just another advertising medium rather than the tremendous force we know it to be,” he concluded.

Five Basics Given

Mr. Wailes recommended five basics for new TV station men: (1) Remember that you stand on the pedestal you extend your original investment in studios and equipment; (2) keep the staff low in number, high in versatility, energy and enthusiasm; (3) make a continuous study of programming costs and substitutions without cutting quality or income of shows; (4) establish a fair and aggressive rate policy, and (5) avoid impulsive or ill-considered expansion of operating hours.

He noted prices have gone up 25% on coaxial cable, 15% on studio equipment, 10% on sets and thousands of towers, recommending that station managers operate within their means. The staff “should have a high degree of flexibility, and if you ask me I think you ’re going to need for another person, don’t hire him.”

One or two-man shows are practical because of no rehearsal and low budgets. The speaker suggested hiring a well-qualified, experienced person to buy films, which are “tremendously important.”

UHF transmitters will not be delivered by manufacturers for between 12 and 24 months, Mr. McDaniel reported. He said a 1 kw set will cost $75,000, with another estimated $20,000 for an antenna. Larger transmitters of 5 and 10 kw are expected to cost $150,000 to $160,000, with later delivery because “we’ve still not licked the tube problem.”

Manufacturers are “delighted” about the prospect of a TV thaw, and almost all have provided for UHF in sets in some way, he said. Estimated cost of conversion and installation from VHF to UHF runs $60,000 to $150,000. He reported that manufacturers will have UHF sets or convertible ones in the stores “long before UHF stations go on the air.”

Mr. Byers of NCAA, commenting on the group’s official plan of experimental live televising which was announced Wednesday (see story page 78), was introduced by Mr. Hough, who said the public will make the final decision as to which sports it wants on TV. Mr. Byers charged the stand of the NCAA in its ban against live, simultaneous televising, has been “grossly mis-understood and misinterpreted.” He explained that surveys have shown “conclusively” that live TV hurts gate receipts, and thus lowers operating expenditure for college athletic departments.

“No one in collegiate athletics opposes television as such, and broadcasters have rendered us a great service,” Mr. Byers said. He feels that TV and colleges “will and must adjust to each other.”

Jett Viewpoint

Mr. Jett, chairman of the discussion on “The Big Thaw,” is “not too concerned about the relative value of UHF and VHF, as there is no other way to expand television on a national, competitive basis. The sooner we use UHF, the better it will be for us.”

Speaking on the same subject, Mr. Guy of NBC said the FCC’s new proposals “show the Commission has listened to and weighed the evidence and is prepared to come to it.” He termed it “inconceivable that the Commission could cover that much ground and still satisfy everyone.” He said the rules were sensible and the planning sound. Although he would like to see changes made, “they are of secondary importance to discuss further in the light of getting on with the job.”

Mr. Goldsmith submitted sketches of a corner plan which would be supervised by DuMont. It provides for 31 of the first 50 markets (rather than seven) having more than four stations; for closer and “more efficient” spotting of stations to areas served; and for more than 31 stations into other VHF channels and permission for educational stations to accept commercial sponsors. He sees “serious political questions in the Commission’s thinking.”

Mr. Latham of WKEC-TV Cincinnati and Mr. Murphy of Crosley and WLWT-TV Cincinnati-con-

WAAM BOARD

Local Advisers Named

COMMUNITY leaders will have a say in the future activities of WAAM (TV) Baltimore. This was announced last Wednesday by General Manager Ben Carter with the announcement that the Planning Board, made up of prominent members of religious, educational, civic and cultural groups, will counsel the station on its activities “in the public interest, convenience, and necessity.” It will function individually or as a group.

Mr. Latham, chairman of the board will counsel the station on its activities “in the public interest, convenience, and necessity.” It will function individually or as a group.

Mr. Byers of BBC, recently appointed to the Johns Hopkins U., is chairman. A meeting of the board members will be held at an early date, it was announced. Members of the board, in addition to Dr. Bronk, are as follows:

EDUCATIONAL: Milson C. Raver, executive secretary, Maryland State Teachers College; Byers, superintendent, Bureau of Catholic Education, Archdiocese of Baltimore.

ENTERTAINMENT: Mr. Lemon’s, executive director, Baltimore Jewish Organization, was appointed to the NARTB by Mr. Brown of Bing Crosby Enterprises who would like to see a standard of TV film practice. The board is reportedly associated with企业s, said the board will supplement existing TV channels in the section with starting date for the new channel set at May 14.

Similar short-haul links reportedly have been supplied to AT&T by Philco for TV network service between Cherry Valley and Binghamton, N. Y., and between Richmond and Norfolk, Va. The New York system has been carrying TV broadcasts since March; the Virginia system for more than a year, Mr. Balderston said.

Philco also announced that a voice system, for which it will furnish equipment to AT&T, is scheduled for installation between San Antonio and Austin, Tex., within the next few months.

WLWT Names MCA

SEEKING to enter the national network picture with several origi nations from the Queen City, WLWT (TV) Cincinnati has announced the appointment of Music Corp. of America as its representative. John T. Murphy, director of television operations for Crosley Broadcasting Corp., said the move is designed to put WLWT in the same position as that enjoyed by WRGB in the early days of radio and that four of its telecasts are being considered by MCA and the station for sale as network originations. WLWT is a member of the National Association which also includes WLWD (TV) Dayton and WLWC (TV) Columbus.

Baltimore (also in religious cate-

Teletcasting • BROADCASTING

Page 86 • April 23, 1951

Telecasting • BROADCASTING
SUMMER TV
(Continued from page 75)

The General summer shows lined up by NBC for modest budgets and warm weather viewing include: "Vacation Wonderland," a half hour that will be offered for $1,200 a week for one half-hour or $1,025 for a half-hour; "Bill Stern's Sport Show," $2,525 per half-hour; "Puzzles," the panel from Clark Kinnard of Kings Features Syndicate as master of ceremonies, offered at $2,800 per half-hour; "What Happens Now," a series of life-dramatic sketches, at $3,400 per half-hour; "Cameo Theater," $3,575 per half-hour; "Name It and Claim It," $4,050 per half-hour; "Quick as a Flash," $7,000 per half-hour; "NBC Summer Theater," $7,750 per half-hour; "Midwest Hayride," $7,600 per half-hour; "Battling Bows," $7,375 per half-hour; "Stadium Concerts," featuring the Lewisham Stadium Orchestra, at $5,475 per half-hour; "House of Clock," half-hour at $9,025 in Hudson Theatre or $9,500 in Studio 3-B; "Stars and Stripes," talent show at $6,375; "Watch the World," with John Cameron Swayze, at $5,975 per half-hour; "Major League" series on syndication at $5,575 per half-hour; "Flashbacks," according to John Daly in "interviews" with great personalities of history, at $4,500.

ABC also outlined some of the filmed programs which will be among its summer features. Many of them are being produced by the subsidiary units of the industries. In addition the public health telecasts will be produced by such organizations as the American Cancer Society, it was pointed out.

"Industries for America," a 13-week series of half-hour films, will touch on virtually all principal American industries and depict the wartime and peace-time potentials of such industries as railroads, shipping, public utilities, commercial fishing, etc., the network said.

Natural Beauty

A 13-week series, Americans in View, will stress the natural wealth and beauty of various states and regions, while Democracy's Might, also a 13-week series, will employ films offered by the armed services to explain how the Free World is to face any threat.

"ABC-TV also is planning a film series on America's Health, with medical film units of the American Medical Association, the National Foundation for Infantile Paralysis, and similar groups.

Scouting in Action, also to run for 13 weeks, will show the work and program of the Boy Scouts.

Other public service presentations will include films obtained from the major airlines, three units from the Smithsonian Institution, a unit from the Wallace House, free-lance radio and television operators, and the producing units of the Film Producers, Television Enterprises, Federal Government, and Producers, Kennedy Associates.

Guest speakers from the radio and television field.

Full-time guest programs with or without University credit, for visiting students with whom credit can be assigned or transferred. Fall semester will be available before July 1, 1951. Registration limited. Tuition: $15.

For full information, send for Bulletin CF.

Division of General Education

NEW YORK UNIVERSITY

16th year

SUMMER RADIO-TELEVISION WORKSHOP

TV Studios: Station WPIX Executive Director, Commercial Studies at Washington Square

Professional radio and TV training in the world communications capital,

6 weeks—July 3 to Aug. 10, 1951

ROBERT J. LANDRY, Director

FACULTY: John McCloy, Director of Station Operation, WPIX; Ernest G. Price, Executive Producer, WPIX; John Abers, Associate Director, CBS Studios; Joe Smolin, Director, Wallace House; free-lance radio and television operators, and executive producer, Television Enterprises, Federal Government, and Producers, Kennedy Associates.

Guest speakers from the radio and television field.

Full-time guest programs with or without University credit, for visiting students with whom credit can be assigned or transferred. Fall semester will be available before July 1, 1951. Registration limited. Tuition: $15.

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Division of General Education

NEW YORK UNIVERSITY

One Washington Square

New York 3, N. Y.

Spring 7-2000, Ext. 786

April 23, 1951 • Page 87
**Upcoming**

**FILM INDUSTRY**

**Applicants 'Not Prejudiced'**

FCC emphasized to Sen Alexander Wiley (R-Wis.) that its March 28 report setting up a uniform procedure in considering certain applications did not mean the agency was "prejudging" applicants. The point was stressed in an April 13 letter to the Wisconsin Congressman by wire of a letter to the FCC saying the Commission "in effect indicated" the motion picture industry (BROADCASTING, April 9) was barred from "prejudging" applications.

The FCC noted that the report was set forth "basic principles" in handling applications involving, among other things, the Communications Act, and declared:

"As you will note, we were very careful in the report to make clear that we were not precluding any application and most assuredly there was no intention to, in any way, prejudice any application in the proceeding. We were careful to state that each case must be determined on its individual merits and as was pointed out in Paragraph 6, we do not believe that the outcome of such a determination should be prejudged by the adoption of a general policy.

"We are passing upon the question of telecasting the Gallup Poll which samples opinion. He believed that to sample our forthcoming legislative processes by highlighting the colorful or more stimulating hearings while dimming the average, perhaps dull, hearings, would give a disservice to the public.

"Greater danger, he thought, was in selectivity of hearings. In other words, which of four or five hearings might one network or station decide to pick up? Thus, the desired over-all perspective is lost.

"In the case of the Refrauer committee telecasts, Sen. Johnson commented, 'I see no reason for exposing crime and corruption while pointing up the existence of "crooked politics."' Sen. Johnson said he realized there were two sides to the question, such as that there is an issue wherein radio and the press are not barred as a rule from public hearings.

**Questions, Procedure Code**

He doubted the wisdom of setting up any sort of "code of procedure, as requested by Sen. Wiley. He said it was improbable that the televiewer's interest could be sustained over any period of time in instances where the normally committee proceedings actually display the mechanics of government inquiry.

Meanwhile, the Senate Crime Investigating Committee, due to expire the month of April and which may get a new lease on life. Sen. Wiley has introduce(d a resolution (S Res 129) to extend the committee into January of 1958. And if the Senate (D-Tenn.), is understood, may ask Congress this week to establish a standing group or "commission" as a substitute for his joint Congressional committee would act as a watchdog on crime according to the Senator's thinking.

**WDO R CONSTRUCTION**

**Ground-Breaking Held**

GROUND-BREAKING ceremonies for WDR Sturgeon Bay, Wis., were held April 7. The new daytime station, which will operate on 910 kc with 500 watts, authorized under a construction permit by FCC March 7, Permittee is Door County Broadcasting Co. Inc.

Edward Allan Jr. is president of Door County Broadcasting. Vice president is Frank H. Kellner and W. L. Thennell is secretary. A number of civic and business leaders of Sturgeon Bay attended the ceremony.

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**Telecasting • BROADCASTING**
FOR THE RECORD
WBOW Terre Haute, Ind., distributing 6½-inch records aimed at children listeners to promote show sponsored by Johnny Hays Ford Corner. Recorded voice tells children to listen to station and urge Mom and Pop to listen also; to remember safety rules in crossing streets, etc.; and to obey parents. End of each recorded side tells child to “turn the record over.” Reverse side of record presents singing commercial for Johnny Hays Ford Corner (Ford dealer).

SCHOOL QUIZ SHOW
KTTV (TV) Los Angeles, Alert for News 10:15-10:45 p.m. Sponsored by Thifty-Mart, Fitzsimmons & Roberts, L.A. Agency: McElroy Adv., L.A. News quiz program featuring Newcaster Knox Manning as moderator of panel of four students chosen from Los Angeles high schools. Students, picked on basis of scholastic records and participation in extracurricular activities, will be quizzed on current news of day. Points will be given according to success of answers offered, with students gaining most points being awarded war bonds. H. F. Langley produces program. Jack Caldwell directs.

TEACHERS TOUR
WNHC-TV New Haven was host to 26 Connecticut teachers desiring close-up of TV station operation on April 12, “Business-Industry-Education Day” in Connecticut. Jim Milne, manager, and Gary Ray, vice president and engineer, led group in tour of station facilities and played host at luncheon. Patrick J. Goode, station president, and Aldo DeDominici, secretary-treasurer, continued tour in afternoon.

SHOW BOOKLET
ASSN. of American Railroads, Washington, distributing booklet about its Railroad Hour on NBC. Piece has pictures and background on singers that appear, directors, conductor, writers, announcers and others who put show on the air. Also included is list of musical shows presented on program since 1948, and list of stations carrying program.

DRINK, DRINK, DRINK
WLYN Lynn, Mass., Breakfast Show emcee, Dave Mann, is running a successful contest among listeners who are asked to count the number of times the word, “drink,” appears in Mitch Miller’s Columbia recording of “Cider Night.” During the first three days more than three bags of mail were received. (Incidentally, drink is mentioned 35 times.)

SPRING FESTIVAL
KWK St. Louis, in conjunction with the St. Louis Globe-Democrat, is sponsoring a musical “Spring Festival,” May 6 at the Kiel Auditorium Opera House. More than 1,000 talented teen-agers representing 27 St. Louis area high schools are expected to participate. “Spring Festival” is the culmination of a series of weekly high school broadcasts known as the High School Revue aired over KWK.

HOME SHOW
WMAY Springfield, Ill., claims it had the largest exhibit at the Home, Sports and Travel Show, held there April 1-5, which it covered on the air for listeners. Station’s staff supplied entertainment throughout show, including several on-the-spot interviews. In addition to local live programs, WMAY also broadcast election returns of Chicago mayoralty and other contests.

INFORMATION SERIES
WCKB Dunn, N. C., has begun a series of information programs entitled, Freedom Is Everybody’s Business. For the opening session, April 5, a State Dept. representative, Richard Friedman, information specialist of the Div. of Public Liaison, flew from Washington to speak. Civic officials and local newspapers have singled out Jim McMillen, WCKB news director, for the lion’s share of credit.

SPECIAL RADIO SECTION
KMCO Conroe, Tex., was feature of four full-page special radio section of Conroe Courier April 12. Section reported service station values of country stores. Contests contained pictures of station personnel and featured full week schedule of programs heard on station.

‘WHAT’S COOKIN’
WBT Charlotte, N. C., sending brochure to trade and advertisers headed “What’s Cookin’ in the Carolinas?” Piece features Master of Ceremonies Kurt Webster, with pictorial review of different functions he has presided over along with pictures and testimonials from listeners. Example is that of Mr. Webster wearing chef’s hat and stirring boiling pot with microphone, standing on outline of state.

THE BIG SWITCH
WCOL Columbus, Ohio, has switched the O! Doc Lemon show and Kimball’s Korners show starring Emerson Kimball and Shakespear to agreement that both would like to change times. Mr. Lemon had always been early morning man until he came to WCOL, and now he will be heard Mon.-Fri., 6:15 to 9 a.m. and at 4 to 6 p.m. He also handles late show at night, five days weekly. Kimball’s Korners will switch from early morning time to 1:30-2:30 p.m. segment.

FULL OF FACTS
KFTO Lubbock, Tex., sending trade loose leaf notebook full of facts on station advertisers and coverage. Piece has pictures, charts, drawings and letters from advertisers. Cover is done in maroon with call letters in black and gray.

INDUCTION ON TV
WNMB (TV) Cleveland telecast induction of 50 young men into armed forces. Program was shown to bring attention to city’s “Cigglies for Sammy” campaign. Program urged cigarette buyers to purchase two packs, one for themselves and one for inductees, to be dropped into special boxes.

SINGING CONTEST
KGO-TV San Francisco, Hoffman Hayride, Wed. 8 p.m., Hoffman Radio Corp. Cowboy Star Dude Martin starts “Sing-Down” contest to select new singer for Hoffman Hayride band. Two contestants will appear on each weekly TV show, winner to be selected at end of nine weeks.

LOTS OF PROMOTION
KDKA Pittsburgh using new “Point-of-Purchase” promotion campaign with three-month bill-board ads, transit ads tying in with newspaper ads, direct mail and radio announcements. Bill-board ads are concentrated in residential area, aimed at women shoppers, and men coming home from work. Network as well and local shows are being pushed.

CIVIL DEFENSE
Two aluminum producing plants of Reynolds Metals Co. have become heavy users of radio in Pacific Northwest. Longview, Wash., and Troutdale, Ore., plants are jointly sponsoring Northwest Alert, civil defense documentary on 10 stations of Viking Network. Half-hour series was created by Viking Network specifically for Reynolds. Viking affiliates carrying program are WKJJ and KKFM Portland, KOCO Salem, KRUL Corvallis, KASH Eugene, KYL Tillamook, KNPT Newport, KMCM McMinnville, KRCO Prineville, and KELS Kelso.

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
An Ideal, Low Cost Sales Promotion For Radiomen

An Ideal Advertising Medium
Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (especially with boys and girls), they are made of Corning silicone-treated eye glass tissues that have a high quality appeal for everyone with glasses—and that’s over 70% of all your prospects, clients and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. At, Midland, Mich.
Please send free samples and full information about “window-back” Sight Savers.
Name ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State ________

April 23, 1951 • Page 89
Paul Morency: A Radio Veteran

ONE OF the youngest executives in the broadcasting field "way back" in 1929, when the nation plunged over an economic precipice, finds himself vested today with the unenviable task of seeking to stabilize an economically troubled industry.

Election of Paul W. (Fritz) Morency, retiring NARTB District 1 director, as chairman of the new Affiliates Committee means this chore will not fall on inexperienced shoulders.

Mr. Morency, who now is a radio veteran of long-standing battles on many fronts, is heading up a committee whose urgent purpose is to convince CBS of the wisdom of effecting a moratorium on its proposed rate cuts and to urge ABC, NBC and MBS to withhold reductions. His group will attempt to re-evaluate the whole network rate structure.

In his long association with WTIC Hartford, Conn., which began in December 1929 as general manager and bridges the present as vice-president and general manager, Mr. Morency has grappled with a complex variety of problems.

Early NAB Worker

Through the years he has participated in discussions involving industry-AFM labor relations, programming, the revitalized NARTB (NAB) Code of Standards of Practice and a host of other problems.

Observers might well speculate that anyone who has attempted to deal face-to-face with AFM President James C. Pettrillo, as Mr. Morency did in 1946 and later, should take his latest assignment in stride. It's another crisis, to be sure, but he has been through them before.

His many friends are confident that, if a quarter-century experiment in radio broadcasting is any barometer, radio will not be sold short.

The WTIC executive's service to the industry included several terms on the NAB board and chairmanship of the NBC Stations Planning and Advisory Committee and NAB Radio Committee—chairmanships he held within the last five years.

In 1946 he became general manager of WTIC in 1929, he was only 30 at that time, one of the youngest executives in any major broadcasting station.

In the first three years of his managership, WTIC developed into an outstanding New England radio station and was a frequent originating point for NBC network programs. Mr. Morency was a prime mover in organizing NBC's radio arm in the region.

He served as director, and in 1931-32 as vice president of NAB. Mr. Morency was named chairman of its copyright committee which engaged in negotiations with ASCAP. As far back as 1927, after arranging a broadcast series relating to educational subjects for KYW Chicago, Mr. Morency was invited by L. S. Baker, then managing director of NAB, to become its traveling representative as field service manager.

During World War I, he served with the famous Rainbow Division, spending 18 months overseas. He was graduated from the U. of Chicago with a Ph. D. in 1923. Before going into radio he was associated with the Chicago Evening American's advertising department where he was placed in charge of educational advertising for the paper.

Affiliates Unite on Rates (Continued from page 15)

program service in which they will sell schedules on a lumpsum basis.

Network adventures in spot broadcasting, already undertaken on a limited scale, were bitterly protested last week by Edward Davis, president of Edward Petry & Co. station representative firm (see story page 18).

BROADCASTING * TELECASTING's informant stated he could not guess what shape future network patterns would take, but he emphasized that one thing was sure: Networks will not let themselves fall into an autocidal series of rates which they suffer substantial losses on their network operations. They will go out of the network business before that day comes, he said.

One element in the under-the-table, cut-rate deals that networks have been offering advertisers in the madcap struggle for business is the not uncommon practice of selling programs at less than the actual talent cost. This subject was not treated specifically by the network executive, but it received considerable mention at Wednesday meeting of the affiliating committee.

The vice president of an NBC affiliate pointed out that in some cases networks absorb as much as half the talent cost in order to sell the show to an advertiser.

In the case of a show with a talent budget of $10,000 a week, that means the network has cut the cost to the advertiser by $5,000. It seemed wishful thinking to this show's executive that the cut-time charges of the magnitude of CBS would be a swaying inducement to an advertiser already accustomed to be given 50% reductions in talent prices.

High Priced Talent

Another leading broadcaster (an NBC affiliate) whose finger on Washington is one of the most obvious sources of economic distress confronting the networks. He said networks have moved to meet this year's high-priced talent that no longer can be handled on the open market any longer than the salaries the networks have obligated themselves to pay.

He reported that the situation had deteriorated so badly that in some cases big advertisers were asking competing networks to submit sealed bids, with the account to go to the lowest bidder.

(BROADCASTING * TELECASTING learned that such a sealed bid request recently came from the networks from Lever Bros., whose media director, George Duram, was chairman of the Assn. of National Advertisers Radio-TV Committee that a month earlier reviewed the proposal for drastic radio rate reductions in TV markets.)

This broadcaster introduced a resolution putting the meeting on record emphasizing all networks that now is not the time for rate cuts of the most powerful medium in the country; that radio still is delivering more audience per dollar than any other medium, and that any rate cut should be contemplated now or in the foreseeable future. The resolution was unanimously passed.

The meeting of the affiliates brought expressions of opinions from some of the most distinguished veterans of broadcasting, some of whom occasionally have been outspoken in industry policies. All, however, rallied to protest summary rate cuts and call for a research study into radio prices.

Among them, in addition to Mr. Morency were Arthur B. Church, president of KMBC Kansas City (CBS affiliate); Stanley E. Hubbard, president and general manager, WPTW, Cleveland (NBC); Webster St. Paul (NBC); Walter J. Damm, vice president and general manager, WMJAM-AM-TV Milwaukee (NBC), and George B. Storer, president of Port Industry Co. station (CBS and NBC).

Other Speakers

Others who spoke at the meeting included Jack Harris, general manager of KFRC-AM-FM-TV Houston (NBC); Edgar Kobak, president, KFRC-AM-FM-TV, and chairman of the board of BAB; Frank Webb, general manager, KFPH-AM, Kan. (CBS); Hubert S. Paul Jr., secretary-treasurer, WMBR, Las Vegas (MBS), and member of the CBS Affiliates Advisory Board; Glenn Marshall Jr., secretary-treasurer, WMRR-Cincinnati, Fla. (and member of the CBS Advisory Board); J. Leonard Reese, manager of radio and television sales, G. C. Cox Stations (CBS and NBC); Ben Ludy, general manager, WIBW Tepka, Kan. (CBS); Harold Roby, vice president and managing director, WSJS-Win-

lem S. S., N.C. (NBC); G. Richard Shaffo, vice president and general manager, WIBW Columbia, Mo. (NBC), and of WSPA Spartanburg, S. C. (CBS); Kenyon Brown, president, WKSU-AM-FM-Cleveland (CBS); and of WSKY Jackson, Miss. (NBC); B. J. Fuqua, president and general manager, WJPD, Des Moines, Iowa (MBS); Don S. Elias, president, WWMN Asheville, N. C. (CBS).

The Affiliates Committee appointed by Chairmen Morency is composed of 13 broadcasters including...
MUTUAL Broadcasting System will not rush precipitously into any dramatic action on rates but will wait until all the facts can be collected and analyzed, President Frank White told some 250 MBS affiliates at a Sunday afternoon meeting during the NARTB convention in Chicago.

The network has a much better story to tell advertisers than it had a year ago, Mr. White told the affiliates. He cited five points to bear in mind: (1) Ratings are up; (2) share of audience is up; (3) billings are up; (4) hours are up; (5) values (cost per thousand listeners) are up.

The main problem, he explained, is that the rate area during this transition period how the network can act for the benefit of advertisers, affiliates and the network itself.

Won't Sell Short

Mr. White said MBS has been weaving with the punches and will get the facts before acting. He explained how a network rate cut affects every network as well as all network affiliates and non-affiliates.

Mutual will not be pioneers in selling radio short, he said.

The MBS affiliates meeting opened with a showing of the Queen for a Day program, which will have its premiere a few days ago at Waycross, Ga. The Queen program is on tour and the film will follow it around the country. Starting in Chicago the network will hold its first meeting at BAB headquarters in New York beginning at 10 a.m. Tuesday. It is planned to meet with four networks individually at the outset.

Several broadcasters deplored the fact that the advertiser-agency pressure for rate reductions continues while the customer is telling us what we should charge." To knuckle under to such pressure would be to abdicate the management of radio, they said. "If we are going to talk with these demands," one said, "we will be showing a lack of confidence in our own medium. Advertisers are not going to ignore radio if we can deliver something at a lower cost than other media can get." One broadcaster said rate cuts made in response to advertiser-agency demands amounted to appeasement.

Moratorium Support

Plainly recognizing that demoralization of the industry was in evable unless the line was held pending thorough investigation of the rate question, several affiliates said that, without a moratorium on further reductions and the launching of an aggressive study, other networks would be obliged to follow the pattern set by CBS, and perhaps exceed it. Some said they saw in the moratorium the eventual effect, a similar effect on national and local non-network rates.

"If this cut-rate network competitive situation continues," said one, "it is up to the study of all the networks as we know them now." The resolution electing Mr. Morency chairman of the Affiliates Committee, did not specify the assignment to be carried out beyond empowering the committee to press upon the networks the need for refraining from further rate cuts and rescheduling those already announced, and to attempt to organize or stimulate the fundamental research task of reevaluating the entire rate structure.

Upon his election, Mr. Morency pointed out that the assignment promised to be "a long, tough job." He said the committee would need funds at once to begin operations. He suggested, without opposition, that each of the affiliated stations contribute $1000 a year, to be paid weekly, to be held as a fund, to be drawn upon as needed. Mr. Morency also proposed a paid director.

The Affiliates Committee will set up a headquarters at the BAB offices, 270 Park Ave., New York, and contributions should be sent to the committee at that address, Mr. Morency said.

The possibility was seen that the Affiliates Committee's rate re-evaluation project might be undertaken in conjunction with BAB, whose officers had discussed research plans somewhat along the same lines at an NARTB convention held early in the spring (see article on p. 92).

An illustration of the reasoning that prompted the suggestion for an NARTB study of rate reductions was given to Broadcasting * Telecasting by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, who a fortnight ago announced an immediate reduction of his prime evening time rates by 20% (Broadcasting * Telecasting, April 16).

Mr. Bannister, who did not speak at the affiliates meeting, told this publication that before the cut, his evening rate had been $800. He pointed out that in Philadelphia he is a bigger market than his, rates for comparable periods on leading stations ran to about $400.

Whether Detroit's rates had been too high or Philadelphia's too low, the inconsistency was obvious, he said.

The Wednesday meeting of the affiliated stations occurred outside the aegis of the NARTB.

Some members of the NARTB board, the day before, had urged that the rate question be considered by the trade association, but the majority decision was to refrain from bringing the question under the NARTB wing.

Acting without formal organization, a group of broadcasters arranged a meeting place and spread the word that the assembly would be held at 9 a.m. Wednesday. The meeting lasted through the morning.

At the time the Affiliates Committee was formed it foresaw further rate cuts, CBS was still the only network that had announced such plans.

ABC, which a week before had said it would "meet the competition" of the CBS reduction—an announcement interpreted to mean that ABC would pare its rates too—had the matter under reconsideration.

Like ABC, Mutual and NBC were withholding action until the situation was clarified. Executives of all networks were in almost constant conference with affiliates through their representatives, rounding out the stations on their views.

Although two of them, ABC and CBS, are not NARTB members, officials of both were on hand, conversing with their numerous affiliates who are NARTB members and attending the convention.

Speculation as to why CBS chose this particular time to announce its rate reduction and why the network chose to apply its cuts nationally rather than in TV markets only was a prime conversational subject among broadcasters at Chicago.

Timing Considered

The majority view as to the timing of the announcement went along with the official CBS explanation—that the network felt the cut necessary to keep in the shop a number of advertisers that were up for renewal. Others felt, however, that the network may have timed its announcement immediately before the NARTB convention as a means of obtaining a quick reaction from the industry, a majority of whose leaders were all in one place.

As to the reasons for the nationwide application of the reduction with all stations equally sharing an across-the-board 10% cut in network revenue—opinion was more varied.

One broadcaster pointed out that

(Continued on page 92)
such a move served two major purposes. On the one hand, it enabled CBS to invoke an immediate reduction in recognition of its affiliation contracts which provide (with about 30 exceptions) that the network can raise or lower rates for a majority of its stations without consulting them. On the other, this broadcaster guessed, it gave a certain measure of protection to the CBS owned and operated radio stations.

Its six O & O outlets are situated in markets with heavy TV concentrations, these broadcasters pointed out, and the evening rate cuts demanded for those stations by the ANA ranged from 25 to 60%. In the ANA report, reductions for those stations were as follows: WCBS New York, 50%; WEEI Boston, 60%; WCCO Minneapolis, 25%; KMox St. Louis, 30%; WBBM Chicago, 35%, and KNX Los Angeles, 55%.

By spreading the reduction throughout the country and keeping it to 10%, in the view of this broadcaster, CBS insured itself against appreciable losses of revenue on its O & O stations.

Advertisers and advertising agencies last week were still uncertain as to the specific realization of the money that would be returned to them from the CBS radio rate reduction, but there was no uncertainty as to the fact that all concerned were very pleased with the rate cut.

In most cases advertisers did acknowledge that the money re-accruing would be put back into radio and television. Coca-Cola Co., New York, for example, it was reported, will definitely re-plant the funds into radio and TV.

One advertising agency executive explained that his agency was deciding to recommend television to those accounts that were now using only radio and to the client that was currently using both radio and television, magazines were being recommended. In other words, each client's advertising plans were being realigned.

Smith Lauds CBS Cut

W. B. Smith, director of advertising for Lipton Tea Co., New York, and chairman of the ANA Radio and Television Committee, last July when the committee first came out with its recommendation for a radio reduction, told Broad- casting: "Telecasting upon hearing the CBS rate reduction announcement, "I think it's a smart thing. The network should be commended for enlightenment. It will ultimately be a wise thing for the good of CBS and its stations, the advertisers and the industry as a whole.'

Patrick H. Gorman, advertising manager of Philip Morris & Co., New York, said, "I was glad to hear it.'

HISTORY STUDY

Planned on Operator Rules

ANALYSIS of regulatory history leading up to present FCC rules requiring that a first-class operator be on duty at broadcast stations will be undertaken by NARTB. A special board committee appointed Cohn & Marks, Washington attorneys, to handle the study, under direction of Bernie Koteen, attorney.

Committee members are William C. Grove, KFBC Cheyenne, Wyo., chairman; Harold Essex, WSJS Winston-Salem, N. C., and Marshall Fengra, WATO-Oak Ridge, Tenn.

NARTB Convention

(Continued from page 15)

multiple broadcast convention ar- ranging. The programming of these meetings did universal praise from delegates, aside from a few disappointing intervals. The fact that the meetings were so well attended was deemed a tribute to convention planners in view of the rate holocaust that descended on the proceedings two days before they got under way.


And finally the Thursday TV agenda was jugged to bring Gen. Douglas MacArthur's address to Congress right into the convention rooms via 25-foot TV screen and numerous direct-view sets.

Other Developments

Number of important steps looking toward the protection and development of radio and TV under the American plan were taken during the week. The NARTB membership:

- Took a firm stand to guard the right to contract for professional and collegiate sports events.
- Launched Broadcast Advertising Bureau's expansion program.
- Attacked TV program criticism by naming a committee to study standards.
- Welcomed Harold E. Fellows, president-elect, to the association.
- Heard Judge Justice Miller proclaim he was not singing a swan song as he entered a new role as board chairman and general counsel.
- Watched the autonomous TV unit swing into action under temporary direction of Thad H. Brown Jr.

Much of the convention proce- dure was quiet and orderly despite the fears of disgruntled network affiliates and irritated independents.

A threat of rebellion developed Wednesday afternoon when a group of clear channel stations dropped hints they might secede if what was generally considered a mild NARBA resolution were adopted. The squabble developed into a quorum call and the usually perfunctory process of adopting resolu- tions came to a sudden end when 10% of the membership was not present. This sour note in the pro- ceedings was quickly forgotten however, by most delegates.

NARBA Hot Issue

The NARBA question was a hot one Wednesday. FCC Chairman Wayne C. Cooper started the fireworks during his luncheon speech, calling for ratification of the NARBA treaty and chanting de- cisively about insidious interests that oppose the newest effort to regu- late the North American spectrum.

That drew a fast reply from Clear Channel Broadcasting Serv- ice, which contends it got roughed up a bit in the treaty-drafting process. And then it inspired the fireworks when the NARBA reso- lution was submitted to a sparsely filled auditorium.

The festive side of convention week took a new tack when Radio Pioneers held its tenth annual dinner Tuesday night under NARTB auspices, with Sen. Kefauver as star attraction. Despite the pion- eer's more dramatic programming the dinner failed to cut into at- tendance at the annual banquet and it may become an annual feature.

BAB's pitch for members and money surprised delegates who had anticipated a high-pressure appeal. Instead they heard a calm ap- praisal of the radio rate and sales problem. Agency-advertiser mem- bers of the BAB panel had little chance to perform but they supplied some of the inspirational short-in-one-there that had been expected from BAB itself.

One of the more resplendent ses- sions of the week took place Tuesday afternoon when spokesmen for organized baseball joined with broadcasters in seeking a solution of their problems. At points the club representatives used what
CIVIL NEEDS
Dual Demand Can Be Met

AMERICAN industry, with a 80% greater production capacity than in 1940, can supply both civilian and military needs, Frank M. Folsom, RCA president, told a legal forum of the U. of Virginia last week.

Mr. Folsom cautioned, that the dual goal of ample defense and civilian production could be reached only if America's great industries were left free to do the job.

He warned that attacks on big business, either from government or private sources, would play into the hands of the Communists.

"Regardless of your attitude on big business, you can't hide the fact: Communism wants to see big business destroyed. Communists are delighted by our attacks on our great corporate enter prise."

Voices Warning

The RCA executive warned also that while building up a safeguard against totalitarian aggression, America must guard against adoption of totalitarian methods.

"It would certainly be ironical if, in our efforts to defend ourselves we adopted the very system that the enemies of our way of life would like to force us to adopt," Mr. Folsom declared.

BAC Adds Two

TWO NEW members — Harry M. Iskis, president-general manager of KFWB Hollywood, and A. J. Mosby, who holds the same position at KGVO Missoula, Mont. — have been appointed to the industry-wide Broadcast Advisory Council, Chairman Justin Miller has announced. The two appointees bring the council's total membership to 28.

S E R V I C E

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to station in Kansas and adjoining states.

Challenge To Press

(Continued from page 38)

atop newspaper buildings in the United States flew at half mast when free radio persisted in the Argentine. He warned:

"Let us not be so blind to competition for time and dollar that we forget that among information media, when the bell tolls for one, it will soon toll for all."

Other points raised by Mr. Hayes:

- No new form of press "completely replaces any existing form."
- At any given moment in the U. the remote possibility 5 million radios are out of order. "No other medium could throw away that much daily circulation and still be so effective."
- Television is "an intense new competition" for the public's free time, one not to be taken lightly by either radio or newspapers.
- Newspapers should put as much emphasis on background and analysis as on cold reporting, giving more attention to minor events which do not teletype and capitalizing on its mobility and other advantages.

The Senate crime hearings demonstrated that "no longer can we sit back as the country is being roiled about him with himself as the sole authority."

Other Panel Members

Also slated to appear on the radio-ty panel with Mr. Hayes were Ed Hoyt, Cedar Rapids Gazette (KCRG KCRK FM Cedar Rapids, Iowa); Ralph McGill, Atlanta Constitution (WABE AM:FM: TV Atlanta); John Crow, dedicated columnist for the New York Herald Tribune, and Lawrence L. Winship, Boston Globe, who presided as chairman.

Messrs. Hoyt and McGill were slated to take opposing sides on the question of broadcasting-newspaper relationships where both operate under common ownership. Mr. Hoyt was prepared to advocate separation of their functions and free competition, while Mr. McGill was slated to present the case for intimate cooperation on the ground that radio, TV and newspapers are all part of the broad communications picture.

The two-day ASNE convention took on added significance in that editors were treated by a brief visit from Gen. Douglas MacArthur before he left for New York. President Truman's scheduled address over MBS was cancelled. Editors also heard the General's Congressional address on a large-size television screen at the Statler Hotel, convention headquarters.

Approximately 400 newspaper editors attended sessions Thursday and Friday, presided over by ASNE President Dwight E. Young, Dayton Journal-Herald. Other speakers and panelists were to include Defense Mobilizer Charles E. Wilson, Sen. Estes Kefauver (D-Tenn.), Sen. Robert Taft (R-Ohio), Sen. Paul Douglas (D-Ill) and columnists Drew Pearson and Ernest K. Lindley.

Extra
Know-How
Better
Results

KDVY
SBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.

April 23, 1951 • Page 93

BROADCASTING • Telecasting
Rate Debacle

(Continued from page 19)

last year. He called on the industry to divest agencies and advertisers of the idea that radio and TV are related media.

Entering his plea for membership support of BAB, he recalled that less than two decades ago newspapers and magazines were in a similar predicament as radio's growth started. They recovered by setting up promotional agencies that grew into million-dollar projects.

BAB's plans for the future, approved at an April 18 board meeting, were outlined by Mr. Ryan. After explaining that money has not been available since last November, he said upcoming projects include a national sales promotion division in New York, adequately manned to promote to national advertisers and agencies. A competent organization is planned for local advertising, selling radio rather than network or spot. A retail organization is planned as well as a research library.

Field representatives are to operate in the East, Mid-West, Far-West, and South, if funds are available. They will present radio's case wherever buyers gather; work with broadcasters, and contact advertisers and agencies.

Plans Pilot Study

A pilot study on research is contemplated, he said, if a $500,000 or $600,000 budget is available. BAB will fight aggressively and competitively, he said.

He promised BAB will set up for the first time an accurate and complete source of information on radio values, feeding information broadcasters need and want in presenting the medium to agencies and advertisers. "Advertisers will know what radio has and broadcasters will know what they have to sell," he said.

Paul W. Kesten, consultant to CBS and the BAB board, sent a letter suggesting the job BAB now faces "can't be done for peanuts." He urged the BAB to give its members at least six months to get started.

"Don't expect to beat this crisis quickly," he said.

Mr. Kobak explained the BAB board has set one-half the high set of hourly rates as monthly station dues for non-NARTB members. He added there are 1,200 non-NARTB member prospects to be solicited. NARTB members have 50% of their dues allocated to BAB, with the privilege of obtaining a discount if they don't join the promotional agency.

Robert Gray, director of advertising and promotion, Esso Standard Oil Co., prophesied the BAB would do a good job. He expressed the hope that the program would be a success.

"I'm very optimistic about where you are headed. The most important thing you can do is sell the hell out of radio. Agencies and advertisers who use your medium do this and believe in the medium. I hope broadcasters believe in it."

Maurice B. Mitchell, president of Associated Program Services, said stations should have all possible information to help them sell at the local level.

Mitchell Rate Comment

Referring to the rate situation, he suggested slightly: "Maybe radio rates aren't really cut. Maybe stations will now sell at card rates."

"We must learn more about our product, how our advertising works," he said, adding, "This is no funeral."

Arthur C. Nielsen, head of A. C. Nielsen Co., listed favorable facts about radio. These included:

Decline in average hours of listening is not as great as some contended. With continuing increase in number of radio homes, home-hours per day listening are currently 159 million compared to 185 million in 1946, 128 million in 1949 and 129 million in 1943.

Network and radio audiences still exceeded network TV audiences by 10%. Based on January Nielsen Radio-TV Index.

Radio reaches more homes per dollar, average network radio program reaching 189 homes per dollar compared to 119 for average network TV program.

Radio is unique in ability to reach small towns and rural markets-50% of population.

Radio is still making great records as a producer of sales.

Mr. Nielsen listed a 10-point program he termed research keys to radio success. It included: Count all listening; measure all hours; count all listeners; measure entire area; sell audiences, not percentages; talk homes per dollar; take credit for market coverage, including cumulative listening data; make more extensive use of data; use analytical research; emphasize marketing.

Taking part in the BAB discussion, in addition to those mentioned, were Frank E. Pellegrin, H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel. Mr. Pellegrin said every station should examine its own market and its own rate structure carefully in commenting on the CBS rate cut. "Radio shouldn't act like a dog following a ram," he said. The work has an obligation to its affiliates. The industry has been hit in the face—cold. It was drastic action. Affiliates should understand decisions of this sort. They should not be forced on the industry until general agreement has been reached after a little study. Now, an immediate rate reduction should be accepted by broadcasters without a fight."

Answering a question by Bob Dean, KOTA Rapid City, S. D., Mr. Kobak said BAB is getting Mr. Mitchell's services "free," referring to the former BAB director's cooperative role in the project. Earl H. Smith, WLCB Baton Rouge, La., asked continued service from BAB on the local level.

Mr. Gray, responding to a query by Chet Thomas, KOKC St. Louis, said BAB is faced with its 53 stations. "We are anxious to see evidence of promotion and cooperation by stations," he said.

"The president of the company sees much of that material."

AUSTIN TALK

At Sales Executive Meet

WARREN R. AUSTIN, chief U. S. delegate to the I.R.N., will speak on "A Sales Executive's Approach to Permanent Peace" at the 16th annual convention of National Sales Executives held May 31-June 2 in New York. Mr. Austin will speak June 2 at the evening banquet.

Attendance of approximately 2,000 delegates is expected, Charles E. Lipscomb Jr., Lever Brothers Pres., and A. W. McCray, Jr., National Sales Executive Association chairman, announced. More than 16,000 sales executives belong to the national-wide group.

Fifty exhibitors, occupying 72 booths, will display the latest tools and services that the modern sales executive needs in his job.

CBA OFFICERS

Col. Group Elects Howell

REX HOWELL, KFXJ Grand Junction and KGLN Glenwood Springs, has been elected president of the Colorado Broadcasters Assn. Approximately 100 broadcasters voted at the two-day CBA annual convention in Colorado Springs.

Bob Ellis, KGIF Pueblo, was re-elected vice-president; W. Meyer, KMYR Denver, was returned to office as secretary-treasurer. The convention adopted resolutions calling for Senate ratification of the international agreement regarding frequency allocations; recommended passage of the McFarland Bill, and established committee work with the state office of civilian defense.
letters were the best double-talk I've ever read.” Describing the lack of sets as an “organized conspiracy,” the speaker suggested that (1) the concept of building FM sets in Germany is not far-fetched, and (2) the concrete action be taken, with broadcasters setting aside an “FM Promotion Month” and to “stop kidding ourselves and get active to prevent congressional investigation unless we get a fair shake.”

Mr. Lane, director of broadcasting for Field Enterprises, discussed reaction to the FCC opinion of a fortnight ago which threatens continued broadcasting of FM stations which sell a music service with on-station identification beeped-out. Mr. Lane, whose company owns WPMF (FM) Chicago and Functional Music Inc., said “we’re attempting to meet requirements of the FCC men as well as possible.” He had “some feeling of frustration,” however, as much as the FCC is “attempting to fit FM into the AM mold, which hampers the individual development of FM.”

Functional music in Chicago is taking no business from the wired music service companies, his customers are from the segment which found wired music service too expensive because of the line charges from the telephone companies. Inc. customers are more than 15 miles away in most cases, he explained.

Await SCOTUS Ruling

Transit Radio is not being pushed at the moment, Mr. Taft said, because of a case pending before the U. S. Supreme Court as to the legality of commercial FM in public transportation vehicles. The decision is expected in three weeks, he said. Mr. Taft, tracing how ordinary radio has expanded, reported his company’s reported business has grown to $150,000 yearly in that city alone, and is expected to reach the half-million point “shortly” on a national scale. The half-million point in the field which AM radio couldn’t touch—the downtown retail outlets. In addition, Transit Radio is almost completely TV-proof,” he asserted. Within the next few years, TR will be “a very acceptable method of advertising, with a lot of money in it.”

Mr. Joseloff, before outlining Storecast objectives, commended the techniques of functional music and Transit Radio and cited the need for specialized FM service. Storecast, “as the granddaddy of all FM specialties,” can expand radio and itself. He termed it a “workable medium with announcements in hundreds of supermarkets throughout seven states.”

From the sales angle, Mr. Green said too many salesmen pitch their arguments the defensive to begin with. “The very phase, ‘How to sell FM,’ is an epitaph on the tombstone.” He charged that FM cannot be sold today, “because the cards are stacked against it,” but that a change in approach will benefit the sales figures. He suggested that non-AM men be hired as FM salesmen, that mention of FM be eliminated from the sales training and that the FM station sell its real product, listeners. With these sales techniques, plus merchandising and promotion, WPMF tripled sales in six months.

Two of the medium’s most serious problems are (1) the inability to get a national representation because “reps won’t foot with a small operation,” and (2) the lack of education at major agencies, “which employ slide-rule time-buyers.” He suggested FM men “fight for greater coverage, make big commitments, and tell everyone you already have and get out of the FM business and into radio.”

Mr. Horne, whose FM outlet has a CBS affiliation, traced the success of his operation. A former newspaperman and farmer, he said “the results I’ve obtained most easily were in radio. I never get more than 200 people listening to FM, and ten or many of you fellows had it too easy with AM. You just hatched onto a station and a network and went around.”

“Develop FM, which gives people the best in audio broadcasting, or get out and let someone else have a chance. Let’s stop fighting in our own ranks and use FM, whether it’s AM, FM or TV,” Mr. Horne advised.

The Rural Radio Network programs farm service shows in the rural areas, and Mr. de Neuf said he reported a set saturation of 30%, with a 70% potential audience. “The success of these shows on FM is limited only by your imagination,” he asserted, adding it is necessary and easy to program shows of a service nature which people need and want to hear.

KOTA is owned by 42 of the leading businessmen in the Black Hills, Mr. Dean explained, because we believed there’d be a demand for a one-fourth power station in the business.” The station practices “followcasting,” selling AM sponsors on buying the same show for FM but at another time of broadcast. The station grossed $9,000 the first year and $19,000 in 1950. Through KOTA’s promotion efforts, FM stations in the total 22,000 contrasted with 30,000 AM sets. Programs include sports, CBS sponsors and “good music,” Mr. Dean said.

FM broadcasters also passed a resolution thanking Ed Sellers, head of the FM department of NARTB, for his work in their behalf.

Equal Time

Both NBC and CBS offered their facilities April 13 to Rep. Joseph W. Martin Jr. (R-Mass.) to speak on the MacArthur decision and the conduct of U. S. foreign and military policy. Rep. Martin accepted equal time, 10:30-11 p.m., to reply to the President’s April 11 address on Far Eastern policy.

Broadcasting & Telecasting
and that there would be no spot. ABC had offered P&G one-minute participations in *Stop The Music* on Sunday and in the 25-minute show, *The Sheriff*, on Friday and certain evening five-minute news periods in sustaining network shows. These Procter & Gamble bought.

To do this, you can add one further move on the part of ABC, which only happened last Friday, and which also involved P&G. The ABC network offered to Ivory Bar a five-minute show, from 11:15 to 12 noon, Monday through Friday—and scheduled to start today, April 16. These P&G bought.

Dick Haymes Show

The program features Dick Haymes. Our understanding is that Haymes reminisces about some singer and this is recorded on tape. Then a phonograph record of that singer's voice is also taped. The P&G one-minute announcement is integrated into the program. This show is very inexpensive, probably costing no more, and maybe less, than a live news show. It also gets away from the objections which many stations have about accepting five-minute news broadcasts wherever there is available network time and for indefinite short runs.

CBS did not put themselves in the front position of spot announcements on the network. However, they set up a series of five-minute newscasts—all of which lopped five minutes of existing sponsors—to serve as vehicles for minute announcements. These Procter & Gamble also bought. The result, in simplest terms, was $345,000 lost to NBC and over $107,000 lost to the networks represented here in this room.

And, though certain ABC and CBS stations stood to salvage some of this money, they could only hope to get back a small fraction of what they would have had if the spot campaign P&G had set up before the networks entered the fray.

The P&G story is based on night-time programming. But I think you can count on it that the spread to daytime will not be long in coming.

Now here's & to note to the P&G story. Some stations turned down the plan. As a result, P&G has bought spot - All out what the network couldn't deliver. The schedule and the market lines were both drastically reduced from what they would have been. But, the important thing is that once some of the stations turned their backs on the proposition, P&G money was returned to national spot.

Logical Outgrowth

It seems rather obvious that this new departure on the part of ABC and CBS is a logical outgrowth of a precedent, established by NBC's so-called "Tandem Plan." The Tandem Plan inched into spot in a relatively few limited mid-week. The ABC and CBS plans let down the bars a little further, though their present method disguises the true facts. The next logical step, which we believe will happen very rapidly, is that they will be frankely peddling undisguised one-minute spots over their respective networks. They'll do it whenever and where they can put them.

I don't suppose for one minute that anyone in this room fails to see how serious a matter this is.

It is a threat to the pocketbook of each individual station. And stations are not going to get any help from advertisers and agencies.

The advertiser will find it to his liking and his advantage to cancel existing national spot and place it on the networks, where he will be able to buy more stations for less money than if he buys them individually.

This is obviously true because most stations have network rates as low or lower than national spot rates, and network counts run over 40%. Most agencies, as well, will be delighted at this development, because it greatly reduces the cost and effort of handling spot campaigns. All spot campaigns will not have to maintain large staffs of radio buyers, checkers and clerks. They will not be involved in all the affidavits checking the claims of sponsors and attending to any sizeable spot campaign. An agency knows that it takes about 10 times as many man hours to maintain a spot campaign on in-

BEAVER RESIGNS

Leaves KTBS, J oins WHMM

RESIGNATION of Cecil K. Beaver as general manager of KTBS, Shreveport, to become general manager of WHMM M e m b e r s h i p in which he holds an influential position, was announced last Friday by Newton Wray, K T B S program director. Mr. Wray will assume the KTBS general managership.

Mr. Beaver will succeed Patt McDonald, who has headed WHMM since its founding in 1946. Mr. McDonald, a director of Mutual, will announce his plans. Mr. Wray recently acquired controlling interest in KTBS, regional outlet and in NABC affiliation [TELECASTING April 12]. WHMM is a 250 w independent.

Below Danger Point

In other words, if the greater part of national spot advertisers go along with the network idea—and they have plenty of inducement to do so—your station's revenue will drop below the danger point.

Everybody here can figure for himself just how his own station will be affected. But, speaking generally, the average dollar you now receive from national spot would be cut about in half.

One half as much return to the station from spot business under the network plan—that is the dollars and cents picture. Thus, your spot revenue of $200,000 is cut to $100,000; your $100,000 shrinks to $50,000.

Now consider for a moment what can happen to affect your station and rates.

For several years now, the networks have made a great point about what's usually called "mind sequence," or block programming. They have come up with any num-

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The program features Dick Haymes. Our understanding is that Haymes reminisces about some singer and this is recorded on tape. Then a phonograph record of that singer's voice is also taped. The P&G one-minute announcement is integrated into the program. This show is very inexpensive, probably costing no more, and maybe less, than a live news show. It also gets away from the objections which many stations have about accepting five-minute news broadcasts wherever there is available network time and for indefinite short runs.

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POWER INCREASE

WWNR to 1 kw Fulltime

WWNR Beckley W. Va., has dedicated new facilities which shifts the station from 1450 kc to 230 w to 620 kc with 1 kw full-time. Officialing at the ceremonies was N. Joe Rahall, president.
The voice of Sen. Harley M. Kilgore (D-W. Va.) was heard in the principal address. Sen. Kilgore could not attend the dedication because of a previous commitment but sent a recorded congratulatory message to Beckley for the event.
The U. S. Senator pointed to the function of radio in bringing the government close to the people and added: "The best job radio does, the healthier and stronger we be as a nation."

Mr. Rahall previously had announced that in late April another Rahall station, WKAP Allentown, Pa., would shift from 1580 kc to 1 kw daytime to 1320 kc with 1 kw fulltime. Third Rahall station is WNNR Morristown, Pa. WNNR is an MBS affiliate.

easily lead to that. If you, as heads of stations, are willing to settle for a scant half of your former national spot dollar, you may easily be losing the profit margin which has enabled you to do such outstanding local program- ming, which has built your public service to your communities, which has given you the expert personnel and fine facilities you now enjoy.

Without those things, your value to the network declines. And so, of course, does the network's own strength and value. Thus, while it seems that opposition to the network plan is due to responsibilities of each and every individual station.

and certainly it is strong radio stations, whether linked by wire lines or operating individually, which have made radio so attractive to advertisers all these years.

I realize that any decisions you come to will be arrived at individually and not here collectively. However, we feel it is our duty to advise you of any situation which, in our opinion, endangers your business. It is my further thought that a general discussion of the problem, here, may help you in arriving at your own solutions.

we would like to throw this meeting open for such discussion.

Station men attending the luncheon were:

Worth Kramer, vice president and general manager, WJR Detroit; John P. Fett, president of the G. A. Rich- ards Corp., and network general manager, WGAR Cleveland; Victor A. Sholits, vice president and treasurer, and Neil D. Childs, circulation director, WHAS Louisville; Irving Waugh, commercial manager, and Jack Stagg, program director, Bay E. Hubbard, president and general manager, and Miller C. Robertson, vice president in charge of sales, KSTP Minneapolis.

Walter J. Damm, vice president and general manager, WMJ Milwaukee; Campbell Armoux, president and general manager, and Bob Lambe, WTR Norfolk; John M. Butler Jr., general manager, WSB Atlanta; George Salter, general manager, WHJ Los Angeles; H Quentin Cox, general manager, KGW Portland, Ore.; Max Klink, general manager, WPAA Dallas; Jack Harris, general manager, KFRC Houston; Hugh A. L. Hall, president and treasurer, and George F. Gage, general manager, WOAI San Antonio.

Gustav K. Brandborg, commercial manager, KVOD Tulsa; Frank V. Webb, general manager, KFPH Phoenix; Tom Brooks, vice president of Hearst Radio; John J. O. Gill, president, general manager, KPHO Phoenix; H. Wheeler, general manager, WSMB New Orleans; S. H. Mc Govern, general manager, and network manager, WSMS Kansas City; Gimbel Jr., president and general manager, and Gordon Gray, vice president, Cox Radio & TV operations; Frank W. Kelly, sales manager, WBEN Buffalo; Tom Harker, Fort Industry City; Bill Rine, vice president, WWVA Wheeling, W. Va.; Frank Petri, representative included, in addition to Mr. Petri, Edward E. Vounow, Chicago manager; Bill Cartwright, Detroit manager; W. S. Miller, promotion manager; Hanace Bingold, New York manager, and John Ashenhurst of the Chicago office.

KWW REALIGNS

Leal Resigns Top Post

REORGANIZATION of officer and director personnel at KWW San Antonio, Tex., has been announced by the Good Neighbor Broadcasting Co. following the resignation of Mantel D. Leal as vice president and general manager.

The resignation hinges on FCC approval of a purchase of Mr. Leal's stock by Joe Olivares and L. E. Richards, who seek control of the corporation. Mr. Olivares would serve as president and general manager, succeeding Mr. Leal, while Mr. Richards would become station manager, secretary and treasurer in addition to his present duties as chief engineer.
AM, FM Income
(Continued from page 19)

aural services in non-TV markets registered a 10.1% gain.

Other highpoints of the Com-
mission's preliminary analysis:

- Prewar stations continued to
account for the bulk of station
revenue and income—776 such
stations, which is 36% of the total
aural stations, aggregated 69.4% (be-
fore expenses and federal taxes) of
station revenues and 86.4% of the
station incomes (before federal
taxes).

- About 20% of the over 2,100
AM and AM-FM stations reported
losses from 1950 operations. This
was the smallest percentage of
lossers since 1945. Of the 492 losing
stations in 1950, 131 were in opera-
tion two years or more.

- Of the 1,714 stations in op-
teration two years or more, 789
(44.9%) reported profits in 1950.
Of these 283 reported increases of
100% or more in income before
federal taxes.

- As in past years, almost all of
the FM-only stations reported
unprofitable operations (see Table
II).

APPROXIMATELY 33% of farmers in
New York State who are listeners to
Radio Network own FM sets. Figure
came out of spot check taken
throughout state. Of total of 458
persons covered, 100% owned AM sets;
29.4% (149) have FM, and 21% (101)
have TV.

TABLE II
Comparative Revenue Data for AM and AM-FM
Broadcast Stations in TV and Non-TV Communities
(Continuing in operation during 1949 and 1950)

| Item                        | 1950      | 1949      | Percent
|-----------------------------|-----------|-----------|---------
| (Millions of dollars)       | (Millions of dollars) |
| Broadcast Revenues          |           |           |         |
| AM Stations                 | 351       | 403       | 62.3%   |
| FM Stations                 | 624       | 723       | 86.4%   |
| Total FM Stations           | 975       | 1,126     | 86.4%   |
| FM Stations Operated By:    |           |           |         |
| AM Licenses                 | 351       | 403       | 87.5%   |
| Non-AM Licenses             | 624       | 723       | 86.4%   |
| Total FM Stations Operated  | 975       | 1,126     | 86.4%   |

Table II continues.

TABLE III
Estimated 1950 FM Broadcast Revenues, Expenses and Income

| Item                        | 1950      | 1949      | Percent
|-----------------------------|-----------|-----------|---------
| (Millions of dollars)       | (Millions of dollars) |
| FM Stations Operated:       |           |           |         |
| AM Licenses                 | 351       | 403       | 87.5%   |
| Reporting No FM Revenues    | 196       | 243       | 80.1%   |
| Reporting FM Revenues       | 196       | 243       | 80.1%   |
| Non-AM Licenses             | 624       | 723       | 86.4%   |
| Reporting FM Revenues       | 624       | 723       | 86.4%   |
| Total FM Stations Operated  | 975       | 1,126     | 86.4%   |
| FM Broadcast Revenues       | 975       | 1,126     | 86.4%   |
| FM Stations Operated By:    |           |           |         |
| AM Licenses                 | 351       | 403       | 87.5%   |
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| FM Broadcast Expenses       |           |           |         |
| AM Licenses                 | 351       | 403       | 87.5%   |
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| Reporting FM Revenues       | 196       | 243       | 80.1%   |
| Non-AM Licenses             | 624       | 723       | 86.4%   |
| Reporting FM Revenues       | 624       | 723       | 86.4%   |
| Total FM Broadcast Income   | 975       | 1,126     | 86.4%   |

Table III continues.

WEAW PROTESTS
Telephone Co. Policy

WEAW (FM) Evanston, Ill., has filed a complaint with FCC against
the interconnection policy of the Illinois Bell Telephone System on
relying on U. of Wisconsin basketball games from stations in Wis-
consin. FCC has requested de-
tails from Illinois Bell on the
matter.

WEAW told FCC it was re-
quired to buy a line to WHA
Madi-son for a game early in 1950 when it wanted to buy a line only to
WHAD Delafield, Wis., WHAD
obtaining off-air pickup of WHA.

Not being able to afford the line
to Madison for a season, WEAW
explained that for the current sea-
son it picked up WHAD off-air at
the home of WEAW Presi-
dent Edward A. Wheeler in Wil-
mette and bought a phone line from his home to the station. But
the line was later removed, WEAW
said, when Illinois Bell learned
of its use in "violation" of regu-
lations.

Maynard Named

APPOINTMENT of 2d Lt. Gordon
Maynard (USMC), formerly
motion picture director with War-
ner Bros., as television director and
film editor in the Defense Dept.'s
Radio-TV Branch, was announced
last Tuesday by Charles Dillon,
branch chief. Lt. Maynard worked
on Technicolor and other assign-
ments while with the Hollywood
motion picture producing firm.

CBS ELECTION
Guild Loses Close Vote

CBS WHITE-COLLAR employees in
New York, in an NLRB election
April 18, voted 308 to 250 against
being represented by Local 3, New-
paper Guild of New York, CIO,
for bargaining purposes. In the
absence of a majority vote for the
guild, the employees will go unrepre-
anted.

The election followed an ear-
iest day held March 7 which was in-
conclusive, the two highest votes
being against having any union
and for the guild [BROADCASTING •
TELECASTING, March 12].

With the result of last week's
election known, Thomas J. Murphy,
guild executive vice president, an-
nounced charges of unfair labor
practices and intimidation would be
filed against CBS by the guild with
NLRB. Charges would have been filed before the election, he said,
but the effect would have been
to postpone holding it indefi-
tinitely. The union will press for
a new election soon, he said.

Citing a 10% cost-of-living wage
increase announced by CBS before
the election as "a most flagrant
practice," he said the network's
management would be charged with
violating NLRB rules by elec-
tioneering during the election as
well.

CUTBACK LAYOFFS
RCA, Philco Adjust Output

SOME 6,800 radio and television
workers of RCA and Philco report-
ed to be laid off temporarily before the end of April in Camden
and Philadelphia.

Harry Block, IUE vice president,
said some Philadelphia Philco
plants would be shut down for
four weeks beginning April 23, resulting in a layoff of about 5,000
workers. Anthony P. Perry, presi-
dent, Union's Local 290, said that 1,500 employees of RCA in Camden
would be laid off April 13.

C. M. Odorizi, operating vice
president of RCA-Victor Div., ex-
plained, the layoffs were re-
sumed because of the action of the
IUE, which took action, he said,
by conversion to defense produc-
tion since seasonal factors and ma-
terial restrictions. A Philco spokes-
man stated that the cutback was
due to "adverse economic condi-
tions." He said, "The cut back
was due to reduction in the de-
mand for color television sets and
the increase in the demand for
black and white sets.

WCKY Cincinnati awarded bronze
plaque from Hamilton County
Community Chest for best program
in 1951 Community Chest Drive.

Page 98 • April 23, 1951

BROADCASTING • TELECASTING
WAAF Drops Permit

WAAF Chicago, 1 kw daytime on 950 kc, has been granted cancellation of its construction permit for change in operation to fulltime with 5 kw power, directional. Founded in 1922, WAAF told FCC it was reluctantly giving up the CP because it was unable to obtain title to, and zoning approval of, its proposed new antenna site. WAAF also said it has spent considerable money in new studios in the LaSalle-Wacker Bldg, as well as in construction of WAAF-FM, Class B outlet.

WNLK Officers

New officers and directors for WNLK Norwalk, Conn., have been elected. David W. Jefferies is president and general manager, succeeding Dr. Benjamin Ginzburg, who secured FCC approval for sale of his interests last month.

Two new directors were elected—Currier Lang, president, Norwalk Hospital Assoc., and Marshall Gana, president, Norwalk Realty Co. Other officers are Miles Penny, backer and John H. Woodward, vice presidents; Joseph V. Lentini, secretary; Charles Hilton, assistant secretary; Michael J. Cuneen Jr., treasurer, and Russell Frost III, assistant treasurer.

Dr. Ginzburg is severing all connection with the station he founded. Together with his brother and sister and Solomon Petchers of New York, Dr. Ginzburg sold 460 shares of stock, majority interest, to Mr. Jefferies, Mr. Cuneen and Mr. Lentini for $20,000.

Dr. Ginzburg received a great deal of publicity several years ago when he cut Henry Wallace off the air while the latter was speaking during a church program regularly scheduled on WNLK.

Mr. Jefferies was, until recently, chief engineer at WESS Bradford, Pa. Mr. Cuneen was once promotion manager for WESS and Mr. Lentini was program director.

Open Mike

(Continued from page 58)

interest. However, we are disappointed that broadcasting & Telecasting in all its columns of type devoted to this subject has completely ignored the excellent job WNOE did in its coverage of the Kefauver hearings in New Orleans.

When the Kefauver committee opened hearings in New Orleans on Thursday, Jan. 25, 1951 (wll in advance of the New York hearings), WNOE was the only radio or TV station to cover the hearings in their entirety live and direct. WNOE cancelled the bulk of its commercial commitments to pay at cost of $3,000 to the hearings to the public.

James E. Gordon

Pres. & Gen. Mgr.

WNOE New Orleans

EDITORS NOTE: From BROADCASTING & TELECASTING, Feb. 5. WNOE New Orleans canceled most of its commercial schedules to air proceedings of the Senate Crime Investigating Committee. But to WNOE, a second round of applause for its thorough coverage before the Kefauver committee reached its peak of popularity.

RCA VICTOR STUDIOS, Royal York Hotel, Toronto, has increased telephone facilities to its studios and offices. New phone number is Empire 3-8443.

HOME OF . . .

233,012* People

Rock Island Arsenal Over 300 Industrial Firms

* 1950 U. S. Census Preliminary Report

Quad-Cities' giant manufacturing concerns are turning out a vast array of materials for national defense...as well as the vital products for peace-time civilian life. Industrial employment numbers over 30,000. The population trend is UP...manufacturing payrolls are UP...consumer buying is UP. WHBE is the station with the coverage and impact to deliver sales at a profit in this big, unified market.

Delivering More Listeners at a lower cost . . .
April 10 Applications

FCC actions

April 10 to April 19

CP-construction permit
DA-directional antenna
ERP-electrified radiation power
transmitter
SSTA-special temporary authorization

Grants authorizing new stations, changes, new applications, etc. appear at the end of this department, accompanied by a round-up of new stations and transfer applications.

April 12 Applications

ACCEPTED FOR FILING

New York, N. Y.

License for CP

KORX Austin, Tex.—License for CP change in frequency, power, and install new trans., and DA-DN etc.

WNNR Beckley, W. Va.—License for CP new FM station.

AM-1230

WVBD Little Rock, Ark.—CP to increase power from 1 kw to 8 kw DA and install new trans. and DA-DN etc.

AMENDED to change power.

Modification of CP

KFIU-AM-Clayton, Ore.—CP new FM station for extension of completion date.

April 13 Decisions

BY THE COMMISSION

Condado Best Co., San Juan, P. R.—Authorized change in frequency, power, and install new trans., DA-DN and change location in hearing on March 23 for re application for license.

WUSN St. Petersburg, Fla.—CP, new FM station for extension of completion date.

Modification of CP

WJFF Caracas, P. R.—CP new FM station for extension of completion date.

April 13 Applications

ACCEPTED FOR FILING

KCNG Tucson, Ariz.—CP authorizing change in frequency, power, install new trans. and DA-DN and change location in hearing on June 23 in re application for license.

WSUN St. Petersburg, Fla.—CP new FM station for extension of completion date.

April 10 Applications

KQQX Monroe, Mich.—License for CP new non-commercial FM station.

WLSC (TV) Columbus, Ohio.—License for CP new TV station, idling studio and trans. location.

WKNR-AM Anpilson, Ala.—License for CP new FM station.

License Renewal

Following stations requested renewal of license: WCHI Scottsbluff, Neb.; KDIA-AM-Mod. BS and WINR Rio Piedras, P. R.; KTM Sherman, Tex.; WTVK-AM-Mod. vs. WDEE-AM Rocky Mount, N. C.

Modification of CP

Following stations, request modification, CP: for extension of completion date: KFAC-AM Los Angeles; WRGA-FM Hyannis, Mass.

CP to Replace CP

WGNR-AM McComb, Miss.—CP to replace expired CP new FM station.

April 11 Applications

ACCEPTED FOR FILING

AM—1300 kc

WXAN Jackson, Miss.—CP to change

FROM N. C.

NEWTON, N. C.

For News, Use M magneorder

For Fine Tape Recording

WINN

NEWTON, N. C.

USING MAGNEORDER

MAGNEORDER offers all the flexi-

First Choice of Engineers!

nity, flexibility and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURPOSE!
BROADCASTING.
Experienced, announcer casting.
Topnotch salesmen. Materially increase and send full details in confidence, to Box 625J, BROADCASTING.

Salezmen
Radio library salesmen or transcription السماء.
Materially increase and send full details in confidence, to Box 625J, BROADCASTING.

Help Wanted
Managerial

Manager. In 90 days, an independent in a two station 100,000 population midwestern market, will have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 625J, BROADCASTING.

Help Wanted
Radio library salesmen or transcription السماء.
In 90 days, an independent in a two station 100,000 population midwestern market, will have sales experience and knowledge of independent operation. Salary and override. State salary requirements and send full details in confidence, to Box 625J, BROADCASTING.

Help Wanted
Competition

Topnotch experienced, announcer casting.
Topnotch salesmen. Materially increase and send full details in confidence, to Box 625J, BROADCASTING.

Help Wanted
Broadcasting

Experienced, announcer casting.
Topnotch salesmen. Materially increase and send full details in confidence, to Box 625J, BROADCASTING.

Help Wanted
Technical

Engineer, $55 starting salary. Reason: Announcing. Send samples of work.

Engineer, $300 per month, for station WMMB, Chicago, Illinois. Experience necessary. Initial salary $300. Subject to increase.

Engineer, $200 starting salary. Reason: Announcing. Contact Box 625J, BROADCASTING.

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Engineer, $200 starting salary. Reason: Announcing. Contact Box 625J, BROADCASTING.

Television

Program-Production, others

Program director to take complete charge of program department of a five kw Mutuals, sports, music markets and 11 kw station in central Florida to 2000 in midwest. Must have experience as program director and writer. Box 447J, BROADCASTING.

Help Wanted
Program director able to take complete charge of program department. Must be aggressive, must be good MC for amateur shows, must be good writer, must be good programmer. Send full details and expected salary to Box 98J, BROADCASTING.

Help Wanted
By commercial copy-writer.
Necessary to expand staff. Must be capable of handling both written and spoken word. Must be able to write both. Address: Les Gordon, Manager, WPGA, Birmingham, Alabama.

Help Wanted
Continuity writer needed immediately. Contact Bill McKibben, WABC, New York.

Help Wanted
At once, woman continuity writer. Some experience desired. Opportunity for some air time. Contact Manager, WPGA, Birmingham, Alabama.

Help Wanted
By large exclusive furniture store. A full time home decorator who has the ability of handling out 15 stores and 15 offices. Will include giving decorator hints. Opportunity for some air time. Contact Manager, WPGA, Birmingham, Alabama.

Help Wanted
Assistant to program director. Must have some experience in broadcasting. Contact Box 625J, BROADCASTING.

Help Wanted
Station manager, eleven years overall radio experience. Presently employed midwest station, desires to relocate in east. Highly successful station manager. Send samples of work, photo, details. Contact Box 625J, BROADCASTING.

Help Wanted
Engineer, $200 starting salary. Reason: Announcing. Send samples of work.

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Help Wanted
Engineer, $200 starting salary. Reason: Announcing. Send samples of work.

Help Wanted
Machine

Male copywriter with ideas. Some annoucing. Must be familiar with ad copy. Box 625J, BROADCASTING.

WANTED:

Program director program manager able to handle inside. Previous experience. Solid background in all phases of broadcasting. Must have a present or immediately available job. Box 445J, BROADCASTING.

Help Wanted
Program director able to take complete charge of program department. Must be aggressive, must be good MC for amateur shows, must be good writer, must be good programmer. Send full details and expected salary to Box 98J, BROADCASTING.

Help Wanted
By commercial copy-writer.
Necessary to expand staff. Must be capable of handling both written and spoken word. Must be able to write both. Address: Les Gordon, Manager, WPGA, Birmingham, Alabama.

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Help Wanted
Engineer, $200 starting salary. Reason: Announcing. Send samples of work.

Help Wanted
Engineer, $200 starting salary. Reason: Announcing. Send samples of work.
Situations Wanted (Cont'd)

General manager, 12 years experience. Reference. 
Bonus. Prefer small to large market. Location: Chicago. $12,000 minimum. Box 4673, BROADCASTING.

Manager, National. Recognized for promoting professional management of large, profit-producing, independent stations of responsible businessmen whose past operations were profitable and of accountancy. References. Box 4680, BROADCASTING.

Manager-sales managers, available May 1st. Strong on sales and promotional sales methods. Desires large or medium market. Location: Chicago. $12,000 minimum. Box 4681, BROADCASTING.

Situations Wanted (Cont'd)

General manager, 12 years experience. Career. Desires large or medium market. Location: Chicago. $12,000 minimum. Box 4686, BROADCASTING.

Manager, National. Recognized for promoting professional management of large, profit-producing, independent stations of responsible businessmen whose past operations were profitable and of accountancy. References. Box 4680, BROADCASTING.

Manager-sales managers, available May 1st. Strong on sales and promotional sales methods. Desires large or medium market. Location: Chicago. $12,000 minimum. Box 4681, BROADCASTING.

Situations Wanted (Cont'd)

General manager, 12 years experience. Career. Desires large or medium market. Location: Chicago. $12,000 minimum. Box 4686, BROADCASTING.

Manager, National. Recognized for promoting professional management of large, profit-producing, independent stations of responsible businessmen whose past operations were profitable and of accountancy. References. Box 4680, BROADCASTING.

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General manager, 12 years experience. Career. Desires large or medium market. Location: Chicago. $12,000 minimum. Box 4686, BROADCASTING.

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Heavy Displays

(Continued from page 22)

and a bone fluted, carved from the shin bone of a deer. The entire display was fronted by paper decorations of blonde oak, in which were planted white gladoli.

Federal Telecommunications Labs introduced a new television transmitter console, incorporating the television model and a spot switch for audio and video. It provides for four different audio inputs so that a microphone, turntables and remote unit can be used in operation.

Other products of interest to telecasters were the flying spot scanners, designed to convert slide information to a video signal suitable for broadcasting. They are called "the complete picture signals in accordance with RTMA standards from subject matter on 2 by 2-inch slides." Also shown were a television picture monitor and an synchronizing generator and sound channel equipment and a TV UHF radio relay link.

General Electric

General Electric Co. showed a 5 kw low-channel, air-cooled television transmitter, displayed under operating conditions on the convention floor, which channeled power into a dummy load which was not radiated. A 5 kw ultra-high frequency transmitter, offering more than 100 kw effective radiated power, was a portion of the television transmission equipment and developments of the company. Its helical antenna provides more than a 20-to-1 effective power gain, company spokesman said. The Klystron tube, used with this assembly, was displayed with a helical antenna, a four-bay unit.

General Electric has re-designed its studio camera, incorporating a new approach into a dummy load which was not radiated. On any standard camera dolly. Special effects can be achieved in a new montage amplifier, which does vertical, horizontal and wipe or montages on the TV screen. GE also introduced a new monocube camera, which fixes the test signal pattern. The model was re-designed from the former unit.

Klei Bros., Universal Electric Stage Lighting Co., demonstrated a complete TV lighting unit, which enabled engineers to study various types of flood and spotlight effects, cutters, wiring systems and a dimmer control board. Lighting arrangements were checked by means of a complete camera chain.

The main feature of the Gates Radio Co. display was a single large model, No. CB-5B, described as "the world's outstanding 5 kw transmitter." The standard AM 10 kw broadcast transmitter has been shown, featuring a high duty, external power and modulation components with "a new type of sealed construction." Also exhibited was a matching cabinet of phased equipment. The company's circulated color brochures on remote amplifier equipment, speech input equipment, broadcast transmitters, accessories and parts and combinations of broadcast products.

SESC, with the theme "Getting is believing; listen and judge for yourself," explained details of the library, which includes 9,400 transcribed selections. Jazz classics by "The Great Malaby" were introduced, and SESAC representatives outlined the company's radio transcription service, with 1,200 bridges, moods and themes in more than 200 classifications. The program guide included program notes and classified and alphabetical indexes.

SESC reported that 13 publishers have been added to the firm's roster during the first three months of 1951. The company's maybe applied the utility, Telecom music, barbershop quartets, band selections, concert pieces, Hawaiian melodies, novelty tunes, religious recordings and South American rhythms. Scripts are provided with continuity schedules for variety shows, religious series, special day programs, concerts, novelties and children's series.

Studio and field TV camera equipment was shown by General Precision Lab, and included these features: Remote control of the program change, focusing, scanning, and tilt and pan available; a small light camera weighing 80 pounds, and mechanical design permitting maintenance accessibility. A field microphone truck, South America was complete in a single, portable unit, mounted in a standard relay rack for permanent installation if wanted. Brochures were distributed the utility, Televison, 5 kw transmitter to 16mm telecast projector and the rapid film processor. In the processor, film is passed at a speed of 36 feet per minute, which in 70 seconds permits 45 seconds from entrance to the developer to exit from the wazier. Developer, fix and wash water are automatically controlled, and the film can be discharged into any sewer connection, company representatives report.

Literature on the entire Andrew Corp. line was distributed to convention visitors, with pamphlets, literature, accessories for TV cable, specifications for antennas and antenna parts, cable accessories, specifications on the four-bay multi-VFM antenna, the ¾ inch diameter coaxial cable and the phase monitor. Spokesmen also answered questions about tower lighting equipment, microwave radiators and RF inducers.

Allen B. DuMont Labs centered its exhibit on the theme, "Start Small—Grow Bigger." It claims "from transmitter to studio, DuMont offers a plan in which the broadcaster can make a limited investment to take the air now and as operations expand be able to expand his operation by adding extra facilities units."

Equipment displayed included an air-cooled 5 kw transmitter, high and low band; a master control switching unit and mixer-line amplifier and an image orthicon camera, channel. Products plugged by the company were the 5 kw ok air-cooled transmitter, the acorn air-cooled transmitter, the mobil mount dolly, universal console, line of telecasters, "The Great Malaby," synchronizing signal generator, repeater-monitor and power control panel.

New Walkie-Talkies

Walkie-talkies developed by RCA were featured on a wall-board at the exhibit of the Signal Corps, which handled the entire assembly as well as the various parts. The equipment, all newly-made and enroute to Korea, included radio relay and facsimile devices. Vacuum tubes were shown in a thermionic section by Army men on duty. Military personnel from the Army, Navy and Air Force were on hand at the RCA display to discuss the matter of broadcasting radio and television programs and methods. They also discussed personnel matters regarding enlistment or the drafting of industry workers.

SCBA ELECTIONS

Joselyn Renamed Pres.

AUSTIN E. JOSCELYN, CBS Hollywood director of operations, has been re-elected president of the Southern California Broadcasters Assn., commuting for June 1. Gene W. Lee, general manager, KFMM San Bernardino, is the new vice president, replacing Ernest L. Spencer, president and general manager of KNX, Los Angeles, who retires after four years in office. Cliff Gill, general manager, KFWM (FM) Hollywood and the Pacific Region, was re-elected SCBA secretary-treasurer.

Harry Maizlish, president and general manager, KFWB Holly-
wood, replaces William J. Beaton, vice president and general manager, KKKK, Los Angeles, who retires after four years on the SCBA board of directors. Re-elected to the board were Robert O. Reynolds, vice president and general manager, KMPC Hollywood; Calvin J. Smith, president and general manager, KFAC Los Angeles, and Haan J. Tyler, manager, KFI-TV Los Angeles.

Richards-Kirby Book

FORTHCOMING book by Bob Richards, NARTB public affairs director, and Col. Ed Kirby, Army Radio-TV Chief, will be entitled "Heavensomething in the Air.

The book will trace in anecdotal form, the romance of radio and television—the Fifth Estate. Book will be slanted for popular consumption as well as the trade.
‘Light’ Exhibitors

(Continued from page 23)
and will be available for local re-release Oct. 1.
Films were projected on a large screen in one of the three rooms. A dark blue backdrop was highlighted by sparkling lettering spelling “The future of television programming is on film.” United’s Royal Playhouse, the new name for Fireside Theatre, has been sold to 94 markets since sales rights were acquired from Bing Crosby Enterprises.

ASSOCIATED PROGRAM SERVICE visitors were able to see the complete library of 5,100 selections, in addition to all of the company’s merchandising and show materials, program scripts and sales bulletins. Maurice B. Mitchell, vice president and general manager, presents late news of sales and program developments in a monthly newsletter, The Needle, and transcribes a sales session for subscribers each month. His recorded “sales meetings” with station managers are outlines of sales fundamentals, facts about retail fields and selling techniques.

FREDERIC W. ZIV Co. representatives centered their promotion on Bold Venture, the new Humphrey Bogart—Lauren Bacall series which was spotted on 400 stations in three months. Other top shows in the Ziv lineup are The Menjou, Guy Lombardo Show, Boston Blackie and the Cisco Kid, all of which are on more than 300 stations. Wall placards showed distribution of sponsor types on the various Ziv shows. Shows are sponsored by 106 dairies in 146 markets, 89 brewers on 468 stations, 214 department stores in 247 markets and 238 bakeries on 427 stations.

WORLD BROADCASTING SYSTEM mounted a large replica of the liberty bell for its floor display, bearing the inscription “World Rings the Bell Again.” One-inch metal bells, which could be pinned to lapels, were distributed to conventioneers. Both were promotions for the main World feature, Freedom Is Our Business starring Robert Montgomery. Each of the four walls in the room was covered with promotional displays, including lists of stations which carry each of the World releases. Among these are gift occasion jingles, weather, time and commercial jingles.

Open house was held in a two-room suite by KEYSTONE BROADCASTING SYSTEM during the entire convention. Prominently displayed maps of the U.S. showed distribution of Keystone’s 431 affiliates. Superimpositions of green celophane strips, denoting television areas, and red for the network stations illustrated graphically how the channel supplements video coverage.

CAPITOL RECORDS suggested that broadcasters “add zest to your programming and sales with sparkling Capitol transcribed music,” available in the custom library service. Pointing up the promotion was a gift to each visitor, a small bottle of wine with a tag introducing “wine, women and song from California.” Capitol’s major display was a series of cards tracing organization of its custom service. Under the plan, a broadcaster selects 220 discs when he subscribes, receives 30 more discs each year and can exchange 30 yearly, and gets a transcription cabinet, catalog service, numbered jackets, new release information, promotion and publicity. These classifications have been set up in the listings: Alphabetic, music program and artist. Goods, themes, bridges and voice tracks are included.

MUSICOLOR representatives exhibited “the light that dances” on five screens and sets. Color filters, electrically operated, flash above a series of irregularly-shaped mirrors, the moving pattern of which is reflected on a screen. The device, used currently as ballroom backdrops, can be used in black-and-white or in color television for station breaks, disc jockey shows, commercials or short musical interludes. A slide with a sponsor’s signature or trade mark can be superimposed on the “dancing light.” Musicolor has developed a chemically-treated vinyl screen which it reports permits 40% more of the light to pass through than any other screen.

PRESTO RECORDING CORP. exhibiting a variety of equipment, introduced a tape drive, mounted on a table, with an auxiliary type lathe used on 16-inch turntables for playback. A new 10 1/2-inch reel recorder and console has a different mounting, with the console replacing the rack type. A recorder, model RC20-24, plays tape at the rate of one inch per second, and is used for communication purposes. It has a fidelity of from 300 to 3000 mg with telephone quality. A three-motor drive portable recorder has two torque motors, one more than is used in most, in addition to a capstan motor. With this piece goes an amplifier, also new, which has a single mike input and a 10 w output. LANG-WORTH FEATURE PROGRAMS introduced four new shows, Rhythm Rendezvous with Ray Anthony and Patti Page, a half-hour three-a-week show; The G. Kansas Jones Show, aired half an hour once weekly; the Sidney Torch 40-piece concert orchestra and 60-voice girls’ choir, half hour once-a-week, and the Sunshine Boys’ quartet of gospel singers, quartet hour across the board feature. Other new Lang-Worth recorded stars are Connie Haines, Juanita Hall, Alan Dale, Eugeneie Baird and Russ Case.

AZRAEL ADVERTISING AGENCY told station men about its Lucky Social Security Number and Vets’ Bonus shows, both of which offer $100 every hour to persons whose social security numbers and dog tag numbers, respectively.

CAPITOL RECORDS salesman Gerard Ellis (l) of Chicago and Robert Clarkson of New York compare business notes during a breather at the convention.

COLUMBIA TRANSCRIPTIONS Salesmen Gerard Ellis (l) of Chicago and Robert Clarkson of New York compare business notes during a breather at the convention.

AMPEX ELECTRIC Corp. representatives at the NARTB display included. (l to r) E. G. Swanson, Russ Hudson and Bill Hazlett.
are broadcast. Broadcasters were issued a bonus card with a three series figure on it. If the number corresponded with that posted in the Aarnel headquarters at any hour of the day, the card holder won $100 cash.

SNADER TELESCRIPTIONS offered visiting conventioneers a free picture with Songstress Peggy Lee, one of the company's TV film stars. Guests posed with a life-size cardboard cut-out of Miss Lee. Films were scheduled to be made and auditioned on a large screen. The company will shoot all films in color starting next fall, but will continue circulating black-and-white prints until there is a demand for color prints. At that time, company spokesmen say they will be able to deliver color prints within 48 hours of the order.

Photographs of WINCHARGER tower installations were incorporated into the company's display of radio towers. Pictures included the nine ones that are part of a modern tower manufactured by the company and tower lighting equipment.

COLLINS RADIO Co. debuted its 250 w AM transmitter, Model 360J, which has simplified circuits, high-gain tetrode tubes, new crystal and oscillator design and low initial and maintenance costs, company reports. It also showed studio consoles, speech amplifiers, remote equipment and accessories.

Displays of BROADCAST ADVERTISING BUREAU sales promotion pieces were seen by visitors to the BAB suite. Staff members consulted with station men on sales and merchandising problems.

BRUCE ELLS & ASSOC. outlined features of its library of 4,000 quarter-hour shows. A wall panel framed in red published each of more than 40 program series available on a pressing-plus-cost basis. Purpose of the exhibit was to sell stations the idea of a semi-permanent dramatic program library.

MAGNACORD Inc. showed an extensive line of high-fidelity tape recorders. Three series were featured—PT 6, light-weight portable equipment; PT6S, which adds three separate heads so that tape output can be monitored as it is made, and PT7, offering "unit construction and flexibility" as well as a timing device designed to eliminate program timing errors.

More than 2,600 spot announcements were part of the HARRY S. GOODMAN PRODUCTIONS display. Its new spot library will be sold exclusively to one station in each city on a yearly lease. The library includes weather, safety and musical announcements, as well as special items. Television spots for specialized firms, such as banks, breweries and fur sales concerns, were auditioned.

AUDIO AND VIDEO PRODUCTIONS and AMPLEX ELECTRIC Co. demonstrated Ampex tape recorders, Teleflex and Telejet equipment for television production and associated Audio and Video products. Among these were loud-speakers, microphones, amplifiers.

Other fifth floor exhibitors were Federal Telephone and Radio Corp. and SESAC (see previous story), and Standard Rate and Data.

Sports Session (Continued from page 26)

"testing that shows what has been done."

Referring to a test study conducted for Atlantic Refining Co. he said it was found that localized spots promoting local minor league teams and players can make spot commercials 10% to 15% more effective in helping attendance.

Figures compiled by his son, Jerry Jordan, who has done extensive research work in the sports field, were quoted by Mr. Jordan to show that baseball games will be available to more than 90% of the population this year; average daytime ratings run between 10 and 15, about half the afternoon audience; some 8,000 local and national advertisers use the medium to help sell their products, with more than 3,000 having used Mutual's "Game of the Day" last year; for advertisers and agencies it is one of the most productive ready-made programs in the industry; for organized baseball it can mean added security and stability if the job is done well for the clubs can be helped in building up gate receipts in the 50th anniversary year of minor league baseball.

The general Treasurer for every local club to draw an attendance equal to the total population in its area, he declared.

Barton R. McEvoy, chairman of the Baseball Hall of Fame, System, told the clinic the network has been bringing baseball to the nation three years. "We've had a difficult struggle, without too much help from baseball itself," he said. "Baseball, the American game, belongs to the people. They're entitled to hear the games."

L. C. McEvoy, radio-TV director of the American League, recalled some of the clubs were violently opposed to broadcasts at one time but found they were taken. The same reaction has developed toward TV, he said, but predicted this opposition may be dispelled. "Radio is an immense help to baseball when properly conducted," he added.

Frank Slocum of the National League, claiming the box office is the league's thermometer, hoped radio would help Herschel wrapped in the parks. He slipped in a tart reference to an unstable New York situation where one station carries home games of the local club and another carries major league games with the latter encouraging listeners to stay home. "These programs are wonderful," he said. "We will know the answer in the fall."

Helping Baseball

Dan Harpin of RCA, representing Radio-Television Mfrs. Assn., claimed manufacturers are helping baseball and themselves, as well as easing the football situation, by cooperating. He said 54 million radios have been sold to the American public in the last five years. "Radio still has a big kick in it," he said.

Mr. Harpin offered an exhibit in which the 30-point RTMA plan to aid baseball this season was illustrated. He disagreed with a statement by Mr. Harpun that radio and TV are competitors, saying, "We're not competitors. We offer a photo-stat of the original. We supplement baseball rather than compete with it."

Matt Breccia, radio-TV coordinator of NABPL, said radio and TV have responded enthusiastically to the new work and said substance and a wide variety of promotional material built around National Baseball Week. He urged stations to go back home and promote minor league games.

Glenn Shaw, KLX Oakland, NARBT District 15 director, said charges for broadcast rights sometimes climb to unprecedented heights. This campaign will give radio TV new ideas, fellow petus, he contended, adding that radio can follow newspapers in the editorial support given to the sport. "I hope we can show that radio advertising also can help," he said.

Patt McDonald, WHHM Memphis, small station director, pointed out that no speaker had said "anybody is competing with radio." Baseball fans use a few more DiMaggios to help the gate, he suggested.

If any station broadcasts a game, all must have next rights, according to Mr. Lindsay.

Robert K. Richards, NARBT public affairs director and baseball coordinator, reviewed cooperative steps taken by radio and baseball during a series of winter meetings, hoping fewer and fewer restrictions will develop. "We voiced the hope that charges for rights will be reduced," he said.

In a question-answer session detailed radio-baseball situations were discussed. Frank U. Fletcher, WARL Arlington, Va. NARBT FM director, questioned the right of clubs to have rate differentials for broadcast of games in major league towns. Mr. McEvoy said each club makes its own deals. Bill Clark, WJW Columbus, and WOR, New York, were on resolutions, WOL Washington, and other broadcasters joined the discussion. Mr. Palmer said he hoped it would not be necessary for the government to step in.

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The "Light" Exhibitors (Continued from page 105)
“interesting phase” of NARTB activities comes in our interrelated contacts with other trade groups and consumer groups. At its recent con-
vention he advised Mr. Fellows to work with them as he should with members of NARTB. “Work in close harmony as far as you can, and at arm’s length otherwise,” he said.

As an example of “quick shifting from a harmonious relationship to a conflicting one,” Judge Miller cited the tripartite organization of Broadcast Measurement Bureau.

The NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers worked co-
operatively in organizing EMB (al-
though only the broadcasters foot-
ed the bills). Now, however, an “end of the former entente” has come.

Among the former partners of the broadcasters there has grown a “conspiratorial combination to ef-
fect, by means of a boycott, an industry-wide reduction in radio ad-
vertising rates, based upon the fan-
tastic assumption that TV has re-
placed radio as an advertising me-
dium.” (For more of Judge Mil-
er’s remarks on radio rate cutting, see story, page 15).

Look for Sock in Jaw
“Will, Mr. President - elect,” Judge Miller said to Mr. Fellows, “here is an example of the fact that you must wear - one of the hat of an amiable, highly coopera-
tive friend and fellow-worker; and the next, he prepared to have your hat knocked off by a vicious right-
hand to your trade association jaw.”

The difficulties that Judge Miller predicted Mr. Fellows would enc-
tounter in his new job, were, he said, really “minor irritants, like hives or athlete’s foot.” Actually, said Judge Miller, the NARTB is “strong” and “healthy.”

Within it are “plenty of members who are never going there with hopes of creating conflict, but in-
stead write encouragingly to com-
mand you for work done and to offer wise counsel and help.”

In his first appearance as presi-
dent of NARTB, Mr. Fellows ex-
plained that he was not scheduled to take office until June 4 and that in advance of that he felt it im-
portant to make a long speech con-
taining “premature promises.”

He said he felt he was taking of-

cB AFFILIATES thought of asking Vice President Herbert Akerson (I), for a $500 rebate on the $5,000 worth of bonds they gave him as a wedding present after the announce-
ment of the network AM rate cut was made. Mr. Akerson, who heads sta-
tion relations, received the bonds from Kenyon Brown, president of KFWT-Wichita Falls, Tex., during the NARTB convention in Chicago last week. He married the former Dorothy Doyle of New Orleans on March 3. Each donation by a CBS affiliate was accompanied by a personal letter.

High Advertising Level
(Continued from page 17)

It’s confidence and acceptance of advertising.

4. That there is something sinister and improper in institutional adver-
sising.

5. That advertising people gener-
ally have failed to get their own pro-
fessional messages across to vital policy makers.

Mr. Hardy said he had found that Congressional criticism of ad-
vertising as a “luxury and ‘spen-
tastic’ waste” stems largely from legislators with un-business back-
grounds.

Further, he said, the drafting of Congressional reports and bills is done to a great extent by staff members “who are rarely, if ever, exposed to practical opera-
tions and still more infrequently to the point of view of you people who are active in advertising man-
agement.”

Citing the Joint Committee on the Economic Report’s recommen-
dations as a 20 to 25 per cent re-
duction in advertising spending as an example, he noted that no member of the committee issued a dissent. “It looks like we need to reapplacex the Congressional hearings,” Mr. Hardy said.

Must Take Initiative
He also recommended that ad-
vertising spokesmen take the ini-
itiative in explaining advertising’s functions and strong points to legislators who work on the bills.

Further, he said, “a simple fol-
low-through on public service pro-
cgrams and skilled selling cam-
paigns to make sure that the mean-
g on the part of these groups and cam-
paigns is fully understood by policymakers will pay rich divi-
dends.”

Fred B. Manchee, BBDO execu-
tive vice president, outlined the various TV ratings services at Thursday’s closed session. He also presented the recommendations of the Special Test Survey Commit-
tee, of which he was a member, and said that in polling 12 leading agencies he had found 8 in favor of the NARTB, 3 opposed, and 1 not in a position to answer.

He said he did not consider the report a panacea, but he regarded the recommendations as a means of adding “immeasurably to our enlighten ment,” and urged the AAAA membership to consider it with that in mind.

Mr. Manchee said that after consu-
lting lawyers he feared that if advertisers, agencies, and the own-
ers of media should agree to use just one audience rating service, then or the service they selected might become involved in restraint-

of-trade action.

In a Friday speech, William R. Baker Jr., of Benton & Bowles, reviewed the activities of the Ad-
vertising Council and its cam-
paigns it is conducting via radio, TV, and other media on behalf of government and private agencies. Fifty national advertisers have

April 23, 1951 • Page 107

The LITTLE Station with the BIG WALLOP!
FCC Actions (Continued from page 101)

Decisions Cont’d.: Grant license for new TV pistol KA-J861; cont.

FCC in New York—Granted extension of authority to transmit pro-
gram to CBS and Canadian Broadcasting Corporation for period
of two weeks from June 3 and ending June 28.

WJIM-TV Lansing, Mich.—Granted license for new TV station; ERP 187 kW, C1 9, L1 2080, T1 283, counts all.

WFMY-TV Greensboro, N. C.—Granted license for new TV station, cont. to request change to studio location; ERP 14,000 kW vs. 8855 kW cur.; and 475 kW.

Philo Corp., Area, Philadelphia, Pa.—Granted license for new experimental TV station, cont.

WLAM Lewiston, Me.—Granted CP to install a new transmitter, at present location of main station, on 1460 kc., concomitant.

WKXO Sweetwater, Tex.—Granted CP to install a new transmitter.

KEV-TV Salt Lake City, Utah—Granted CP for extension of completion date to 5-15-51.

WKZ-O TV Kalamazoo, Mich.—Granted CP for extension of completion date to 10-24-51.

WMIN-FM St. Paul, Minn.—Granted CP for extension of completion date from 18-16-51; cont.

April 17 Applications...

ACCEP TED FOR FILING

MODIFICATION OF License

WCTC Corbin, Ky.—Mod. CP authorizing change in hours of operation etc., Cont. for extension of completion date.

AM-1430 kc

Air Mart Cordova, Ridge, Tenn.—CP for new AM station on 1450 kc 250 w, Class D, mod. license to 1430 kc 1 kw D and change type.

License Renewal

Following stations request renewal of license: WWOV Fayette, Ala. (resubmitted); WWOL Buffalo, N. Y. (readmitted); and KATY, Fort Worth, Texas.

CANCELLATION OF CP

WAAF Chicago—CP authorizing change in hours of operation etc., CAN.

April 18 Applications...

APPROVED FOR FILING

CP TO REPLACE CP

WNDT Montevallo, Ala.—CP to replace CP new AM station on 730 kc 250 w D.

License for CP

KIDO Boise, Idaho—License for CP new AM station on 1500 kc 350 w, Class B, cont. license for CP new station.

KBCR Montrose, Colo.—License for CP new AM station on 1550 kc 17 w, Class D, cont. license for CP new station.

FCC APPROVES

Dundee, Ill. — Granted Broadcasting license for new AM station on 1520 kc 26 w under AMENDED change of call name of applicant to Jack Bie-

ge, Waukegan, Ill., and change of call name to William Maron d/b as Willamsville Broadcasting.

AM-1550 kc

KUCL Ft. Worth, Tex.—Mod. license

Box Score

SUMMARY TO APRIL 19

Summary of Authorizations, Stations On The Air, Applications

<table>
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<th>Class</th>
<th>On Air</th>
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<th>Grants Awaiting Action</th>
</tr>
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Grant licenses for new TV stations:

WKXO Sweetwater, Tex.—Granted license for new experimental TV station, cont.

WLAM Lewiston, Me.—Granted CP to install a new transmitter, at present location of main station, on 1460 kc., concomitant.

KFJY Fayetteville, La.—Camellia Best Corp. Inc., granted license from 1330 kc 500 w, day, to 1420 kc, day, on local facilities, approved by court.

FCC roundup

New Grants, Transfers, Changes, Applications

**FOR THE LATEST WCKW SUCCESS STORY**

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. P. Wilson

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 108 • April 23, 1951

BROADCASTING • telecasting

**BASEBALL SOUND EFFECT RECORDS**

5 D/F SPEEDY QCD, 50/100 TO COVER ALL REQUIREMENTS...

Order C.O.D. Today...

Charles Michelson, Inc.

15 WEST 47 ST., N. Y. 19 PL-0695

**FCC CORRECTION**

Springfield, Mass.—FCC Grants in FCC Roundup, APR. 18, School Committee of Springfield, Mass. should be added as Ch. 219 (91.7 mc).
NEW Applications

AM APPLICATIONS
Bristol, Pa.—Penn Jersey Bestco, Co., 1490 kc, 250 w, unlimited; estimated cost $6,800. Application for licenses on WBDU Morristville, Pa., change in facilities and location. Principals are President Mortimer Hendrickson, 40%, owner of Cumberland Broadcasting Co., N. J., which will be relinquished if application is granted. Also, President K. Hendrickson, 40%, and Secretary W. Paton, 20%, are co-owner and owner of Outdoor Ad., Inc., Filed Apr. 12.

Latrobe, Pa.—McKee's Bestcos, 1490 kc, 250 w, 5000 $. day; estimated cost $17,917. Principals are Kenneth K. Rennekamp, part owner, and Ross E. Jackson, 50%, owner of WKBK St. Marys, Pa., and Paul Jackson, 50%, owner of WDKO of Toledo, applicant for an amendment to AM station in Latrobe, Pa. Filed Apr. 12. Second amendment to a County Court Judge, Allegheny, Pa., for the sale of WDKO to his son, B. W. McKee, 100%, assistant secretary of Newcomer Products Inc., Inc., solicitor for City of Pittsburgh, Pa., and B. W. McKee, owner of WDKO. Filed Apr. 12.

Eugene, Ore.—William Bestco, Corp., 1460 kc, 250 w, unlimited; estimated cost $10,499. Mr. Custer is owner of Wryn KWWO, Salem, Ore.; and WKMZ, Springfield, Mo. Filed Apr. 13.

Opp, Ala.—Opp Bestco, Co., 260 kc, 1 kw, day and night; estimated cost $10,100. Opp is joint owner of WJYK, Selma, Ala., WYOE, Florence, Ala., and WYMR, Demotte, Ind. Filed Apr. 13.

FCC APPLICATIONS
Channel Hill, N. C.—U. of North Carolina. Filed Apr. 9, 91.3 mc, 250 w; estimated cost $3,184. Filed Apr. 13.

TV APPLICATIONS
Las Vegas, Nev.—Desert Television Co., Co., 1440 kc, 1.3 kw aural, antenna 197 ft. Estimated construction $13,680; annual operating cost $80,000; first year revenue $1,175,000; after first year estimated to be deleted after two years. See story this issue.

Yankee Network Inc.—Assignment of licenses of WICC Bridgeport, Conn., WQNN Hartford, Conn., WNNN Boston, Mass.; WPTV Paxton, Mass., WRAQ Providence, R. I.; and WJNY, Danbury, Conn., to Yankee Network Inc. to Thomas S. Lee Enterprises Inc.,Filed Apr. 9.

Yankee Network and Thomas S. Lee Enterprises Inc.—Assignment of licenses of WICC Bridgeport, Conn., WQNN Hartford, Conn., WNNN Boston, Mass.; WPTV Paxton, Mass., WRAQ Providence, R. I.; and WJNY, Danbury, Conn., to Yankee Network and Thomas S. Lee Enterprises Inc.,Filed Apr. 15.

WJBK GRANT
Power Increase Seen
WJBK Detroit, independent outlet licensed to The Ford Industry Co., would increase from its present 5000 kw to 1400 kw, 5 kw night and 10 kw day on 1400 kc under a proposed license announcement last Thursday by FCC.

Similarly, the same initial decision proposed shifting WABJ Adrian, Mich., from its 250 w daytime only operation on 1500 kc to 250 w fulltime on 1490 kc, and authorized WMNR Marion, Ohio, to put in a new vertical antenna, mount its FM antenna on its AM tower and install a new ground system, subject to engineering condition, so as to allow WMNR to provide a greater service in its area. No change is made in WMNR's present 1490 kc, 250 w unlimited time assignment.

FCC noted that at present WJBK's frequency-free contours do not include 99% of the population of Detroit or its metropolitan area, which is defined by the Standards of Good Engineering Practice: nor does station provide a minimum field intensity from 5 over an area defined by the standards to exclude residential sections of the city. Proposed grant would provide a substantial improvement in service. Action was subject to engineering condition. WABJ is to survey possible radiation from its new transmitter in the vicinity of the proposed transmitter.

Le Roy is noted that the WABJ proposed grant would provide for a first local nighttime transmission service as well as give a third police receiver and an adjacent transmitter, at present receiving night primary service from only WJR Detroit and WLW Cincinnati.

Le Roy is pointed out that WMNR would substantially increase its service, though increasing by a relatively minor percentage to three existing AM stations.

Sterling Talk
ROLE of communications in the petroleum industry and the part FCC is playing in its fulfillment was one of the topics discussed Thursday afternoon by FCC Commissioner George E. Sterling. He spoke at the annual conference of The Petroleum Industry Electrical Assn., meeting at the Hotel Adolphus in Dallas, Tex.
...at deadline

BITNER SR. AND HUDSON NAMED NPA CONSULTANTS


Mr. Bitner before retirement in 1946 had been active in newspaper field for 40 years and in cause of educational radio for last 15 years. He was with War Production Board's Printing & Publishing Div. in last war. Mr. Hudson has been active in associated radio, and reality fields, and served as vice president of AP.

BERLE TOPS LATEST TV HOOPER

FIRST 15 TV programs, ranked according to audience in TV homes only, for first two weeks of April, released Friday by C. E. Hooper Inc., were:

- Texaco Star Theatre (Berle) (NBC) 44.3
- Godfrey's Talent Scouts (CBS) 41.5
- Comedy Hour (Bob Hope) (NBC) 47.7
- Fireside Theatre (NBC) 46.1
- Jack Benny (CBS) 42.8
- Philco Playhouse (NBC) 39.7
- Godfrey & Friends (CBS) 26.1
- Comedy Hour (Edgar Buchanan) (CBS) 35.9
- Your Show of Shows (NBC) 35.6
- Mame (CBS) 35.0
- Cactus Jim (NBC) 34.7
- Martin Kane (NBC) 34.6
- Mason (CBS) 32.4
- Inst. Boxing Club (Williams-Frideren) (CBS) 32.3
- Lights Out (NBC) 32.6

STERLING SPEAKS IN DALLAS

FCC Commr. George E. Sterling spot on electronics industry Friday at convention of Southwestern Institute of Radio Engineers, in Dallas. Commr. Sterling told engineers: "If we could devise a mechanism for taking a long range picture of the radio, television, and film."

GF PROMOTIONS

H. N. STEVENS, sales and advertising manager for General Foods' 40-Fathom brand of seafoods, to product manager of all seafoods marketed by Birds Eye Division, and Harold Luther, 40-Fathom advertising manager, to advertising and promotion director for Birds Eye and 40-Fathom brands.

ETHRIDGE REJECTS POST

MARK ETHRIDGE, publisher of Courier-Journal and Louisville Times (WHAS-AM-FM-TV), last week turned down Presidential invitation to head up Psychological Strategy Board of State Dept. Mr. Ethridge formerly served on U.S. Commission on Information, resigning last year.

PARTS REPLACEMENT PLAN SUBMITTED BY RTMA AND BBB


Program approved by RTMA board of directors and bureaucrats after conference of RTMA Service Committee and representatives. Both groups also urged campaign to familiarize public with set purchasing and servicing factors, and that National Production Authority provide adequate materials for parts production and replacement and repair of tubes.

RETURNING DELEGATES HEXITED

SOUTHERN broadcasters flew under jinx returning from NAB Convention. Jack Younts, WEEB Southern Pines, N. C., reluctant to take plane home Friday morning; made railway reservations when four commentators outbid him. They all left on American Airlines Friday morning. Thirty minutes out of Chicago plane lost one right wing engine; three minutes later they lost second engine on same wing; returned to Chicago; and group took Friday afternoon train. Other broadcasters were Harold Essex, WSJS Winston-Salem; Frank Jarman, WNOG Durham; Dick Mason, WPFK Raleigh; Phil Hedrick, WSJS. Thursday evening Capitol flight, carrying broadcasters to Norfolk via Washington and Newport News, ran off runway and turned on nose while landing at Newport News. No one injured, but among those shaken up was Campbell Arnoux, WTAR Norfolk.

SPECIAL TVA MEETING

SPECIAL session to discuss establishment of television codes in Midwest areas not now organized called by George Heller, national executive secretary of Television Authority. Meeting will take place April 26-27 in Chicago at Sheraton Hotel. It will be headed by Ray Jones, who will act as host to group of 25 regional delegates from cities east of Cleveland, north and south from Gulf to Canada and west to Denver.

WWDC SET DRIVE

CAMPAIGN to sell portable radios to be launched by WWDC-AM-FM Washington May 30 and continue through July 4, Ben Strouse, general manager, is informing radio wholesales and retailers. Drive to comprise spots on AM and FM (transit radio) at station breaks and during programs.

STANGE LEAVES WPIX (TV)

FREDRICK STANGE, WPIX (TV) New York, joins television section of Office of Naval Research, Special Devices Center, Port Washington, N. Y. He will co-produce and direct Navy's experimental programs, approved yesterday, on WOR-TV New York, Tuesday, 8-8:30 p.m.

Closed Circuit

(Continued from page 4)

hassle on proposed resolution to support pact (see story, page 28) may be replaced by a desire for healthy examination. Hearings before Senate Foreign Relations Committee, however, still stymied by prolonged discussion of wheat to India issue, and American farmers and more state associations will take definite stands before NARB sessions do get underway.

SEN. WILLIAM BENTON (D-Conn.) resolution (story, page 78) may not receive warm embrace from Senate Foreign & Interstate Commerce Committee he would desire. Under- standing between Benton and D-Conn. drafters of resolution that would have called for Congressional commission to look at TV channels in light of educators' demands. Radio-wise legislators convinced him otherwise.

WILLIAM CHALMERS, former vice president in charge of radio and television, Kenyon & Eckhardt, New York, to Grey Adv., New York, in similar capacity.

NEW Democratic-Republican lineup if Demo- crab is appointed to Senate vacancy caused by death of Sen. Arthur Vandenberg (R-Mich.) may cause realignment of committee ratios. Such reshuffle possibly would mean loss of Sen. Johnson's support on Senate Appropriations Appropriations Committee where he has had opportunity to keep watch on funds to such State Dept. arms as Voice of America. Senate Commerce Committee's ratio in last Congress was 8-5, changed this year to 7-6 to give GOP more voice, may revert back to former.

HERE'S ANSWER to oft-asked NAB Convention question: What resolutions perished when parliamentary mix-up halted meeting in mid-air? Resolutions Committee planned to propose financial relief from defense authori- ties for small stations if they are expected to install expensive equipment for air raid alert transmission.

THERE'S 50-50 chance 1952 NAB convention will be back in Chicago's Stevens Hotel. Board suggested New York but it's considered doubtful if any hotel, including Waldorf-Astoria, can hold equipment show. Convention planners fear show would be flop if held at separate site.

INDIANA MEETING

GEORGE C. JOHNSON, director of educational radio programs, Indiana U., announces annual Conference on Radio in Education will be held Aug. 2-3 on university campus in Bloomington. This year conference is designed as workshop and clinic for planning, writing and producing radio programs for educational stations and school broadcasts for commercial stations.

GEDALECIA RESIGNS ABC

RESIGNATION of Ben Gedalecja as research manager of ABC, effective May 15, to Join Dept. of OWI's emergency information program, announced Friday. Former OWI office policy oen- chief, Mr. Gedalecja asked to return to government service, Edward Barrett, assistant Secretary of State, said.

TV ANTENNA SITE

CITY of Montreal understood to be selling Canadian Broadcasting Corp. piece of land on Mount Royal for CBC television station at Montreal. Quebec provincial government recently sanctioned CBC using Mount Royal for its TV antenna and transmitter station.
Tradition matures slowly in Virginia. But ask a Virginian about WTVR, THE SOUTH’S FIRST TELEVISION STATION and he’ll quickly convince you that tradition needn’t be 100 years old.

WTVR, by its third birthday, has captured the hearts and eyes of Virginians. In the Old Dominion State they look to Havens & Martin stations to make history. The WMBG log is studded with “firsts.”

WCOD was Richmond’s pioneer FM outlet. Now after three years of operation, WTVR has over 70,000 set owners and the number continues to grow . . . over 140 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.
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...winning audience acceptance through public service far beyond the call of duty — official station for leading civic groups of Los Angeles — winner of more honor citations for Americanism than any other station in the nation — earning public confidence in its commercial messages through strict adherence to a high standard advertising code.

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...and this POWER is applied where it counts — in America's third market — where Food Store Sales total more than $1,575,000,000 annually — Drug Store Sales more than $635,000,000 annually — Total Retail Sales more than $5,725,000,000 annually.

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