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JBC Follows CBS In 10-15% Cut Page 23

ABC Sale Talk Is Revived Page 23

Population Shifts for '60 Projected Page 25

Radio Outselling Papers in TV Markets Page 25

TELECASTING Begins on Page 53

20TH Year

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

---

Dear Boss:

You might like to tell our television clients, and prospects, that...

...Six WOR-tv nighttime programs were rated higher in April 1951 than at anytime during the '50-'51 season.

The programs were - "WOR-tv's Tues., Wed., and Sat. night boxing bouts"; "20 Questions"; "The Merry Mailman"; "The 6:45 PM News".

Little wonder that WOR-tv, channel 9, is one of New York's greatest television buys.

Joe

*New York Telepulse
The skies over Virginia are thick with Havens & Martin broadcasts.
And what attention they get!
From WMBG comes NBC's finest.
And WMBG locally has a remarkable record.
The first station in Virginia to broadcast commercially,
the first to own a tape recorder,
the first to tie in with a leased national news service.

WTVR, Richmond's only television station,
brings to Virginia viewers the facilities of NBC-TV
Its coverage has built a great television market.
These First Stations of Virginia are first in many ways.
Foremost, they're old friends . . .
and favored in the hearts of their audience.

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
Play to New England's Largest Audience
on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System
FCC reportedly has been sounded out on its disposition toward sale of ABC to CBS and possible third party (see story page 23). Although no commitment possible from Commission at this stage, it's understood those sounding did not receive unfavorable reaction.

WHEN HYTRON-CBS fusion is effected, about mid-June through ratification of stock transaction by respective boards [BROADCASTING • TELECASTING, April 16], new set and tube manufacturing division of CBS will immediately launch distribution and sales effort, irrespective of outcome of color litigation. Distributors being lined up to market Hytron line, to carry Columbia brand name (not Air King, now distributed through Sears-Roebuck). If color decision is favorable, immediate production and marketing of color TV receivers will be undertaken.

FORD FOUNDATION, underwriter of several educational radio and TV projects (two grants totalling $560,000 made last week to National Assn. of Educational Broadcasters and Iowa State U.), reportedly may become big-money angel for educational TV stations. Half-billion-dollar endowment of foundation is eyed by organized educators as likely source for funds to build and run stations on channels reserved for them by FCC. Foundation reportedly giving serious consideration to lavish grants to educational TV. 

DON'T Sell Radio Short Dept.—Over 80,000 listeners wrote for Railroad Hour souvenir booklet after single offer on NBC (April 16), three times response year ago. Number of replies continuing at record rate as offer is repeated.

WORLD-FAMED retail organization in midwest working on plan to submit radio's drawing power to acid test this month in major research project which will compare results with printed media.

OBSEVERS on Washington scene are pointing to FCC action on selection of chief of newly created Broadcast Bureau as effective answer to allegation that FCC Chairman Coy absolutely controls Commission votes on policy and personnel. Five-to-two split found Chmn. Coy and Commr. Frieda B. Hennock, both Democrats, who supported Harry Plotkin, on losing end. Republicans, Hyde, Jones and Sterling; Democratic Vice-Chairman Walker and Independent Webster, swung it to Chief Engineer Curtis B. Plummer.

ATMOSPHERE around FCC after Broadcast Bureau vote last week (see above) tinged with acronymically-dyed, pre-Plotkin group felt that FCC majority repudiated them. Majority, however, mindful of attitude in Congress about purported domination of FCC by its lawyers, felt important broadcast post should be occupied by man who would sound FCC wishes, rather than eagar-beaver who would mould policy.

Lipton's iced tea preparing daytime radio

(Continued on page 90)

BROADCASTING

TELECASTING

Closed Circuit

Upcoming

May 21-22: Producers Directors Conference and Show, Hotel Stevens, Chicago.
June 4-6: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 38)

ABC CONCEDED Friday afternoon that discussions were in progress looking to possible sale of network to CBS (story page 22). Statement followed noontime meeting of ABC department heads at which sale was one of several subjects discussed. In unofficial quarters there was speculation that decision would be reached soon.

CORP PRODUCTS REFINING, New York (Niagara Laundry Starch) starting six-week radio campaign using daytime chain breaks effective May 28, through its agency, C. L. Miller, New York.

STANDARD BRANDS, New York, for Instant Tea is placing hammer and sickle campaign in number of markets starting May 14, with dates varying. Compton Adv., New York, is agency.

TWO-YEAR TV OWNERS USE RADIO SETS MORE

WOR New York released survey results Friday showing number of TV sets for more than two years spend 60% more time listening to radio, and devote 19% less time to TV, than those who have TV for less than nine months.

WOR Research Director Robert Hoffman said findings of survey, conducted for station by Pulse Inc. in December, included:

- Families who have owned TV for past two years showed 17% increase in night radio listening over this period: 28.9% of those with sets more than 2 years spend hour or more with radio at night, compared to 17.8% of those who have sets less than nine months. Per centage of long-time TV owners who listen more than two hours at night is double that of "new" owners who do (9% vs. 4.4%); percentage of long-time TV families who don't turn TV on at all on average night also double that of "new" owners (19.4% vs. 8.8%); throughout all groups this year, ham radio evening home listening occurs when TV is off.

EDUCATION GRANT

FUND for Adult Education, sponsored by half-billion-dollar Ford Foundation, has granted $300,000 to National Assn. of Education Broadcasters to produce five series of radio programs on international affairs, public events, American history, radio and dramatic action at community level. Grant announced by Seymour N. Siegel, NAEB president and director of WNYC New York, Saturday at Ohio State U.; Institute for Education by Radio. Programs will be produced in cooperation with radio stations of NAB and serviced to foreign countries through communications division of UNESCO. Grant to NAEB will be administered by Ralph Lowell, trustee of Boston's Lowell Institute.

Business Briefly

LORILLARD EXPANDS • P. Lorillard Co., New York (Old Gold cigarettes), renews The Original Amateur Hour on ABC, Thurs. 9-9:45 p.m. for 1943-44. It will expand full ABC network, increasing 55 stations to total of 290. Agency, Lennen & Mitchell, N. Y.

JOY ON TV • Procter & Gamble's Joy detergent buying 20-second TV spots in seven markets starting May 7. Agency, Biow, N. Y.

DISTRICT MEETING LINEUP PROPOSED BY NARTB

ANNUAL district meeting series of NARTB expected to open just before Labor Day, according to proposed schedule now being worked out. Tentative date of Aug. 27-28 considered for District 4, at Roanoke, Va.

Preliminary tentative September schedule, based on Monday-Tuesday and Thursday-Friday sequence, would line up about like this: District 2, Syracuse; District 3, Bedford Springs, Pa.; District 5, Lewiscrook, District 8, Detroit; District 9, Marine on Lake; District 11, Minneapolis; District 10, Omaha. October would open with District 14 meeting, perhaps at Salt Lake City, followed by District 7, Spokane; District 15, San Francisco; District 16, no site yet proposed; District 12, Oklahoma City; District 13, Dallas or Houston; District 6, New Orleans; District 5, Augusta or St. Petersburg. Final meeting would be District 1, Boston, Nov. 1-2.

HOUSE VOTES DEEP CUT FOR FCC; COY ATTACKED

IN ECONOMY move touching all agencies, House of Representatives Friday by voice vote passed amendment to slash '42 FCC funds from $6,675,000 to $6 million. Floor debate threatened with attacks on Chairman Wayne Coy by Rep. Eugene Cox (D-Ga.) and on alleged leftist influence of Commission by Rep. John Rankin (D-Miss.). Also by voice vote, lower chamber okayed "fees and charges" provision (see story, page 27).

Rep. Cox, member of Rules Committee which may approve FCC probe by a select Committee (story page 31), said "administration of law by Commission has been mischievous as to make it a dangerous agency" and said funds cut would be in nature of "a little punishment." Rep. Eugene Coy as a holden to Eugene Meyer, board chairman of Washington Post (WTOP-AM-FM-TV). Rep. Cox headed FCC probe group in 1943-44.

Rep. Rankin said funds would be withheld until Commission changes "dirt black list" referring to an allegedly suppressed report on leftist influence within FCC.

PRESIDENT INVITED

PRESIDENT Truman invited to June 5 NARTB inaugural dinner for President-elect Harold E. Fellows, to be held June 8 at Hotel Statler, Washington (early story page 28). Invitation extended by dinner committee, headed by Mr. Russell, NBC Washington vice president. Proceeds of dinner will go to Johnny Gillen Memorial Fund, of which Paul W. Morency, WTIC Hartford, is chairman. BMI will host at reception for those attending dinner.
KCMO NEWS hits the JACKPOT

Offer Pulls Quarters From All Over 6 State Mid-America —and 28 Other States

Mid-America listens to KCMO news...and here's proof. KCMO newscasters offered a Rand & McNally Global News Map for 25c — and really hit a jackpot! An avalanche of quarters proved how hot news is right now.

Shaded on the map are the counties in Mid-America from which bonafide requests were received. And additional quarters came in from 28 states outside Mid-America. For power, programming and results...you can depend on KCMO in Mid-America. Write us, or contact our representatives for availabilities.

*Details on request

50,000 WATTS
Daytime
10,000 WATTS Night

810 kc.

National Representative:
THE KATZ AGENCY

and KCMO-FM...94.9 Megacycles
KANSAS CITY 6, MISSOURI
Basic ABC for Mid-America

"Radio—America's Greatest Advertising Medium."

BROADCASTING • Telecasting

May 7, 1951 • Page 5
MEMPHIS MARKET INDED

"Programs designed with the audience in mind"—that's the story behind WMC's programming schedule since 1927. The more than 800,000 radio homes in the Memphis market area are constantly entertained and informed by programs they prefer.

AROUND MEMPHIS TOWN WITH OLIVIA BROWNE

From Archduke Felix to General Wainwright and Marie Wilson... outstanding personalities are interviewed by Miss Olivia Browne. And these interviews with people in the news, the people who make the news, have made her program, "Memphis, Mid-South, Today and Tomorrow," outstanding with WMC's listeners. Daily at 8:15 A.M. they stay tuned to WMC for an exciting fifteen minutes that receives national awards.*

*Distinctive Merit Award from the National Dry Goods Association for 1947, 1948, 1970... 3rd place nationally in 1951 for general audience programs.

AND HERE'S WHAT THE SPONSOR THINKS OF OLIVIA:

"Featuring high fashion and quality merchandise as we do at The John Gerber Company, we naturally wanted a radio program that would reflect that same high quality. From the beginning, ten years ago, The John Gerber Company has been effectively represented on the air by Miss Browne."

(signed) WILLIAM L. SMITH
General Manager
John Gerber Co.
Memphis, Tenn.

OLIVIA BROWNE and PETER LAWFORD

WMCT
First TV Station in Memphis and the Mid-South

BROADCASTING TELECASTING

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

IN THIS BROADCASTING

H. B. Thackston, Editor

268 Madison Ave., New York 28, N. Y.

NEW YORK BUREAU

Price: $7.00

Radio Telephone ME 1022

John Gerber Co.
MEMPHIS
WMCF
260 KW Simultaneously Duplicating AM Schedule

MEMPHIS
WMC

NBC — 5000 WATTS — 790

TELECASTING Starts on Page 53

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REPRESENTATIVES, Operated
National Representatives, the Brakman Company

Owned and Operated by The Commercial Appeal

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Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING • Telecasting
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.

Eugene, Oregon's third largest city, viewed by Miss KGW from atop Skinner's Butte, is a thriving lumber, manufacturing and distribution center, serving the Cascade and Southern Oregon region. KGW Tour Test, conducted in cooperation with Oregon Motor Association, proves Eugene is another great market area reached by KGW's Comprehensive Coverage. In second picture, Neil Chase, grandson of the founder of Chase Gardens shows Miss KGW some orchids, of which his firm is a leading grower.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
P A U L  M O N R O E, William Weintraub & Co., N. Y., named executive director of radio and TV production. THEO GANNON, radio department, named director of radio and TV program development.


Mr. Monroe
MYRON P. KIRK, vice president and radio-TV director, NORMAN NASH, vice president and copy chief, C. M. ROHRABAUGH, secretary and account executive, and A. M. CORRIGAN, account executive, all Kudner Agency Inc., N. Y., have been elected to board of directors of agency.

T O M  W R I G H T, BRDO, N. Y., to Dundes & Frank, same city, as vice president and radio-television director.

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

* National Representatives
JOHN BLAIR & CO.
A Statement of Confidence in FM

Edward H. Butler, president of WBEN Inc., has announced that construction has begun on one of the tallest radio towers in the world for WBEN-FM and that the radiated power of the station will be increased to 105,000 watts. Elevation of the transmitter site is 1642 feet above sea level. This added to the height of the new tower will give WBEN-FM a range which will reach out to give radio service to listeners in New York and Pennsylvania who have heretofore experienced noisy reception, particularly in the evening hours.

WBEN-FM went on the air with six kilowatts of radiated power on Nov. 11, 1946. Since that time, FM has not experienced its anticipated growth due to factors which all in the industry recognize. WBEN has continued its interim operation without interruption and is convinced that the future of FM is bright, though more remote than was originally expected. We are backing this belief with a major investment to give the finest FM service which engineering resources can provide.

One of the impediments which slowed the acceptance of FM was the arrival of TV. Now the initial TV excitement is over in Western New York and we believe that radio, both AM and FM, will continue to hold its place in the habits of the population. A second impediment was the fact that FM receivers were difficult to tune and had a strong inclination to drift. Some newer models have overcome these deficiencies and we believe that manufacturers whose product has been outstripped by those of their competitors will not be content until all FM receivers are easy to tune and resistant to drift.

WBEN is going ahead with this major FM investment, with the conviction that the acceptance of FM will accelerate in the months and the years ahead. We will back FM by a whole-hearted promotional effort to show listeners, particularly those in AM fringe areas, that FM is a superior means of reception. Meanwhile, WBEN-FM, as in the past, is a bonus to those who use the FM facilities of WBEN, and will continue to be until the economic structure of radio indicates that some adjustment should be made.

A. H. Kirchhoffer
Vice-President

WBEN
NBC BASIC
BUFFALO 2, N. Y.

May 7, 1951 - Page 9
Daisies Don’t Tell—But the Figures Do.
Sponsors Love Us—And Our Listeners Too!

New Business

Agency Appointments & Spot

Miller Brewing Co., Milwaukee, through Mathisson & Assoc., Milwaukee, signs five-year contract with special New York, New Jersey and New England states network to carry all New York Giants football games. Brewery will also sponsor New York TV program featuring film highlights of previous week’s game and interviews with coaches and players.


Comette Hosiery Mills, New Braunfels, Tex., for its drug store merchandised hosiery, names Glenn Advertising Inc., Dallas, to direct radio and TV campaigns in major markets this fall.

Centennial Turf Club, Denver (horse racing), renews Mark Schreiber Adv., Denver, to handle advertising. Radio spot campaign will be used.

Green Spot Inc., L. A. (processor of fruit concentrates) appoints Beaumont & Hohman, S. F., to handle advertising. Radio and TV will be used.

Northrop & Lyman Ltd., Toronto (Olympene) starts spot announcement campaign on number of Canadian stations. Agency: Walsh Advert., Co., Toronto.

Rainier Brewing Co., S. F. (Krausen beer) launches extensive campaign on approximately 25 radio stations. Half-hour television program is planned. Agency: Brisacher, Wheeler & Staff, S. F.


Spickelmiер Products Co., Chicago (DRI, home water repellent), will continue use of radio and television after results of current Midwest print campaign are studied June 1. Agency: Fuller & Smith & Ross. Guy Mercer is account executive.

Daystrom Furniture, Chicago, names Young & Rubicam, same city, to handle advertising. Plans now being discussed. Erik Isegris is account executive.

California Farm Bureau Federation, Berkeley, switch “Voices of California Agriculture,” 15-minute daily morning radio program to KXO El Centro, KMPC Los Angeles, KFRE Fresno, KFBK Sacramento, and KSFO San Francisco. Show will originate in studios at KSFO. Agency: West-Marquis Inc., S. F.

C. E. Fulford Ltd., Toronto (Zam Buk ointment) starts musical spots on number of major market Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

Network


U. S. Army and U. S. Air Force to sponsor “The Big Play,” Mon. through Fri., over all LBS stations. Five-minute program will consist of highlights of best inning of each major league baseball game. Agency: Grant Adv., N. Y.

Adpeople

John J. Barry, vice president and director of advertising and public relations National Shawmut Bank of Boston, appointed public relations chairman of Metropolitan Boston’s 1962 Red Feather Campaign.
Cleveland's Proven Women's Show

MAGGIE WULFF
ON
WERES
10-10:30 AM MON. THRU FRI.

1. No other women's show broadcasts at this time
2. Does not compete with Godfrey, or the Breakfast Club

Supported by Active Merchandising

a. Cards to dealers.
b. Personal calls to wholesalers.
c. Personal calls to chain buyers.
d. Direct orders from retailers through regular channels.
e. Product displays
f. Newspaper Liners

PLUS SUBSTANTIAL MAIL FROM CONSISTENT LISTENERS

Cleveland's Sports Station
EXCLUSIVE BROADCASTS
Cleveland Indians
Cleveland Browns
Cleveland Barons

WERES
5000 WATTS • 1300 KC

The O. L. Taylor Company – National Representatives
Networks Obsolete?

EDITOR: Are networks necessary? The time has come when the networks need to take a good long look at the service they are performing to affiliates and to the general public. It used to be, back in 1929, that a network had a reason for being; today there is a question about it. Program after program is heard on the network from tape recordings. Why a network for transcribed programs?

When an event of national importance comes along, each network duplicates sustaining coverage; why this? Why not one nation-wide network supported by every radio station in the nation which is interested in obtaining this type of program service on a standby basis?

If the four major networks have degenerated into transcription libraries for the convenience of overpaid talent, they have forfeited their right to exist. We don’t need 1929 model networks competing with 1951 model TX or, and more important, with 1951 model station operation. Let the networks take a good, long look at today’s network operations with a view toward either justifying networks as presently constituted or else toward disbanding them before any further discussions are entered into concerning rate reductions. Are networks necessary except on a standby basis is a question every affiliate can well ask today and expect a searching answer.

Gustav K. Brandborg, Aast. General Manager KVOO Tulsa, Okla.

[EDITOR’S NOTE: KVOO is an NBC Affiliate.]

Pooh To P. I.’s

EDITOR: In the April 23 issue, OPEN MIKE, Walter Wagstaff, general manager at KIDO Boise, Idaho, complains that the P. I. boys are cluttering his desk with plain and fancy requests to peddle their gimmicks.

I think we’ve mastered the problem and it’s only cost us the price of a penny postcard. After you read the card, you’ll probably understand why we are keeping the shakedown boys under control.

Earl H. Huth, Manager WHBY Appleton, Wis.

[The WHBY postcard: “WHBY does not accept advertising on a per-day basis. WHBY’s policy is definitely opposed to accepting advertising that does not conform to the standards set forth in our published rate card.”]

Recommended Reading

EDITOR: ... BROADCASTING • TELECASTING is a “must” on my reading list, and it is my feeling that your staff covers the important news in radio and television very well. The special items as TELESTATUS, BROADCASTING • TELECASTING SHOWSHEET are especially welcome to timebuyers. These are not the only important items, of course, as the news coverage of change and progress in the broadcasting field are most important to us also.

Best wishes for your continued success in the best coverage of the broadcasting and television field.

Mary Polson, Radio-TV timebuyer Henri, Hurst & McDonald Inc. Chicago

It’s No Joke, Son

EDITOR: Your editorial, “Strange Interlude,” hit the nail right on the head. It certainly was a hell of a time for clowning.

E. R. Vadeboncoeur Vice President WSTR-AM-FM-TV Syracuse, N. Y.

[EDITOR’S NOTE: The editorial, published in BROADCASTING • TELECASTING, April 23, questioned the pertinence of Sen. Dudley J. LeBlanc’s appearance at the NARBA convention.]

Still More NARBA

EDITOR: Rex Howell’s peevish over failure of the NARBA resolution to pass at the recent convention [OPEN MIKE, April 30] is eloquent testimony for the fact that it shouldn’t even have been introduced.

First, to clear up a few erroneous Howells:

1. Rather than being “violent,” I prided myself upon my restraint in discussing the proposed resolution.
2. Clear channel group members were NOT “shown a copy before the meeting.” The resolutions committee made no effort to advise us in advance, and we had no member on the committee. Only by chance did we hear of it, and get to the root of the scheme ourselves.
3. I merely moved “to table,” and I don’t even know who raised the question of a quorum. Certainly even Rex won’t accuse CCBS members of keeping delegates away from the meeting.

If the proposal was really only “our innocuous little resolution,” as Rex writes, then why is he in such a tizzy over its failure to pass?

(Continued on page 11)
GOT ANY "LEFT-OVERS" WHERE YOU WORK?

Do you work for a factory or shop that has obsolete machines in storage, or does not save its scrap metal, or fails to sort out alloy scrap? You can help your company make money and help the steel industry make more steel if you suggest that all industrial scrap be sold to local scrap dealers quickly.

1 WHEN IS PIPE A CYCLE? Those scrap ends of pipe are part of the scrap-cycle of a steel mill. They'll be remelted. New steel capacity means mills soon will need 7 million tons more scrap per year.

2 IS THIS YOUR OLD TRACTOR? The picture shows a charging machine thrusting a load of scrap into a furnace. About 50% of the mix fed to a steel furnace must be scrap.

3 ALMOST AS BIG AS THE TUNNELS it must pass through is this oil refinery tower on its 3 flat ears. Big new equipment like this is one of the reasons why more scrap iron and scrap steel are needed. Sell scrap to your nearest dealer.

The world has never seen anything to compare with the vast drive, by more than 200 companies, to expand America's steel production. Everything is growing: mines, transportation, mills. Keep up with the news on steel by writing for reprints from STEELWAYS magazine. Right now the editors would like you to read "Machines that Make Machines." Factual, informative, excellent for school use. American Iron and Steel Institute, 350 Fifth Ave., New York 1, New York.
Open Mike
(Continued from page 12)

pass. Actually, he knows it was a "subtle" (to borrow from Chairman Coy) trick to slip through a "loaded" resolution which would be hailed as NARTB approval of Senate ratification of NARBA.

If Rex and his court would only take the trouble to study NARBA thoroughly, he'd recognize the soundness of the CCBS position. It so happens that his station is in an area not affected by the concessions to Cuba. But he should be careful of what Mexico will demand in return for her frequencies given away in the pending NARBA. When the Mexicans demand and get their pint of blood, then we'll really hear the Howell.

And honestly, Rex, would you remain a member of a trade association which adopted resolutions against the best interests of the public and your station? Well, then, why should WHAS?

Victor A. Sholes
Vice President and Director
WHAS-AM-TV Louisville.

* * *

Men of Distinction

EDITOR:
The photograph on page 26 of Broadcasting * Telecasting for April 29, revealing the handsome countenances of the U. S. Radio Mission to Europe, was, for me, an excellent reminder of radio days that now are history. What is so pleasant to me is to observe the magnificent state of preservation of these outstanding radio leaders! You all, including Colonel Kirby, are sure enough flashing millionaire smiles. There must be a reason!

The "old" magazine is more indispensable than ever.

Earl J. Glade
Mayor
Salt Lake City

Prayer from Bellingham

EDITOR:
I have before me a United Press news item dated April 16, entitled "With NARTB Chicago."

The story quotes Judge Justin Miller, the retiring president and soon-to-be chairman of the board of NARTB, as referring to a "rate cutting boycott by radio advertisers." Reference was also made to the plea of Judge Miller that the question be investigated by the Justice Dept. of the federal government.

This comes from the spokesman of the radio industry who has so long and so loudly screamed that the federal government was interfering with the free enterprise rights of the radio industry. How come Judge Miller goes upstairs? A little further along in the same article the newly elected president of NARTB [Harold Fellows] apparently refers with some pride to the fact that the radio industry has aided a hill-billy from Louisiana by the name of LeBlanc to build a great business in the distribution of Hadacol.

It seems altogether in character for a top-heavy, brass-laden group like NARTB that these two men should speak thus at the same meeting; one screaming for help in a competitive, inter-media, price-cutting fight; the other throwing bouquets to the greatest price cutter in radio's history.

May the Lord have mercy on our souls.

Rogan Jones
President
KVOS Bellingham, Wash.

[EDITOR'S NOTE: Harold E. Fellows, NARTB president-elect, said: "At no time, at no place, have I ever made a statement derogatory in public about Sen. Leblanc or Hadacol."

* * *

Original Pyramid Plan

EDITOR:
Your March 19 issue ... carries an article by [Professor] L. J. Hortin—"Did He Invent Radio?"

The enclosed copy of a pamphlet will help to get the professor on the ball. Radio was known to the Egyptians thousands of years ago. . . . There is nothing new under the sun.

If you care to interpret the writing on the parchment, you will know it is true. . . .

C. Petersen
Hollywood, Calif.

[EDITOR'S NOTE: Our staff translator of double-talk, Pig Latin, and Egyptian hieroglyphics is on a desperately needed vacation. An interpretation of the pictured parchment awaits his improbable return.]

* * *

Semper Infidelis

EDITOR:

For a good many years KGER has been giving free time to the recruiting divisions of the different armed services, including the Marine Corps.

In the most recent copy sent from this organization to our station for broadcast as "public service" the following statement is included in each announcement: "Consult your newspaper for details."

We feel that this is taking it too far. We have written the Marine Corps asking that this be deleted from the copy.

Galen O. Gilbert
Manager
KGER Long Beach, Calif.
KOB AND KOB-TV

ALBUQUERQUE, NEW MEXICO

ARE NOW REPRESENTED NATIONALLY BY

THE BRANHAM CO.

CHICAGO NEW YORK ATLANTA CHARLOTTE DALLAS

DETROIT MEMPHIS LOS ANGELES ST. LOUIS SAN FRANCISCO

THE KOB-BMB MARKET

The KOB-BMB Market — COMPRIZES ALL New Mexico plus 58 counties in 7 additional states. POPULATION 1,253,012—more than in Baltimore. RADIO HOMES 314,454—more than in Minneapolis-St. Paul. RETAIL SALES $1,015,763,000.00—comparable to Boston.

EFFECTIVE BUYING INCOME $1,298,580,000.00 — more than Fort Worth and Dallas combined. FARM AND RANCH BUYING INCOME $441,-329,000.00—more than "entire" retail sales in coverage area of any competitive station. Only KOB can produce effective advertising results in the expansively rich, plus-billion dollar KOB-BMB market.

KOB-TV

KOB-TV is the first and only Television Station in New Mexico. Serves 8,000 TV Homes in Albuquerque and Central New Mexico with NBC, CBS, ABC, DuMont and local programs. Dozens of National, Local and Network advertisers attest to KOB-TV results.

KOB 5000 WATTS
25,000 WATTS NIGHT
NBC—770 KC

KOB-TV CHANNEL 4
50,000 WATTS

BROADCASTING • Telecasting
A NOVEL technique to acquaint a radio sales representation staff with the programs and staff of a station was employed by WTAG Worcester, Mass., last week when specially recorded samplings from WTAG’s daily schedule were played for the Paul H. Raymer Co.’s New York staff.

Station Manager Herbert L. Krueger and Commercial Manager Robert J. Brown played the record and completed the “orientation” on Thursday, and planned to take the presentation this week to the Raymer offices in Detroit and Chicago.

Called A Day in the Life of WTAG, the recording presents excerpts from 13 WTAG programs in the same order in which they are heard on the station. The idea was attributed to Mr. Brown, who felt radio sales representatives should be more fully and personally acquainted with the local programs of the stations they represent. The special recording was written by Andy Fuller, WTAG publicity director, and Ed Quinn, sales promotion director.

WHEN A BIG time Canadian radio advertiser these days begins to look for a transcriptioned program, he is quite likely to start in the Toronto office of aggressive and youthful Stu MacKay at All-Canada Radio Facilities Ltd. Not yet 33 years old, Mr. MacKay holds down the important post of assistant general manager of All-Canada Radio Facilities, which not only claims to be the largest transcription distributor in Canada but also the largest station representation firm in the Dominion, with offices throughout Canada.

John Stuart MacKay started in radio in 1937 as an announcer at CJCA Edmonton, one of the stations operated by the All-Canada organization for owning companies. His first day he showed his alertness and driving power. On duty at the crack of dawn with instructions from the program manager, he greeted each staff arrival with a cheery good morning.

When a distinguished looking gentleman came to the studios that first day, he took charge of him and conducted him about the station on a detailed tour. Hours later he learned the distinguished looking man was the station manager, F. H. (Tiny) Elphicke.

That conducted tour paid off, for Mr. MacKay followed Mr. Elphicke around in his various moves in the All-Canada organization.

When Mr. Elphicke moved to CKRC Winnipeg as manager, Mr. MacKay went along as an announcer, later becoming chief announcer and then production manager. In 1940 Mr. Elphicke moved to CKWX Vancouver and Mr. MacKay went along as chief announcer, later production manager, then assistant manager. When Mr. MacKay was only 30 years old he was made manager of CKRM Regina, another All-Canada operated station.

Six months later, during a shuffle in top executive personnel of the All-Canada organization, Mr. MacKay was moved to Toronto to become manager of the program division at the largest office of the firm. Last December he was elevated to the post of assistant general manager.

In the past two years there has been a big move in Canada from network radio to spot business, or as the All-Canada group likes to (Continued on page 48)

** feature of the week **

**strictly business **

Mr. Krueger Mr. Brown

RICH?

When we say “The Rich Washington Market” ... we have an idea it means more than wide parks and impressive government buildings. The recently completed 1950 census of income discloses that the average family income in the Washington area is $4,130.00!

This impressive income average is unmatched in our history — represents peak income and buying power of your potential customers in the nation’s capital.

Get your share of this high income buying group, with a sales message on WRC, your best bet in Washington.

** National Advertisers! Agencies! Local Stations! **

RECORDED PRESTIGE SHOWS for DISTINCTIVE Radio SELLING - at low cost!

**Universal, Timely Appeal!**

- OPEN-ENDED
- TAPE SPEEDS 7½ and 15" per second, NAB Specifications
- FAST, GUARANTEED DELIVERY

Point your market coverage with these shows—at the lower local-time rates! Banish the problems of network affiliation and time clearance! Each show is available nationally, regionally and locally (but the Quincy Howe program is unavailable for New York City).

**QUINCY HOWE PROGRAM:**

12½ minutes, weekly. Penetrating, up-to-the-minute news analysis. Commands respect and attention everywhere.

**QUENTIN REYNOLDS PROGRAM:**

12½ minutes, weekly. Insightful behind-the-news commentary. World-renowned for interviews of the prime movers in the news.

FIRST COME—FIRST SERVED

For Audition information, write or phone

MR. CLEARY — NOW!

**WALTER CLEARY COMPANY**

141 East 44th Street, New York 17, N. Y.

Murray Hill 7-0554

Page 16 • May 7, 1951
very top drawer...

are the nationally admired products of the Carolina furniture industry. Here 375 busy factories* turn out 1/7 of the nation's household furniture and North Carolina alone makes more than any other state. To 36,000 furniture workers and their families... as to 2,964,000 other Carolinians... 

... WBT is a friendly, favorite voice.

*Selling one-quarter billion dollars worth of furniture annually under such famous names as: Continental Drexel Heritage Hickory Huntley Kent-Coffey Morgan Tomlinson White

WBT CHARLOTTE COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY REPRESENTED NATIONALLY BY RADIO SALES

BROADCASTING • Telecasting

May 7, 1951 • Page 17
A-BOMB DEFENSE STORY

U. S. Stations Program for Public

STATIONS—AM, FM, and TV—are rallying in increasing numbers to the civil defense standard by scheduling programs to inform, instruct and give background information to the public on atomic bomb attack.

Among the many efforts being made along this line, as reported to Broadcasting * Teletcasting, are the following:

WTIC Hartford, Conn., has begun a weekly series of broadcasts, *After the Atom Bomb*, Friday 10:45-11 p.m. Programs feature digests of lectures given by staff members of the school of medicine and the department of physics, Yale U., on the treatment of atom bomb casualties.

WKRC-TV Cincinnati's *Target: Cincinnati* series of five documentary half-hour shows is being made available to all television stations in Ohio, according to Maj. Gen. Leo Kreher, adjutant general of Ohio. The program is part of WKRC's educational effort to advise citizen about civil defense.

In Baltimore, WAAM-TV is showing a series of films dealing specifically with atomic attack on the average American community. Among those shown have been *Effects of the Atom Bomb, Medical Services in an Atomic Attack* and *Self-Preservation in an Atomic Bomb Attack*.

Premiere showing of a similar film, *Survival Under Atomic Attack*, has been held by the Federal Civil Defense Administration in Washington. Series of civil defense films will be made available to all U. S. television stations.

WHAM-TV Series

*You and the A-Bomb* is the title of a two-teletcast series presented by WHAM-TV Rochester and the U. of Rochester's atomic energy project, April 5 and 12. First program, Target: Rochester, deals with damage from bomb attacks.

In California, KRON-TV San Francisco has been showing a series of Sunday 30-minute programs, 1:30 p.m., to bring the state's plan for civil defense to televisioners. Discussed are reasons for civil defense and the organization and its functions.

Some 1960 California radio stations are planning a unified effort by broadcasting a weekly "report to the people" on the state's civil defense program.

Stations are to be furnished with a 10-minute transcribed "report to be released each Monday at a time which will insure the greatest possible audience. Maj. Gen. Walter M. Robertson, state director of civil defense, is to be featured. Other officials will participate as broadcasts devoted to specialized services are developed.

Doug Montell will write and produce the program series and also serve as moderator. Emil Martin, program director, KFBR Sacramento, is to handle the tape recording. Pressing of the discs and distribution to stations will be from Hollywood.

Details for this public service program series were worked out at a special conference in San Francisco participated in by William D. Pahel, general manager, KFBC San Francisco (Mutual-Don Lee); Arthur Hull Hays, vice president and general manager, KOBS San Francisco (CBS); Keith Kerby, program manager, KGO San Francisco (ABC); George Groves, assistant manager, KNBC San Francisco (NBC); Arthur Westlund, president and general manager KRE Berkeley, representing independent stations, and Civil Defense of California officials. William B. Smullin, president and general manager, KIRK Eugene, and president of California State Radio & Television Broadcasters Assem., presided.

Failing to convince the rural people of Oneida County of their potential aid in civil defense, the county defense organization picked Ed Slusarczyk, farm director, WIBX Utica, N. Y., to try and "sell" the importance of defense. Within a month Mr. Slusarczyk had recruited over 7,000 volunteers, mostly through his 5-7 a.m. show. He has set up a complete civil defense system for the county with 20 divisions ready for any emergency that might arise.

The Civil Defense Coordinator of Imperial County, Calif., has told scouts that if the event of an emergency, they would be notified over KKO El Centro and given directions. In the present plan, no mobilization messages were sent out over KKO. The station reported that although it was the only avenue of communication used, one troop had 55 of 26 members report for duty and other troops averaged above 90%.

Leonard Dreyfuss, New Jersey director of civil defense, has announced that 13 weekly statewide radio programs on the latest developments in civil defense will be started by Rutgers U. The 15-minute programs will be carried over 25 New Jersey stations at 11:45 a.m. Saturday.

WPIL-TV Philadelphia is continuing its Civil Defense Report series, with one of the latest presentations of film titled *Self Preservation in an Atomic Bomb Attack*.

WDTV (TV) Pittsburgh last Thursday presented a program, *Prepare to Survive*, showing not only preparatory measures but also a film of Hiroshima and Nagasaki after the bombs fell. Also included was a live studio presentation with Civil Defense officials.

---

So there we were—sitting between Chicago on the northwest and St. Louis on the southwest and doing such a terrific job for the folks hereabouts that we’re bound to do as well for you. We’ve got everything!

Coverage: Exactly 25 counties in Central and Southern Illinois and 776,400 buyers packed therein. And none of them covered by television.

Market: A nice, fat, lush $800 million worth.

Power: The most powerful fulltime station in all Central and Southern Illinois: 1000 busy watts day and 500 night.

Try WMAY, middlemen to Illinois’ second largest market. There is a good sales story. Get it today—from Gordon Sherman, WMAY General Manager.

FOR SALES IN 25 CENTRAL AND SOUTHERN ILLINOIS COUNTIES

WMAY Springfield, Illinois

COVERING ILLINOIS’ SECOND MARKET

1000 WATTS DAY 500 NIGHT

GORDON SHERMAN
General Manager

NO TELEVISION COVERAGE IN OUR TRADING AREA
NATIONALLY REPRESENTED BY JOHN E. PEARSON COMPANY

Page 18 • May 7, 1951
Come Summer...

go where the money goes

This summer, shout your story from the mountain tops. Travel to 50,000-watt KSL and the Intermountain summer wonderland KSL covers, and you’ll get back the echo in sales. And find a huge and happy-go-wealthy horde of listeners who, June through August last year, spent $254,553,000 retail sales dollars!

You’ll love the mountain air... **if you’re on the air with KSL!**

Advertisers last summer reached 41% more listeners on KSL than on the second station during the day, 38% more at night! And **this** summer KSL will whoop up listening as never before. A gigantic summer audience campaign will feature tie-in displays, stunts, billboards, newspaper and on-the-air ads by-the score.

Everywhere you look — Wasatch National Forest (U. S.’s most-visited), Bryce Canyon, all over Intermountain America — the woods are full of money. **Fuller than ever before,** with 12% more tourist dollars in 1950 than in ’49. And bear in mind the billion-dollar industrial empire that’s humming **all year ’round!**

You can reach new heights with your product this summer. (At amazingly **low** cost!) Ask KSL or Radio Sales for details now.

**KSL**

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

All sources on request
In The Public Interest

Smoke Elimination
WNOX Knoxville has helped to scrub the face of that Tennessee city. The WNOX Forum of the Air, whose producer-moderator is Para Lee Brock, has completed its third campaign against atmospheric smoke. Among other promotions, WNOX had a letter writing contest based on the title, "Why I Want to Help Eliminate Atmospheric Smoke." Because of previous campaigns against atmospheric smoke, WNOX was awarded the 1949 Alfred I. duPont Radio Award "for outstanding and meritorious service."

3,000 Chicks
UNDER a plan begun by WTIC Hartford, some 3,000 chicks have been sent by plane to Vienna. The plan was taken up with enthusiasm by the Connecticut Poultry Assn. Chicks are to go to young 4-H club members in occupied Austria.

Therapeutic TV
GENERAL ELECTRIC has developed a television receiver which promises to be a boon to iron lung patients who have to view the set from a mirror. Ordinarily, the image, as seen in the mirror would appear backwards. By reversing the coil controlling horizontal reception, G-E has made correct viewing possible for iron lung patients.

Religious Program
FOUR Indianapolis radio stations, a TV station and seven other midwest stations cooperated in publicizing an unusual one day state wide religious event, presented by the staff of Christian Brotherhood Hour. Among those stations participating in the event were WIBC (AM), WISH Wire and WIBA-AM, TV Indianapolis. Other stations which supported the promotion campaign were WHBU Anderson; WBIW Bedford; WJZ Fort Wayne; WAOU Vincennes; WSBK Shelbyville, all Indiana stations, plus WKLO Louisville, Ky., WPFB Middletown, Ohio.

Charity Drive
KMOX St. Louis and its news-caster, Lindley Hines, have received a large share of the credit for the success of a drive for funds on behalf of a policeman paralyzed after being shot while on duty. Instead of the $20,000 Mr. Hines had set as a goal, he and his team collected $45,000. This sum has gone into a trust fund for the officer, his wife, and their four children.

Flood Reports
KWNO-AM-FM Winona, Minn., rose to the occasion when the Mississippi River rose 4½ feet and flooded 110 Winona families from their homes. Station's staff kept listeners informed with up-to-date announcements.

*I'll Do It*
ADVERTISING Women of New York have organized an "I'll Do It Day" on which members, their families, friends and business associates, will donate a pint of blood to the American Red Cross. Thursday, May 17, 8 to 10 p.m. is the day. Those interested in donating to the program are asked to communicate with Cara Haskell Vorce, chairman, at Hanly, Hick & Montgomery, New York.

Charity In Action
WAAM (TV) Baltimore yesterday was to have presented another in its series of charity programs. Spearheading the 1951 Catholic Charities drive, the program was to feature Archbishop Francis P. Keough and Sen. Herbert R. O'Conor (D-Md.).
...thanks the Presidents of the State Broadcasters Associations for Endorsing the BMI Program Clinics

Unanimous support of the 29 Presidents of State Broadcasters Associations for the plan to expand the BMI Program Clinics on a national scope is accepted by the entire BMI organization with sincere appreciation.

That the series of Program Clinics conducted by BMI in New York and other areas in the past have proved so helpful to our industry is also gratifying.

Now, with the strong backing of State Associations, Program Clinics will be conducted in all parts of the country. A Standing Committee of Presidents of State Broadcasters Associations now is actively engaged in furthering and developing the Program Clinic schedule.

Through the coordinated efforts of BMI and the individual State Associations the fulfillment of what broadcasters have termed “a genuine need of the industry” is in sight—opportunities for the exchange of views and ideas on local programming.
North Carolina
Is the South's
No. 1 State
And
North Carolina's
No. 1 Salesman
Is
NBC WPTF
50,000 Watts
680 KC.

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station
SECOND SPIRAL of network radio rate reductions came last week as NBC announced a 10-15% cut comparable to CBS’s, while the two other major networks planned at least equivalent reductions and affiliates of all four sought a means of preventing the contagion from spreading throughout their own rate structures.

The expected NBC move came Thursday after a day-long session of network officials with members of their Stations Planning & Advisory Committee. That ABC and Mutual would follow suit—which had appeared inevitable before—now seemed doubly certain.

As the network rate reductions were announced, many broadcasters expressed the belief that commercial radio was entering a transitional period in which traditional balances of power may be upset and the whole financial structure of broadcasting measurably altered.

This belief was apparent in interviews by Broadcasting • Telecasting with leaders in all elements of the industry.

Most of them, in one way or another, recognized that the conditions causing network rate reductions were surface indications of a deeper movement, one powerful and fundamental enough to shake down the industry into wholly new forms.

Movement Not New

What new structures would emerge from the period of change could not be forecast with assurance. But recent financial records show that the movement has been going on for some time, and they point to one change of importance—the decline of the network’s financial position in the radio family.

In the past three years, radio’s total net time sales have risen sharply—$416.7 million in 1948 to $426.5 million in 1949 and to $456.5 million in 1950. But the projected network net time sales have diminished, from $138.7 million in 1948, to $128.9 million in 1949 and to $121.6 million last year.

As network time sales diminished, network operating expenses grew. This meant a decrease in net revenues which, in the case of two networks is known to have reached a net loss from network operations.

From 1948 to the end of 1950 the number of stations affiliated with the national networks grew as follows: ABC from 266 days and 265 night to 266 day and 265 night; CBS from 179 to 193; NBC from 170 to 180, and Mutual from 620 to 644.

The decrease in network sales coupled with the increase in the number of network affiliates meant that, on the average, more stations were splitting a smaller pie.

Network executives, in discussions with Broadcasting • Telecasting have not attempted to minimize their concern over the worsening financial situation of network operations. They point out that their principal radio revenue comes from their owned and operated stations, but they wonder how long that revenue can support financial losses on network operations.

Network affiliates have also made it clear that their income from the networks is, in most cases, far below that from sales to national spot or local advertisers. Few, however, underrate the importance of network programming which gives them prime adjacencies to sell as spots.

Comparative Figures

Coincidental with the decline in network income have been rises in national advertiser expenditures in spot radio and of local advertiser purchases.

From 1948 to 1950 national spot net time sales rose from $104.7 million to $126.1 million, and local net sales jumped from $170.5 million to $305.6 million.

One high network executive has said frankly that networks may have to resort to spot advertising techniques if they hope to maintain volume. (Broadcasting • Telecasting, April 29.) An incursion of the networks into spot business is violently opposed by many stations and their national sales representatives.

NBC’s reductions closely parallel those announced a fortnight ago by CBS. They will amount to 15% for the 8-10 p.m. period, and 10% for all other periods after 1 p.m. (New York time in all cases). Like Columbia’s, they will apply in non-TV as well as in TV markets. Unlike Columbia’s, the 15% reduction applies only to a two week period, whereas CBS’s 15% cut applies from 8 to 10:30.

CBS also cut Sunday afternoon rates 25% while NBC’s cut is 10%.

NBC affiliates, who received the (Continued on page 87)
SPRING CAMPAIGNS

By FLORENCE SMALL

MORE than a half-dozen seasonal advertisers are launching or preparing spot radio campaigns during May and June, BROADCASTING • TELECASTING learned last week. One advertiser, the survey revealed, will employ the full facilities of its mutual network for its seasonal drive.

Canada—Palmolive—Peet, New York, in a special coupon return deal, bought spot daytime announcements in 23 radio markets starting May 1 through an agency. Contract for 15 weeks was placed through Sherman & Marquette, New York.

Cain Mayonnaise through its agency, Chambers & Wissell, Boston, is preparing a spot radio campaign in a few selected markets, starting soon.

J. Walter Thompson Co., New York, has recommended a spot radio campaign to start early in

RCA-VICTOR

Buys 7 Half-Hours on NBC

RCA-Victor signed for seven half-hours weekly on NBC last week in what was described as one of the largest single purchases of network radio evening time.

Sponsorship of two of the seven programs was started last week: The Private Eyes of Rex Saunders, a mystery-adventure series starring Rex Harrison and taking the Wednesday 10:30-11 p.m. time slot of NBC Present: The Short Story; and RCA Victor's Musical Merry-Go-Round, featuring a woman m.c. with guest disc jockeys, scheduled Saturday 8-8:30 p.m.

The remainder of the schedule, slated to be in full operation by next week, involves co-sponsorship of five programs of NBC's spring-summer Tandem Plan.

These are 66 Question, Sunday, 10-10:30 p.m. through NBC's Directors Playhouse, Thursday, 10-10:30 p.m.; Man Called X, Friday, 9:30-10:30 p.m.; and Magnificent Montage, Saturday, 8-9:30 p.m.

In television markets, commercials on these programs will be devoted to RCA television sets and phonograph records. In non-TV markets, cut-in announcements will be used for RCA radios, phonographs, and radio-phonograph combinations. J. Walter Thompson is the agency for RCA-Victor.

Camels Retains Time

R. J. REYNOLDS (Camel cigarelles) through its agency, William Esty, New York, is understood to have retained the Saturday 8:30-9:30 p.m. period on NBC-TV for the fall. Company currently is sponsoring The Jack Carter Show in that period. The firm also is considering other time periods on both NBC and CBS for its fall show. Final decisions as to which shows and what time periods it will retain will be concluded by July 1, an agency executive told BROADCASTING • TELECASTING.

May, June Spots Begin

women's participation programs for Amazo instant dessert.

Packard Motor Car Co., through Young & Rubicam, New York, is conducting a spot announcement campaign in 76 radio markets, starting late April and early May. Contract is for six weeks.

Eskimo Pie through Buchanan & Co., New York, starts on May 14 with a two-week spot campaign aimed at teen-agers in a number of selected markets.

Popkitchie (flavored ice stick) through its agency, Blaine Thompson, New York, on June 18 starts a three-times-a-week five-minute series called Mel Allen's Popkitchie Club, 5:30-6 p.m. on the full Mutual network.

GUARD ACCOUNT

Five Agencies In Running

FIELD of competitors for the National Guard advertising account has been narrowed down to five agencies, all of which are to make final oral presentations early this week.

The agency handling the account beginning July 1 will be announced this Wednesday. Hanging in the balance is an estimated $600,000 ad account, with a normal 25% or $150,000 tabbed for radio-TV. This sum represents a 100% increase in media funds for 1951-52 [BROADCASTING • TELECASTING, Feb. 26].

Competing again is Robert W. Orr & Co., New York and Washington, present agency, and four other firms, it was learned last week. These include: Atkinson, Kynett Co., Philadelphia; Buchanan & Co., New York; Cecil & Frenbrely, New York; and VanSant, Dugdale & Co., Baltimore.

About 25 agencies submitted bids for the account last March, largely in response to National Guard officials after an informal briefing on media plans [CLOSED CIRCUIT, March 19].

Summer and fall campaigns will use radio, TV, newspaper, and magazine ads.

CAPITOL RECORDS

Custom Service Expanded

CAPITOL RECORDS Inc., Hollywood, last week announced expansion of its custom service operation into a national scale. The record firm will make available all studios and recording equipment at its plant on Melrose Ave. under a newly created Studio & Recording Services Division.

For the past year and one-half Capitol has maintained recording facilities and plant production at near capacity, converting a major portion of its library to 45 and 33 1/3 rpm, and now feels it is ready to absorb outside recording.

Harvey J. (Jack) Richardson, formerly of Standard Radio Transcriptions, Hollywood, has been named sales manager of the new division.

CBS Stock Dividend

DIVIDEND of 40 cents per share of CBS Class A and Class B stock, payable June 1 to stockholders of record at close of business May 18, was authorized by the board of directors last Wednesday.
POPULATION SHIFTS

SIGNIFICANT changes in the line-up of the nation's top 20 markets during the next 10 years are foreseen in a 1960 projection completed within the CBS organization after an analysis of population trends based on 1950 census figures.

In terms of metropolitan area populations, the 1960 projection moves Los Angeles from third place to second in the nation, ahead of Chicago, and advances San Francisco from its 1950 seventh-place ranking to the position of fourth in the nation, behind Chicago.

In addition to the gains foreseen for these West Coast centers, the CBS look-ahead also anticipates advances in the relative standings of Washington, Cleveland, and Seattle.

On the other side, drops in the relative rankings—in most cases slight—are expected for Philadelphia (28), Detroit (29), Pittsburgh, St. Louis, Buffalo, Cincinnati, and Milwaukee, in addition to Chicago.

Largest tumbles would be taken by Pittsburgh, Buffalo, and Milwaukee, currently ranked 8th, 14th, and 28th respectively. Pittsburgh would drop to 11th while Buffalo and Milwaukee would fall just short of the top 20 but would remain, along with Atlanta and Indianapolis, very close to that mark.

Scope of Study

The study covers both metropolitan area total populations and populations of cities. In the latter case taking into account the number of families served, total population served, retail sales, loss of audience to future network developments in stations' coverage areas. In both cases, however, the order in which the markets are ranked is the same.

On the basis of total populations within metropolitan areas, the 1960 projection and the 1950 census figure ranking are as shown in the adjacent table (the projection groups the markets after No. 11 without attempting to specify their exact ranks within the groups).

<table>
<thead>
<tr>
<th>Metropolitan Area Population</th>
<th>1960 Rank</th>
<th>Metropolitan Area Current Rank (projected)</th>
<th>1950 Census</th>
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<td></td>
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<td>New York</td>
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<td></td>
<td></td>
<td>Providence</td>
<td>18</td>
</tr>
</tbody>
</table>

NOTE: Four other cities—Atlanta, Buffalo, Indianapolis and Milwaukee—are new entries in the 1960 projection only slightly behind those shown in the 16-20 rank group in the table.

In San Francisco, two surveys showed radio producing more traffic and more purchases than newspaper advertising, and in the newspaper traffic bought 38.6% of the purchases compared to 34.1% for radio.

Cleveland Survey

One Cleveland survey showed radio with a slight superiority over newspaper advertising. A similar result was obtained in Cincinnati, though radio accounted for 50.7% of dollar purchases compared to 33.8% for newspapers.

Cumulative results of ARBI's studies in cities having television are shown in the following tables:

WASHINGTON, D.C.

Combined Summary of Results—Eight Surveys

Radio Top Papers in TV Markets

<table>
<thead>
<tr>
<th></th>
<th>Radio Paper Both Other Total</th>
<th>Radio News Paper Both Other Total</th>
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</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>65.9</td>
<td>59.9</td>
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<tr>
<td>% Traffic</td>
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<td>% Purchasing</td>
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<td>Merchandise</td>
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<td>Per Cent of Traffic by Medium, by Day</td>
<td>52.7</td>
<td>12.4</td>
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TULSA, OKLA.

Combined Summary of Results—Five Surveys

Radio Top Papers in TV Markets

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<th>Radio Paper Both Other Total</th>
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<tr>
<td>Traffic</td>
<td>65.9</td>
<td>59.9</td>
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<tr>
<td>% Traffic</td>
<td>55.8</td>
<td>51.3</td>
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<tr>
<td>% Purchasing</td>
<td>10.0</td>
<td>9.7</td>
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<tr>
<td>Merchandise</td>
<td>274</td>
<td>180</td>
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<tr>
<td>% Merchandise</td>
<td>100.0</td>
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<tr>
<td>Dollar Value</td>
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Radio advertising is producing better results than newspapers for retailers in six large cities having TV reception, according to a documented surveys conducted by Advertising Research Bureau Inc., Seattle [CLOSED CIRCUIT, April 30]. ARBI has been testing radio's pulling power, as compared with newspapers, in a series of scientific point-of-sale projects [BROADCASTING • TELECASTING, Feb. 26; June 26, 1959].

The newest ARBI findings support similar radio superiority shown in cities throughout the country. In all, ARBI has conducted over three projects under direction of Joseph B. Ward, managing director. The projects were started in 1949 in the northwest.

Compilation of results obtained in six television cities, where 20 experiments were conducted by ARBI, reveals that radio produces more traffic than newspapers; that a higher percentage of radio traffic buys merchandise, and that radio traffic spends more money in the stores.

The tests disclosed that radio's appeal is cumulative, building up during the three-day test period used by ARBI. On the other hand, newspaper appeal is strong the first day but falls off rapidly in the second and third days.

TV cities in which ARBI conducted its tests are San Francisco, Tulsa, Los Angeles, Cleveland, Cincinnati and Washington.

The results show that two separate markets—a radio market and a newspaper market—exist in television as well as non-television cities. These two markets have little overlap, indicating that a radio advertiser can influence via radio a large number of people not influenced by newspaper advertising.

The ARBI technique is designed to show at the point of sale where buyers the retailer's goods. Funds spent in the tested media are balanced, on a dollar basis. Identical items are advertised simultaneously for three days.

In eight Washington, D.C., surveys, radio produced 34.2% of the traffic compared to 35.5% for newspapers, and 10% for "both"; 64.6% of radio, 56.1% of newspaper and 69.4% of the "both" group bought merchandise; 51.8% of total dollar purchases came from radio traffic compared to 29.7% for newspaper and 12.1% for "both."

Tulsa Results

A striking development was noted in Tulsa, where 53.5% of traffic was due to radio, 29% to newspaper and 17.8% to "both."

Five Tulsa tests disclosed that 55.8% of radio traffic made purchases, accounting for 74% of dollar sales. This compared to 30.8% of newspaper traffic that made purchases, accounting for only 2% of dollar sales by the stores.

Radio far outperformed competition in all the departments in the purchases in which the surveys were made by interviewed customers showing an interest in the test merchandise.

(Continued on page 25)

CBS Projects to '60

SKELTON PACT

P&G Signs for Seven Years

PROCTOR & GAMBLE, Cincinnati, signed a seven-year contract for the radio and television services of Red Skelton, which will earn for the comedian approximately $3 to $1 million dollars during the combined number of years.

The television show will start in October on NBC-TV [CLOSED CIRCUIT, April 3], space time as yet, undecided. Radio version which is currently on CBS, may be retained in the same time or may move to another network. Benton & Bowlace, New York, is the agency.

Ring on Tour

ANDREW RING of A. D. Ring & Co., Washington consulting radio engineers, was scheduled to leave the United States last Friday on the first of a projected world tour around the world. The purpose of his trip was not disclosed beyond the understanding that he will investigate radio matters abroad, presumably to $10 million dollar foreign govern- dence agency. Mr. Ring will visit the Pacific area first, then travel to Paris.

TULSA, OKLA.

Combined Summary of Results—Five Surveys

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LOUISVILLE, KY.

Combined Summary of Results—Three Surveys

Radio Top Papers in TV Markets

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May 7, 1951 • Page 25
IN REVIEW

POLITE consideration toward the daughter of a chief of state, not to mention a certain temperament encouraged by recent reports that Mr. Truman intends to settle old scores after his incumbency, confine this reviewer to the remark, in assessing Margaret Truman's radio debut as a dramatic actress, that she was—well, competent.

Her vehicle was not sturdy enough to be memorable, being a radio adaptation of a screen play adapted from an article that appeared in the New Yorker magazine. No rose, passing through so many hot, little, Hollywood hands, could possibly retain its first, bright bloom. Jackpot, as the story was called in its screen and radio transmogrifications, arrived at the microphone willed.

As originally written, by the New Yorker's John McNulty, if memory serves, it was a rather terrifying account of a radio jackpot winner's almost impossible difficulty in selling off enough of the bizarre merchandise to pay income taxes on his windfall.

In that gives the actual experiences of Mr. McNulty's anguished hero were marvelously humorous, but they apparently did not seem to Hollywood technicians to have enough of the old sockeroo. In the radio and screen versions, the hero loses his job, is jilted, is almost seduced by a femme fatale, and is nearly divorced before everything falls happily, the hero not restored to his employment but promoted to a vice presidency, and he and his wife reconciled as though in the blush of first love.

As Bill, the male lead, James Stewart carried the major burden of the somewhat inert script (although he received second billing to Miss Truman's). Mr. Stewart's skillful hemming and hawing did as much as could be done to adorn the lusterless lines.

In comparison, Miss Truman's performance was, as said before, competent. She read her lines intelligently and without a fluff. Her lack of experience, however, was evident at those moments when an accomplished comedienne might have contributed a response from the studio audience but Miss Truman did not.

In her defense, it must be said that her's was a trying assignment. To start a dramatic career at the top is to ask a lot of any actress, no matter how talented. If Miss Truman aspires to the theatre, as well as the concert stage, she would be far better advised to undertake the same measure of the rigorous practical education that most successful professionals have endured.

Let us turn now to the commercials, which in the first half-hour (the sponsored part) of the hour-long production must have been gratifyingly evident to those who paid for them. This is one of NBC's Tandem Plan programs, and three sponsors, RCA-Victor, Chesterfields and Anacin, were mentioned favorably on several occasions.

All three were identified at the beginning of the show, with a short description of the merits of each. After the introduction of the stars, Miss Truman and Mr. Stewart, an anti-trust commercial for RCA-Victor was read. Another one-minute commercial for Chesterfields—apparently recorded by Bob Hope and Bing Crosby—came just off the first half-hour, and one for Anacin toward the end. Before the station break, the list of the three sponsoring products, and descriptive phrases for each, was read again.

PROGRAM FACTS

Program: "Screen Directors Playhouse: Play, "Jackpot."

April 26

Starring: Margaret Truman, James Stewart, Dawn Bender, Jeffrey Silver, Ann Diamond, Eddie Marr, Jerry Haunmer, Bill Bouchey, Jim B Fach, Betty Lou Gerson, Sidney Miller, Robert Ramsey, Paul McDonald

Producer: Howard Wiley

Writer: Jack Rubin

Musical Dir.: Robert Armbruster

Voiceover: James Wallington

WHILE the faroce created by its network radio rate reductions raged on, CBS last week issued a documented presentation to show the sales appeal of summer radio, and to prove that "in summer, as in winter, radio is the public's No. 1 medium."

After citing facts, figures and case histories to demonstrate the power and potentialities of summer sponsorship, the network offered this "check list of four ways to make the most of summer network radio"

1. Keep an existing winter series in its regular period to make the most of diminished competition and to maintain listener-habit.

2. Move an established winter show into the hiatus-vacated Top 20 time periods to expose new audience to it.

3. Test the value of a higher-rating network by bringing a winter series over from another network for a three-month experiment.

4. Launch a new sponsorship in summer for a flying start into the fall-winter sweepstakes.

Summertime today is "one of the two peak seasons in spendable income and retail sales," CBS asserted. In contrast to the days of the first hiatuses, when summer sales "were not worth the costs of sponsorship," the summer season now ranks as the first or second quarter of the year "in all major index of spendable income," the network pointed out.

"In terms of sales potentials now available," the brochure continued, "radio's summer hiatus pattern is obsolete. Summer opportunities fully justify 12-month advertising."

Sears 42.8 Million Sets

CBS appraised radio's summer opportunity at more than 92.8 million sets—40,065,400 in homes where families are not away on vacation; 28,880,000 secondary sets (including 14 million portable sets in homes where families are not away; 19,100,000 automobile receivers, and 5,000,000 sets in public places).

On the average summer day from May through September, the network said, 95.6% of the population is headquartered at home and of the 28,880,000 vacationers away from home, "almost all stay within reach of U.S. summer network radio."

The presentation draws upon U. S. Commerce Dept. figures to show that spendable income is bigger in summer than in winter or spring; that summer is one of the two big factory payroll seasons; is one of the two peak seasons in farm income; is the second biggest retail selling season; is the No. 1 season in durable goods stores; is one of the two best seasons in non-durable goods stores; is No. 1 season for automobile dealers; is one of the two peak seasons for household appliances; is one of the two peak seasons in drug stores, and the "best season" in filling stations, and is a $2.5 billion season for department stores.

"Summer is also the customer's season-of-decision on major purchases," the presentation continued, citing department store surveys in Milwaukee and San Francisco in 1949 as showing that "80% of the decisions on what to buy, which brand and when to make the purchase are made by families in July and August."

A "leading store executive" was quoted as saying "it's too late to sell a major investment after the

CBS SUMMER PITCH

Says Radio No. 1 Medium
IN A SURPRISE move, the FCC last Wednesday elevated Curtis B. Plummer, chief engineer, to the newly-created post of Chief of the Broadcast Bureau. Establishment of the Broadcast Bureau, under its

Telecasting, April 9] completed the Commission's self-initiated reorganization along lines generally advocated to the Senate by Senator Maui

land Bill ($658) which now awaits House action on Capitol Hill.

The integrated new bureau, to start operations June 4, is to consist of an Office of the Chief and five divisions. These divisions will be an Aural Facilities Division, a Television Facilities Division, a Renewal and Transfer Division, a Hearing Division, and a Rules and Standards Division.

Mr. Plummer was selected by a 5 to 2 vote, with Chairman Wayne Coy and Comr. Frieda B. Hennock dissenting. Their candidate was Harry Plotkin, assistant general counsel in charge of broadcast operations, who for months had been reported as practically the walkaway candidate. Opposing, however, developed, primarily on the notion that Mr. Plotkin, as a lawyer, was disposed to approach matters on a prosecutorial basis.

Evidently the majority of Comms. Paul A. Walker, Rosel Hyde, Robert F. Jones, George E. Sterling and E. M. Webster concluded that appointment of an engineer would have a stabilizing influence on those in the broadcast field regulated by the Commission.

For nearly all his 11 years with the FCC, Mr. Plotkin, admittedly a brilliant lawyer with the work capacity of an entire platoon of attorneys, nevertheless had been the Commission's most provocative lawyer. To him has been ascribed most of the controversial regulations pertaining to broadcast operations.

Plan Voted Tuesday

At Tuesday's meeting the FCC voted the reorganization plan for the Broadcast Bureau. An effort was made to circumscribe the duties of the chief who would be responsible only for the analysis and examination of applications without making recommendations to the Commission. This, however, was lost by a 4 to 3 vote. Voting in favor of the restricted delegation of authority were Comrs. Hyde and Hennock.

Specifically, the authority delegated to the chief of the Broadcast Bureau is summed up within the Commission's announcement:

The effect will be that a single Broadcast Bureau, under its Chief, will now be responsible for discharging legal, accounting and engineering functions in connection with all broadcast services.

In unifying the radio broadcasting work which has heretofore been

PLUMMER NAMED

As Broadcast Bureau Chief

the Legislative and Administration Division. The Accounting System Division and the Economics Division will remain under the Chief Accountant. The Field Engineering Division will be under the Chief Engineer. The Frequency Allocation and Treaty Division, the Technical Research Division and the Laboratory Division will continue under the Chief Engineer.

Broadcast licensing functions remain under the Office of the Secretary.

Posts to Be Filled

FCC has not intimated who will head the five divisions within the Broadcast Bureau as well as the post of deputy director. It's very likely that the latter post will go to a lawyer since an engineer was selected as Chief.

Past procedures indicate that Mr. Plummer would make personnel recommendations for the various positions to the Commission.

The 38-year-old new Broadcast Bureau Chief is a native of Boston. He has been a member of Harvard Law School's National Trial Team and the Harvard Broadcasting Association since his freshman year. He became a member of the Harvard Law Review. Plummer also served as a member of the Harvard Broadcasters' Association.

His first engineering work included assignments at WHOH, WNE, WBGU, and WGAN. A member of the Boston Bar Association, he went to Washington, D. C. in 1942, and two years later was named assistant

LICENSE FEE THREAT

By DAVE BERLYN

THE LICENSE fee skeleton emerged from Congressional closets last week to rattle nervously for additional charges assessed by government agencies, which would include the FCC, for special services rendered.

It was dangled on two fronts — by the House Appropriations Committee, which has cut FCC funds for fiscal 1965 to correspond with the agency's current operating budget, and during House Commerce Committee hearings on the McFarland Bill (story page 29).

The Appropriations Committee reported concern that the government "is not receiving full return from many of the services which it renders to special beneficiaries." It explained that many fees now charged are prescribed by law. But it called for a re-examination "to bring the actual charges into line with present-day costs...".

This influential committee, that has its fingers on government purse-strings, pointed to the long-range study on services now being conducted "which may result in further legislation to require that adequate consideration be received for such services."

For the present, the Congressional committee seemed satisfied to write into its bill (HR 3860) a provision authorizing and encouraging such charges "which would in no way conflict with studies now under way to effect changes" in the laws already under the bills.

Would Allow Fees

The committee wrote into the funds bill a section which would permit agencies to set charges or fees for services, subject to "such policies as the President may prescribe." It is noted, however, that this provision states that it would be the "sense of the Congress," and therefore, if the measure were enacted, not necessarily binding.

However, should Congress approve the measure forwarded by the Appropriations group, observers believe it conceivably could set off the fuse on the license fee powder keg.

There are multiple interpretations on what effect this section could have, and numerous ramifications. Summed up, the possible effect of the bill's passage looks like this:

- It would be a "trial balloon" law. Agencies could try out the principles involved and see how they worked.

- It probably would be effective only for a year since appropriation bills are generally regarded as being "good" for the fiscal year for which Congress legislates funds. Apparently it would permit agencies to charge fees or other assessments for services rendered (but not force them to) in any instance where there is no law prohibiting such an assessment. FCC, so far as it can be determined, has no such statute on the books.

- It would throw open the entire question in each of the

(Continued on page 8)

Renewed on Hill

Never Section

By C. R. ELLIOTT

A provision in that would permit agencies to set charges or fees for services received, subject to "such policies as the President may prescribe." It is noted, however, that this provision states that it would be the "sense of the Congress," and therefore, if the measure were enacted, not necessarily binding.

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(Continued on page 8)

BROADCASTING • Te lecasting

May 7, 1951 • Page 27
EDUCATORS from all parts of the nation heard a long list of speakers call for support of educational broadcasting and television, particularly to the latter, as the 21st annual Institute for Education by Radio-Television opened its session Thursday night at the Deshler-Wal-lace Hotel, Washington, D.C.

Several speakers warned that edu-cators must not repeat in television what they felt were mistakes made in educational radio. Main emphasis was placed on finding the first two days of the conference.

An audience of more than 800 took part in the general sessions and panel discussions. In charge of the institute was Dr. I. Keith Tyler, of Ohio State U. (Further details will be reported in the May 14 BROADCASTING • TELECASTING.)

Television was the best public interest in developing a pro-
gramming with a social conscious-
ness, providing for a maximum number of competing program services. It offered a smaller underwriting of the costs of public service, Chris J. Witting, general manager of DuMont TV Network, told the conference Thursday night via closed circuit hookup from WNYC New York.

Cities Vast Audiences

Pressure of great events, great issues and great personalities has forced an expansion of TV pro-
gramming concepts in the past few weeks, Mr. Witting said. He spoke out their desire of viewers in March watched the Kefauver committee hearings, more than 40 million views by TV the Washington and New York greetings of General MacArthur less than a month later. The problem of financing such programming is also ap-
proaching serious, he added, noting that the sponsor was identified with the Kefauver telecasts but eight advertisers participated in the MacArthur programs.

The conference made adequate fa-
cilities to assure maximum pro-
gram competition and also to pro-
vide business enterprises with ac-
cess to major markets, Mr. Witting pointed out that if the FCC alloca-
tion plan should result in a monop-
opoly of two networks, they would be no moneys paid with broadcast pro-
grams, they would have little or no time to devote to public serv-
vice. He described the proposal to allocate to educational institutions 10% or 25% of the license national supply of TV channels as "impractical and wasteful," questioning the ability of these institutions to support TV programming.
Mr. Ryan

By FRED FITZGERALD

IMMEDIATE passage of the McFarland Bill (S 658) was urged last Monday by NARTB President Justin Miller. He appeared at the final day of hearings on the bill before the House Interstate & Foreign Commerce Committee [Broadcasting * Telecasting, April 30].

Other appearances were made by Leonard H. Marks, of the Washington Υ Radio Group, and Paul B. Rush, assistant director, Administrative Office of the U. S. Courts, also proposing changes in Sec. 15, which was entered into hearing record.

Judge Miller cautioned that when the television "law" does come, the FCC will be faced with an unprecedented work load. The streamlining effects of the McFarland Bill will assist mightily in handling problems connected with some 2,000 allocations that will suddenly become available, he said.

NARTB at its civil convention adopted a resolution in support of S 658, Judge Miller pointed out [Broadcasting * Telecasting, April 28].

"Would Assure Justice"  
Advantage of the bill's Sec. 5, he testified, was that necessary "expertise" testimony in an FCC case would become public evidence, subject to tests of validity, thus assuring "judicial scrutiny of traditional American way."  

Judge Miller also said that, in the practice of staff consultation, a Commissioner is "vulnerable" to persuasive arguments of government experts which may have ideas and philosophies developed unchallenged over the years in "ivory towers."

Sec. 6, which provides for simpler renewal procedure, was described as saving both broadcasters and FCC time and money.

Among other sections favorably supported by Judge Miller was Sec. 15 (e) which would reinstate the three-judge district court for FCC appeals, while 402 (b) of Communications Act clarifies cases where appeal is directed to the U. S. Court of Appeals.

Subsequent testimony of Judges Stephens and Biggs was directed against Sec. 15. Judge Stephens submitted that this provision has the effect of repealing "by implication" Public Law 901, passed last Dec. 29. Declaring "a large saving of judicial time and energy" is effected under Public Law 901, he recommended substitute language in Sec. 15 to amend Sec. 402 of the Act to read:

Sec. 402. (a) Any suit to enforce, enjoin, or suspend any order of the Commission (except those appealable under the provisions of Sec. 402 of the Communications Act) shall be governed by the Act of December 29, 1950 (Public Law 80. 81st Cong. 2d Sess.)

Mr. Marks, who represents the city-owned WYNC New York, proposed that the provision of the bill which would amend Sec. 3 of the Communications Act be changed. Added would be language that "a special service authorization may be issued to the licensee of a broadcast station for a service other than or beyond that authorized in its existing license for a period not exceeding that of its existing license."

Staff Question  
Under present wording of the bill, he said, there appears to be some doubt as to right of FCC to issue an SSA to WNYC, on the 830 ke clear channel of WCCO Minneapolis, has operated past local sunset to 10 p.m. EST under an SSA first given in 1942.

The question of staff consultation between a Commissioner and staff members—the most controverted point throughout the hearing—was again raised by Rep. John Hessellin (R-Mass.) at the conclusion of the hearing. He questioned Judge Biggs as to his personal opinion on separation.

The Judicial Conference did not make a final decision on separation. In so doing, he said, "I implore stations owned, and independent managers to immediately assess their dollar rates in the light of the increased operating costs, increased population and set ownership, and lower purchasing power of the dollar during the last five years.

"Let's get this fundamental job done first; then we can talk about how much television (in cities with television) has reduced advertising to programs and at the same time how much television has reduced reading of newspapers, magazines, comic books, movie audiences, sales of paperback books, and many other activities?"

"How much is television looking and listening influencing radio listening and other activities? I don't know. Neither does the ANA, A. R. A., Radio Cooper, National Pulse, or anybody else who presumes to know.

Until the ANA has reliable research available based on a true incontrovertible study of how people are distributing their leisure time—philosophy, background, and working—in home as well as out of home, it has no sound or even legitimate basis on which to demand rate cuts," he said.

BAB's Financial Goal

Declaring that "a million-dollar budget for radio promotion is small in view of the billions spent by individuals and corporations, rewards that are certain with a united effort," Mr. Ryan said that "BAB is a long way from the financial goal it must reach to do the job it has to do for you."

His most immediate concern, he continued, had been the ANA demand for reduction of rate time.

When network rates are reduced, spot and local rates will follow the same line unless affiliated and independent stations properly assess and price their services," he went on.

Discussing the "rating" of radio's "sales power," the first step, he said, was "to provide a flood of documentary evidence on what this medium has accomplished in sales volume for advertisers, nationally, sectionally and locally."

BAB proposes to "case history" advertisers and agencies with an "endless flood of 'facts' and sales promotions through use of radio," with the aim of selling the medium as a whole.

Using "ratings" to evaluate radio, he continued, has imposed "incredibly high prices on radio than the readership scores would impose on publications, if they should sell on that basis."
ESSENTIAL EQUIPMENT

COMMERCIAL radio-TV equipment, designed for non-consumer use—including AM-FM-TV broadcast products but excluding home type receivers—last week was specified by the government as “essential” and earmarked for direct allocation of scarce raw materials beginning July 1.

Under the order issued by National Production Authority last Thursday, manufacturers of AM-FM-TV console and table receivers, phonographs or record players and automobile sets will not be granted allotments. Equipment makers were asked not to apply, save “for materials for all parts to be used for repair purposes.”

Materials already contained in NPA's Class B Products listing which will guide operation of its Controlled Materials Plan this summer. Aluminum, steel, copper and aluminum are affected.

CONVENTION COVERAGE Plans Are Underway

COAST-TO-COAST radio and TV coverage of the Democratic and Republican national conventions in 1952 is already in the early planning stage, with Bill Henry serving as liaison with party national committees in his capacity of chairman of convention committee.

Detailed arrangements will be taken up, after a Republican committee selects a site at its May 9 meeting in Tulsa, and after the Democratic committee meets May 29.

Sponsorship of convention proceedings for the first time will be considered by both committees, though question arises over right of the national committees to accept funds from sponsors. Local convention arrangement committees might work out sponsorship.

The sponsorship problem involves type of advertiser and opens up problems of time segments and total coverage. Both parties would hesitate to allow a sponsor to cut one program and offer another of a single network, for example. Scheduling of convention events to suit a sponsor would meet party opposition, since both Democrats and Republicans will insist on retaining the tradition and flavor of these events.

To Expand TV

TV coverage will be greatly extended in comparison to the service available in 1948, when the number of stations and cable coverage were limited.

Convention planners will make extensive facilities available to radio and TV but take the position that the conventions must be covered as news events.

Profiting from the 1948 TV experience, the party committees will set up local, and perhaps national, auditoriums to permit effective TV coverage on a regional basis.

Cities most prominently mentioned for the conventions are Chicago and Philadelphia. Democratic

Slated to receive a flow of materials are manufacturers of commercial radio communication and navigation aids; electronic components, recorders, amplifiers and audio equipment; transmitting and industrial type tubes; radio receiving type tubes (except cathode ray); TV receiver cathode ray tubes; and telephone and telegraph equipment.

Manufacturers will be asked to apply for authorized production schedules, material allotments and defense order rating on forms to be filed with the appropriate NPA Electronics or Communications Products Division.

In announcing the action, authorities stressed that the government hopes to remain out of the consumer field "at least at present," although classifications are subject to change.

In other developments last week:

- Industry transmitter and tube representatives were asked to provide a program of estimated requirements for remainder of 1951 and for 1952.

NPA Issues Order

- NPA was still weighing a proposal designed to allocate additional materials for the television industry in the event the FCC lifts the freeze.

- John Daily, chief of NPA's Electronics Products Division, which handles radio-TV material needs, submitted his resignation.

The FCC freeze question was posed on the heels of statements by Defense Mobilizer Charles E. Wilson that the television industry probably could expect no special priority to expand and that stations would have to take their place along with other civilian activities. Mr. Wilson's prediction was voiced in answer to a query raised at the NARTB Chicago convention.

Priorities Possible

Electronics authorities were not inclined, however, to discount the possibility of priorities in the event the freeze on new TV station construction is lifted.

One authority pointed out flatly that a proposal to provide for such a program, containing critical materials for all non-consumer equipment (end products and components parts)—had been evolved by the NPA Electronics Products Division and submitted to top NPA levels as part of the overall CMP for radio-TV.

Whether the Defense Production Administration, on the recommendation of the new Electronics Production Board, will act favorably on this phase of CMP is still a matter of conjecture, he pointed out. The suggestion takes cognizance of possible lifting of the freeze, as well as needs for special equipment for broadcast emergency and civil defense operations—none of which fall within the commissioner's jurisdiction.

The electronics blueprint was drafted by the Electronics Products Division under Mr. Daily, who resigns effective June 1. No successor has been announced.

A DOUBLE celebration marking the 23rd anniversary of Theodore Grenik's American Forum of the Air and a new sponsor for the telecast portion of the program was the signal for a three-way handshake by the principals involved. L. to r: Mr. Grenik, S. D. Den Uyl, president of Bohn Aluminum and Brass Corp., Detroit, and Clyde M. Adams, corporation secretary.

Last Tuesday, Sen. Homer Ferguson (R-Mich.) in the Senate rose to command Mr. Grenik, the program and the Bohn firm as sponsor.

ALERT PLAN Meets Some Opposition

FCC's published alert plan for radio-TV broadcast operation during imminent or actual attack has been challenged as "impractical" and needful of more study, in a communication to the president by the Federal Civil Defense Administration, it was learned last week.

Some local civil defense communication authorities take sharp exception to basic concepts inherent in Commission's station procedure thinking, as well to the broad subject of "electro-magnetic radiation" control legislation developed by the military.

The exceptions are contained in a letter submitted to FCC Administrator Millard F. Caldwell as the FCC and Dept. of Defense mark time on further development touching on "radio silence." Legislation designed to include all radiations capable of serving as navigational aids to enemy craft also was stalled last month.

In the view of FCC and the U. S. Air Force, which jointly evolved the emergency blueprint, an executive order from the Office of the President is needed before the Commission's interim operational plan can be imposed on broadcasting stations. The directive still under study to be submitted by the Bureau of the Budget, which will make its recommendations to the Chief Executive. If it materializes, the order would supersede the present Sec. 606 (c) of the Communications Act [BROADCASTING • TELECASTING, April 23].

Not Feasible

The contention of some local communication authorities is that the plan is not feasible for either civil defense, or the government, and that the whole issue should be more thoroughly explored.

Among the points underscored by the authorities:

- The advisability of curtailing radio broadcast transmissions during an alert has been over-emphasized, and stations should be utilized to the fullest extent possible to air public information.

- Programming of stations should be under local control so they can resolve immediate local area problems.

- Stations should be allowed to continue on their normally-assigned frequencies and methods of deception should be limited to use of other techniques.

- Many stations, faced with the necessity of modifying present equipment at their own expense, will feel financially unable to cooperate on the plan.

The plan was originally unfolded by the FCC at a special defense rally in Washington last March and repeated at the annual NARTB Chicago convention last month [BROADCASTING • TELECASTING, April 23, 2].
THE HOUSE of Representatives was scheduled to investigate the FCC.


Questioned about his resolution, Rep. Kearney said he could not make any statement until he had “talked over” certain matters with other parties. The Congressman did not elaborate.

His resolution was referred to the House Interstate Commerce Committee, under House procedure wields life and death power over all legislation introduced. It's the committee that clears measures for floor consideration.

The resolution would:

1. Direct a select committee to conduct a study and investigation of the "organization, personnel and activities" of the FCC.

2. Establish a 12-member select committee to the FCC.

3. Give the select group the power to subpoena witnesses and permit the local authorities.

4. Call for the committee to report to the House “during the present Congress” the results of its probe, together with recommendations.

5. Varied speculation followed the wak of the resolution's introduction as to the reason for its appearance at this time on the Congressional calendar. They embraced the entire field of communications controversy—color television, television allocations, political alignment, as well as a few wild guesses.

Some observers felt Rep. Kearney's move was initiated by a request from a broadcaster, or possibly a group of broadcasters. The Okolona, Kentucky, town is Givensville, N. Y., and he represents the Empire State's 31st Congressional District which embraces Schenectady.

Disposition Doubtful

It has been pointed out by a source close to the Rules Committee that the resolution comes from the minority side of the aisle. Doubt was expressed whether the House would favor the appointment of such a committee.

The Kearney Resolution immediately stirred broadcasters' memories of other FCC probes, the Cox Committee investigation of 1943-44 and the Harness probe in the 80th Congress.

Rep. J. A. Harness, Indiana Rep., obtained House approval of a resolution that was similar in part to the Kearney request on June 19, 1948 [Broadcasting • Telecasting]. It was specifically aimed at FCC personnel and general operations. The Harness investigation had an expressed aim of inquiry into FCC's personnel and general operations.

**FCC Study**

Sought by Rep. Kearney

**SLOAN AWARDS**

National Safety Council
Cities Nine Winners

NBC, four stations and four advertisers were named by the National Safety Council in Chicago last week as recipients of the Alfred P. Sloan award for highway safety in radio, television and educational stations, and radio and TV advertisers.

NBC received the award for its "exceptional service to safety" in airing six Green Cross Song Festival, which served as a pilot series for the current 1951 schedule of festival shows. It was also commended for such special shows as Death Takes a Holiday and its Labor Day series of network spots.

In the local sustaining category, WNRR Norristown, Pa., received the award for its 7,000 spot announcements on safety, and for its "highly successful" slogan contest which drew 28,000 entries. The C. W. Kelley Transp. Co., Hutchison, Kansas, was cited for its Kelley's Safe T Club, aired on KWWH Shreveport, La. Commendation went to WWJ-AM-FM Detroit for "a very effective and sustained" series of spots and shows, and the Plymouth Dealers Bureau received the "exceptional service to safety" award for Listen and Live on the same station. Broadcast daily, the show was designed to keep motorists aware of the need for extra care on streets and highways.

In the sustaining TV category, WNBW Washington received the award for Circle Four Roundup, which enrolled 25,000 members in the Round-up Rangers Safety Club. Winner of the non-commercial educational award was WUOT-FM Knoxville, Tenn., which aired a 13-week show, Court of Public Safety. It was later recorded and distributed to eight commercial stations in the state.

Maxwell House Coffee, division of General Foods, was commended in the national and regional network commercial category for sponsorship of Father Knows Best, "which brought a pledge of safe driving to millions of young people through the medium's ability to promote father-daughter written agreements". The Local Chevrolet Dealers Assn. earned the award in the TV network commercial class for its "exceptional service to safety" in producing and sponsoring two film cartoons in safety and one live commercial, The Other Fellow, for network use.

Among the judges were Kenneth G. Bartlett, dean of the University college and director of the Radio Workshop, with Mr. Henry Ford and George Jennings, director of radio for the Chicago board of education.

Wall Leaves FCC

THOMAS HENRY WALL, FCC broadcast attorney assigned to litigation, has resigned from the Commission to join the Washington radio law firm of Dow, Lohnes & Alston. He joined the FCC since September 1949. Mr. Wall graduated from Georgetown U. Law School in 1948 and currently completed work for his master's degree in law there. From 1948-49 he was law clerk for U. S. Court of Appeals Justice E. B. Prettyman.
RCA-Income

RCA's consolidated gross income for the first quarter of 1951 totaled $185,590,755, best first quarter in the corporation's history, brig. Gen. David Sarnoff, chairman of the board, told the 392 annual meeting of RCA stockholders, held Tuesday in NBC Studio 8H in New York's Radio City.

First quarter gross was 46% above the $127,802,580 grossed in the like period of 1950, and profit before federal taxes of $27,743,542 was also 46% over the $18,945,281 figure for the first three months of 1950.

Sarnoff said that this profit was a result of increased advertising, the continued move into television, and the resultant increased demand for consumer products.

Dividend Payments

After payment of the preferred dividend of $785,902, a balance of $11,183,420 was earned for common stock, or 50 cents a share, compared with earnings of 75 cents a share for the first quarter of 1950, Gen. Sarnoff said. He noted that the board had already approved a dividend of $1.50 a share for excess profits taxes which were not in effect during the first two quarters of 1950.

Doherty Named

Appointed to New WSB

RICHARD P. Doherty, director of the NABT Employe-Employer Relations Dept., was named Thursday by President Theodore R. Walsh as one of the 15 members of the new and enlarged Wage Stabilization Board. Chairman of the board is Dr. George W. Taylor, Philadelphia.

Mr. Doherty will serve as one of the six industry members on the top policy-making board, to which organized labor returned. The board met after a two-month walkout.

RCA-Income

Best Quarter in Firm's History

Stockholders ratified a board proposal giving Gen. Sarnoff and Mr. Folsom options to purchase 100,000 authorized but unissued shares of RCA stock, respectively, at $17.75 a share, market price of the stock when the options were granted, exercisable for five years from date... 

Report Highlights

Government orders, increasing since last June, "recently reached a volume that required conversion of some of our commercial production facilities to the manufacture of equipment for national defense..."...

"The increase anticipated for the next two or three years substantial portions of our facilities will be devoted to the production of electronic apparatus for all branches of the armed forces..."

"RCA's experiments with UHF, notably the construction and operation of the station at Bridgewater, has increased the capacity of the corporation more than $2.5 million..."

"While television has been advancing, radio set sales have continued to increase. Last year, 14,600,000 radio receivers were sold by the industry as a whole, compared with 11 million in the previous year..."

"The more than 1.4 million receivers sold last year increased the television audience to over 24 million, and mobile service to over 325,000..."

"With the increasing number of television sets in operation, an increase in the number of radio receivers..."

"To keep pace with television's growth, NBC in 1950 began the great expansion program in its history and, including the first NBC's 25th anniversary... NBC begins its second quarter of a century as the No. 1 network in America..."

LISTENING STATUS

Nielsen Reviews for ACA

The NBC network now totals 181 stations, six of which are owned and operated by the company. The TV network comprises 126 affiliations, five of which are owned and operated by the company... NBC has leased the Eladio Denton studios in Hollywood for television operations...

"Commenting on the proposed CBS purchase of Byrton Radio & Electronic Corp., which would make that company a manufacturing as well as a broadcasting competitor of RCA, Gen. Sarnoff said: "Initiation is the sincerest form of flattery.""

"As for the CBS reduction in price of its proposed $7,000,000 purchase of NBC, Mr. Doherty reported that NBC is about to follow suit, Gen. Sarnoff said that these reductions are the result of the increased audience which NBC has shown in recent years. He announced that at several months ago, when NBC proposed cuts in radio rates, particularly in the New York market, the company was opposed that plan most strenuously, adding that "now it's OK if they do it. This is one time more or less I'm glad to let them take the leadership..."

"When Wilma Ross, president of the Federation of Women Shareholders, praised the election of Mildred McAfee to the board. Gen. Sarnoff said he let Mrs. Ross vote on a secret—that Mrs. Ross will be elected to the RCA board when a vacancy next occurs."
You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
**Gambling Curbs**

Specific legislation already is in preparation to carry out the Senate Crime Investigating Committee's recommendations to restrict and regulate interstate transmission of "gambling information," the Committee indicated last week in its third and final interim report.

The legislation—pertaining to all media of mass communication, including radio, television, as well as to news distribution agencies and common carriers—would be designed to curb the transmission of data of value to organized crime groups, the committee stated.

FCC would do the regulating and licensing, according to present committee plans.

The committee pointed out the legislation would seek to minimize disadvantages "which may incidentally accrue to those who are engaged in legal gambling operations through the dissemination of news. To the extent that they may unavoidably cause incidental inconveniences to such persons engaged in wholly lawful operations, the committee considers that these disadvantages be accepted as inevitable and necessary in order to accomplish a very important public purpose."

The report indicated the committee's efforts are directed in large part toward curtailing the operations of Continental Press Service, described as having "a monopoly of the transmission of gambling news throughout the country."**Continental Control**

The report stated Continental Press "is not fully controlled by Edward Wayne, its nominal owner, or by Thomas Kelly, its general manager, but is substantially influenced by the gangsters which constitute the Crime Syndicate. As a corollary, the Cappone syndicate has the power to dominate bookmaking operations of any size throughout the country."

"Continental Press has not been and is not involved in any unlawful activity, according to conclusions of an initial decision issued in March by FCC Hearing Examiner Leo Resnick [Broadcasting • Teletesting, March 19]."

"The committee's conclusion in the case, a hearing on transfer of WMIE Miami, Fla., also found no evidence respecting Arthur B. McBride or his part ownership and operation of Continental Press to disqualify him from being a stockholder in a radio station. Mr. McBride is the father of Edward McBride, now sole owner of Continental."

Arthur McBride and Daniel Sherby, Cleveland business associates, are chief beneficial stockholders in WMIE. They are principals in WINK Fort Myers, Fla.

Acting in part upon suggestions of Justice Dept. and FCC, the Senate Crime Committee specifically recommended, among other things, that:

- The transmission of gambling information across state lines by telegraph, telephone, radio, television, or other means of communication or communication facility should be regulated so as to outlaw any service devoted to a substantial extent to the purpose of gambling in illegal gambling.
- The transmission of bets or wagers, or the transmission of money in payment of bets or wagers, across state lines by telegraph, telephone, or any other facilities of interstate communication, or the United States mails, should be prohibited.
- Appropriate legislation should be enacted to set up an independent Federal Crime Commission in the executive branch of the Government.
- The Congress through a continuation of this committee should for the time being legislate to examine and to check on organized crime in interstate commerce. The basic function of the committee should be to investigate the methods employed by the Federal agencies to suppress interstate criminal operations... It will also follow up the legislative recommendations indicated in the report.

COUNSEL for the G. A. (Dick) Richards' stations last week asserted that a study of the legal questions involved in the renewal proceedings "leads to the conclusion that the FCC has not the authority to make the inquiry 'contemplated' in the issues."

In its proposed findings of facts and conclusions involving KMPC Los Angeles, WBBM Chicago, WFIL New York, WGAN Cleveland, it was further held that even if the Commission did have such a right, "thorough" evidence of the conclusion could not be granted.

The proposed findings of facts and conclusions by FCC General Counsel are to be filed today (May 7).

The FCC's hearings on the Richards' stations wound up last December in Detroit [Broadcasting • Teletesting, Dec. 28, 1960] following an earlier 88-day session in Los Angeles. At that time Examiner James D. Cunningham ruled the tentatively-slated hearings in Cleveland would be unnecessary.

The 418-page brief submitted by Hugh Fulton, of Fulton, Walter & Halley, held that the FCC is neither "authorized or qualified" to judge whether news and other programs are "biased" or "one-sided." Similarly, it was said the Commission had no basis upon which to rule that Mr. Richards issued instructions to his stations to emphasize local points in stations' broadcast.

Even if true, Richards' counsel reiterated, the hearing record does not support these charges. The brief also contended, in opposition for other issues involving program content and alleged instructions of Mr. Richards to staff.

To the allegation that Mr. Richards, when he was a "polo disciplinarian," acquired all persons engaged in the dissemination of any information concerning horse-racing or dog-racing events or betting information on any other sporting events by means of interstate or foreign communication to receive a license solely for these purposes from the FCC.

It continued: "It is proposed that such licenses shall be freely granted to any applicant."

**Law in Preparation**

Unless the Commission establishes that the granting of such applications would not be in the public interest, that the applicant is not of good moral character, or that the information will be used in a manner directly or indirectly to any substantial number of persons in such a way as to promote or facilitate gambling activities or other activities in violation of the law."

No one seeking a license shall be able to prove responsibility that the use of the information provided by an applicant has been made or could be made only by an ultimate user or any number of intermediate wholesalers in the dissemination of such information.

Any applicant seeking a license has failed to obtain available information concerning the use to which the information is put, the burden shall be on him to disprove this contention. Licenses may be revoked for the same reason.

Every common carrier or other supplier of information concerning racing or sporting events shall be required to maintain a list of its territorial points and the material it provides. The address of such terminal point shall be noted, together with the name of the person or persons operating such terminal facility. Such lists should be open to inspection by appropriate local, state and federal law enforcement agencies.

**FCC's Proposal**

The committee stated it has rejected "at least for the present" FCC's proposal to make illegal the interstate dissemination of betting data. It hopes the elimination of racing-wire service primarily for gambling will effect the desired result, with the minimum disruption of legitimate news dissemination activities."

**Richard's Brief**

Contests FCC Authority

The brief asserted that Commission counsel refused to give any particulars with respect to the issue and that neither examiner nor applicants could tell what affidavits and pleadings were referred to.

Richards' counsel also questioned "materiality" of Commission counsel evidence on Mr. Richards' private views "unrelated to instructions and conclusions under this issue."

It was contended:

Since the Commission has no authority to define "private" personal views, Commission counsel cannot use affidavits and pleadings for making such an inquiry. If the inquiry is proper, then in any event, it is not to be made by referring to "private" views in any affidavits or pleadings. For the Commission to consider statements claiming or tending to claim authorization of private views in any affidavit or pleadings is to violate Administrative Procedures Act; FCC General Counsel was "biased and prejudiced" in attitude and conclusions.

The voluminous brief detailed description of stations and their public service programming; background and character of G. A. Richards; support of various local, state and local government activities, as well as support of civic, religious, educational and other organizations; point-by-point answers to specific charges on program content; and other information on the stations' reputation and operation.

Page 34 • May 7, 1951
Fifteen years ago the now famous Nola Recording Studios opened for business with a hope, a prayer... and one early model Presto recorder. Today the New York studios occupy 40,000 feet of space, including an entire floor in one of Broadway's good size office buildings and a branch studio in Steinway Hall. From nine in the morning until after midnight the outstanding stars of show business parade through the studios and record their talents on a battery of Presto machines.

The basic equipment used includes Presto 14-B disc machines, Presto 92-A recording amplifiers and Presto 41-A limiting amplifiers. For playback purposes and re-recording, Presto 64-A transcription turntables are employed, while Presto "Green Label" discs are standard equipment also. Says Manager Nola, "The faultless performance of all our Presto equipment which is in use almost continuously has been a big factor in our growth and success. That's why we're a Presto studio."
ABC to CBS?

The most interest of all. Already the owner of two regional radio networks and of a Boston television station, and the biggest single stockholder in MBS (95%), General Tire would become a giant in broadcasting. A tight "no comment" line was being followed by all interested parties, but authoritative sources speculated that General Tire's participation in the ABC acquisition could lead to a possible merger of the Don Lee and Mutual, or, failing that, to General Tire's withdrawal from Mutual and organization of a new network. 

General Tire, owner of Yankee network for many years, bought the Don Lee network last fall for $12,300,000 — the highest-priced broadcasting sale in history, but secondary in national significance to Mr. Noble's purchase of Blue because of the fewer facilities involved.

The owner of four New England stations in its Yankee group, General Tire sold off one of the Don Lee properties it acquired, KDB Santa Barbara, to conform to the multiple ownership limits of the FCC. Unlike TV, for which FCC has ruled that no company can own more than five stations, AM multiple ownership limits have never been established as rules, but FCC policy has been to keep the number at seven.

Possible AM Sale

Presumably, participation by General Tire in the ABC-CBS deal would lead to its selling some of its present AM properties in order to become more powerful ones, it would acquire from ABC, CBS. Limitations on TV ownership would not be a factor, since General Tire now owns only one station, WNBC-TV Boston, and would gain two, in New York and Los Angeles.

There is a recent precedent for any tie-in to a General Tire transaction. As part of the General Tire-Don Lee deal, General Tire sold the Don Lee TV station, KTSL (TV) Los Angeles, to CBS for $335,764 cash. As part of the arrangement, General Tire leased space in the Don Lee Vine St. building to CBS for 10 years at a total rental of $56,165, payable in annual installments, and the Don Lee Mt. Wilson and Mt. Lee television installations to CBS for 20 years at $490,000 total rental.

By ABC stipulations that it could not keep to General Tire or some other third party, it was pointed out, CBS would accomplish not only the purpose of abolishing by FCC limitations but also recover a substantial part of its purchase price of ABC.

Its minimum net gain would be three TV stations, which the network is known to desire desperately, at a final expenditure of probably less than at which it could buy similar facilities in any other way. Whether CBS would exchange any of its present seven AM facilities for those it would acquire from ABC, or would attempt to expand its AM holdings in the absence of any firm FCC rule on the issue, was not known.

Markets in which ABC and CBS both have interests are:

New York—ABC: WJZ-AM-FM-TV; CBS: WCBS-AM-FM-TV.

Chicago—ABC: WBBM-AM-FM (no TV).

San Francisco—ABC: KGO-AM-FM-TV; CBS: KCBS-AM-FM-no TV.


ABC's other properties are in Detroit where it owns WXYZ-AM-FM-TV.

License Fee

(Continued from page 27)

agencies, and possibly the FCC would be called upon to determine the feasibility of charging fees or assessments on such policies since they felt they needed clarification from Congress.

Here is the legislative proposal:

TITLE V—FEES AND CHARGES

It is the sense of the Congress that any work, service, publication, report, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any federal agency (including wholly owned government corporations as defined in Government Corporation Control Act of 1945) to or for any person, (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business of the government, shall be self-sustaining to the full extent possible, and the head of each agency shall, in his discretion, or as otherwise is authorized by regulation (which, in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) prescribe therefor such fee, charge, or price, if any, as will, in such case, exist, or as otherwise shall determine, in case no case exists, or as otherwise shall determine, in case no such case exists, or as otherwise shall determine, in case no such case exists, or as otherwise shall determine.

Federal agencies shall, in keeping with this Act, be as uniform as practicable and subject to such policies as the President may prescribe, or as otherwise shall determine.

The increased budget for the FCC in 1978 will probably bring to the Federal Communications Commission many more applications for licenses, a situation that should be addressed by the FCC in its five-year reorganization of activities. Latest and most functional alignment is the Broadcast Bureau, which was announced last Wednesday (see story, page 27).

The "increased efficiency attained through reorganization" of activities should enable the Commission to keep current with a slightly increasing workload, with funds equally "revised" and "projected" during the present fiscal year," the committee said in its report.

The House Appropriations economy move on funds for Independent Offices, Including FCC, 1978, affected the $8,650,000—$6,757,000—the appropriations group applauded efforts by the FCC in its two-year reorganization of activities. Latest and most functional alignment is the Broadcast Bureau, which was announced last Wednesday (see story, page 27).

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— to the American Broadcasting Company, its President, Robert E. Kintner, and his associates... "for their courageous stand in resisting organized pressures and for their reaffirmation of basic American principles."

— to Elmer Davis... "for the best reporting and interpretation of the news. For diligence, integrity and a writing skill unmatched in radio today."

**ABC WINS FOUR PEABODY AWARDS**

for "The most meritorious public service in radio and television."

— to The Metropolitan Opera Company, to its sponsor, The Texas Company, and to the ABC Radio and Television Networks... "for their public service in making the most brilliant opera company in the world a byword in millions of homes."

— to "Saturday at the Zoo" on ABC Television... "for being a consistently informative and remarkably entertaining program."

American Broadcasting Company
CUMBURAAAA SP Ormitt

family is back in fall harness. Thus: We have to sell is in the summer..."

Using Nielsen data, CBS noted that the average radio family in the summer of 1950 listened to 33 hours of radio during a week.

"Summer radio audiences are substantially larger than regular ratings, indicate," the presentation asserted. Nielsen figures showed that listening in the home and out of home in August 1950 totaled 32.4% for the 6-7 p.m. period; 31.6% for 7-8 p.m., 34.1% for 8-9 p.m., 30.2% for 10-11 p.m., and 39% for 11-12 midnight. Out-of-home listening is "considerably larger" in summer than in winter, the network noted.

The Pulse’s New York study last August also showed that most out-of-home listening occurred in automobiles (43.4%), and that listening done while visiting another’s was second (21.4%). At-work listening was placed at 19.7%.

"Sponsored series that stay on through summer fared better in early as May minutes, CBS declared. It said an analysis of sponsorships on the four national networks in 1949 showed that:"

- "Twenty-two sponsored series that took a complete hiatus in the summer, had second-October ratings only 2% above their May levels, on the average.
- "Thirty-two sponsored series that stayed on through summer, averaged second-October ratings 10% above May."

CBS point out that William Wrigley Jr. Co. last summer bought 36 hours on CBS and is doing the same this year (BROADCASTING • TELECASTING, April 2). Of the 12 replacement and 24 extra half-hours bought last summer, the network said, "Most of the stations were in the Nielsen “Top 20,” and the average Wrigley summer audience was 5,600,000 listeners per half-hour."

An analysis of Pulse summer ratings indicated that out-of-home listening increased Wrigley’s summer audience by another 8 to 14%, CBS added.

May 25: Third APS Subscriber Convention, Benjamin F. Aurora Hotel, Austin, Texas.
May 29-June 5: NARB Board of Directors Meeting, NARB Headquarters, Philadelphia D. C.
June 4-8: American Federation of Musicians Convention, Hotel Commodore, New York.
June 5: NARB Inaugural Dinner, Hotel Commodore, D. C.
June 8-9: RTMA Annual Meeting, Sheraton-Plaza, Chicago.
June 10-13: Advertising Federation of America’s Annual Convention and Exposition. Park Hotel, St. Louis.
June 14: JAMA Council on Women’s Advertising Clubs Convention, Willard Hotel, Washington, D. C.

May 10-11: New Jersey Broadcasters Assn., Elks-Carlin Hotel, Atlantic City, N.J.
May 13: BMI Clinic, Springfield, Ill.
May 16: BMI Clinic, Milwaukee, Wis. May 17: BMI Clinic, Indianapolis. May 21: Second APS Subscriber Convention, Hotel, Atlanta Biltmore Hotel, Atlanta, Ga.
May 23-25: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
Salesmaker to the Central South

During 1950, a work garment manufacturer with one WSM half-hour program a week increased his Central South sales by 21 percent!

Radio Stations Everywhere
But Only One...

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

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH Commercial Manager
EDWARD PETRY & CO., National Representative
P. I. FLAG WAVING

OPPORTUNITY to serve the country, give listeners "a chance to show their Americanism" and at the same time pick up a fast buck is offered broadcast stations by one of the more diverting per inquiry accounts now in circulation.

Allied Publicity Service, 1123½ S. Vermont Ave., Los Angeles, is promoting the patriotic project, a "Citizens Loyalty Banner." The firm's letterhead explains it is an "authorized advertising agency" for publications, radio and direct mail.

The thing is so terrific that the agency explains it will "increase your prestige and standing in your community. It almost falls in the class of 'public service'!"

The banner hangs in offices of Congressmen, governors, mayors and newspapers, according to Allied. "In view of the recent and present Senatorial investigations into communist activity within our country, nothing could possibly be more timely, the agency writes. It reproduces the citizens pledge to protect the nation, cooperate with public officials and pray for peace, with Statue of Liberty in the background.

For each $1 banner sold, the station keeps 40 cents. "You may broadcast as often as you like, whenever you like, thus turning some of your open time into revenue for your station," according to G. E. Johnson, Allied manager. As a special attraction, stations can get a free banner with Allied's compliments.

Another opportunity for stations to provide a service to listeners comes from Candy Canteen Co., Mankato, Minn. Listeners send $2 to the canteen, out of which the station keeps 50 cents, and candy is mailed to a specified soldier. The container has a built-in checker board.

Milner Products
Or stations can do business with Milner Products Co., Jackson, Miss., purveyor of Anti-K, "a new and different kind of rat and mouse extermination industry. The station gets 90 cents per $2.49 package or $1.35 per $3.98 package of Anti-K.

The F. I. crop includes watches, more baby chicks and men's socks. Jones Frankel Co., Chicago, writes that a watch client who formerly bought newspapers and magazines is now trying out radio and "would like to base this test on a per inquiry level, in order to determine your station's mail pull and the sales impact created by your staff. We will guarantee, by contractual arrangement, to pay your station $1 for every order received from your listeners on a watch priced at $7.95."

In replying to the offer, Mel D. Marshall, general manager of KECC Pittsburg, Calif., paraphrased the agency's letter in these terms:

"This will be our listeners' first test of your product's fairness to these listeners, who will be asked to buy your client's watches without dealing with a local retailer who has earned their confidence, and to whom they could turn for an adjustment or refund of unsatisfactory, we feel that KECC's listeners should be given a chance to test your client's watches."

We will guarantee, by contractual arrangement, to broadcast advertising for your client and to offer his watches to our listeners for $1 down, the balance of the $7.95 purchase price to be paid at the end of one year, if the watches given in the offer prove a satisfactory service to the listeners. . . . We do not feel that a firm offering a per inquiry deal to a station is operating its business on a large enough to warrant consideration by us as a prospective advertiser.

LIQUOR ADS

CALIFORNIA radio and TV representatives have succeeded in defeating a state bill that would have banned advertising of all alcoholic beverages on the two media.

Gayle Grubb, general manager of KGO-AM-TV San Francisco; Arthur Westlund, general manager of KDKA-AM, and Richard Bell, of KFPT (TV) San Francisco, representing the California Assn. of Broadcasters & Telecasters, formed the main opposition against the bill, which was opposed by temperance forces in the state.

Mr. Westlund, speaking for the trio before the California Senate Committee on Government Efficiency, argued the bill was highly discriminatory by banning alcoholic advertising on radio and television while leaving newspapers, magazines, billboards and other media free to accept the advertising.

He told the committee members it was obvious the move against radio and TV was merely to open a wedge which could be expanded later into an advertising ban against all media.

When the committee posed Mr. Westlund's arguments in the form of questions to supporters of the bill they were unable to deny the charges of discrimination or explain why radio and TV had been selected for the ban to the exclusion of other media.

The committee tabled the bill and it is not expected to come up again at this legislative session.

And Rat Poison, Too

SAM BOTHWELL II pushes the button under the guiding hand of his grandfather, Sam Bothwell, executive director of KTBB Tyler, Tex., signaling the first nighttime broadcast for the station after four years as a daytimer. Station began fulltime operation April 22 on 600 kc. Night power authorization is for 1 kw, daytime for 500 w. Four-year-old Sam is son of David Bothwell, assistant manager, now on Navy duty in Guam.

LeBlanc Corp. has stirred some broadcasters with its $35,000 Hadelcor radio promotion contest.

A Hadelcor request for rates drew from WIRE Indianapolis a rate card and the statement that the station has only one rate for both national and local accounts, with a maximum frequency of 950 times.

In a letter to a bobby chick seller, doing business the P. I. way, Hill F. Best, radio station representative, cited an offer made to KWHW Altus, Okla. Mr. Best said it's getting late in the season to advertise chicks. "Perhaps this is the reason some hatcheries are attempting to take advantage of legitimate radio stations on P. I. deals," he wrote. "You can tell your hatchery that a P. I. deal on a radio station is about as legitimate as the radio station was owned by a member of the military, and your hatchery that they would accept 10,000 baby chicks, plus food and care, from the hatchery and in return the hatchery would be given 50% of all the egg money from the flock."

Socks Offer

Another P. I. deal, from Maxwell Sackheim & Co., New York agency, covers five pairs of men's socks for $2, with the station keeping 50 cents. Socks are by Joy Hosiery Mills.

'Mr. Music' Suit

SUITE for $25 million damages for the use of the title, "Mr. Music," has been filed in Los Angeles by Walter Gering, radio entertainer. The title was used for a Paramount movie starring Bing Crosby. Mr. Gering claims that in 1948 he originated the character "Mr. Music" on a radio show and that Paramount did not obtain his authorization to use that title.

WKOW HELPS YOU "CLEAN UP" IN AMERICA'S RICHEST DAIRYLAND

Cows don't buy your washers — but Bossy's "moo-la," $500,000,000 worth, will buy a lot of them. To sell the biggest buyers in America's Dairyland, you need WKOW's big half-million dollar area where 874,000 people spent $875,000,000 in 1949.

Use WKOW-CBS

WISCONSIN'S MOST POWERFUL RADIO STATION

No station in Wisconsin gives you greater coverage than WKOW, blanketing the capital and 13 prosperous counties. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

1070 K.C. WKOW

Madison, Wisconsin
Represented by HEADLEY-REED COMPANY

Page 40 • May 7, 1951
Today, despite higher taxes and higher living costs, we are being asked to step up our savings "to help stop Inflation." Does this make sense? Yes! Here's why:

Last year, after the Korean war started, the American people drew on their savings, to the extent of several billion dollars over and above their current income, to buy goods. In addition, they did more buying on credit than usual. This created an abnormal demand for the supply of goods available, and prices went up.

This demand is further increased now by the fact that more people are working and at increased wages. But the defense effort necessarily reduces the amount of consumer goods that can be bought. So to keep prices from going still higher, we must hold our buying down to normal needs by spending less—and saving more.

Price controls can help "hold the line" temporarily. But they can't cure Inflation because basically it is the increased income and our willingness to spend more that keeps pushing prices up.

If we cut out certain things, and buy only what we absolutely have to have right now, we help keep prices from rising further. What we don't spend we save, and thus build a reserve for ourselves and our families.

Saving more now is important to you—and to the country. Your savings are used in great part to help finance additional factories which will later on mean more goods for all of us. Our savings in this way help check Inflation.

So it is important to save today—for our own future—as an aid to the defense effort—and as a definite check on Inflation.

5 more things that must be done to check Inflation:

1. Increase production: To meet military needs, provide civilian necessities, help keep prices down.
2. Cut non-military government expenditures: To provide money for vital military needs and to hold down, as much as possible, further borrowing and further tax increases.
3. Support increases in taxes: To put our Government on a "pay-as-you-go" basis.
4. Accept controls: To assure military materials and to keep prices down by reducing competition for these materials.
5. Buy only for real needs: We must prevent bidding against each other for scarce goods.

None of these things will be easy for any of us to do. But everybody will agree that it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

We are in a state of Emergency. We must build our military strength—and at the same time we must keep our economy strong for the long pull. Inflation bleeds both!

This message is one of a series on Inflation brought to you by the life insurance companies and their agents in the interest not only of keeping America strong but also in protecting the purchasing power of the dollars of the 83 million policyholders in this country today.

You can help check Inflation by doing your part and by letting your representatives in Government know that you support every action they take to check Inflation—the Sixth Column Enemy.

Institute of Life Insurance
400 MADISON AVENUE, NEW YORK 22, N. Y.
CAB CRITICS

New Code of Practices Draws Fire

PUNGENT fire is being directed at critics of the code of practices adopted by the Civil Aeronautics Board last month [Broadcasting • Telecasting, April 16].

When released, the new CAB code was greeted with wide attention in national news outlets because of its applicability to the then raging controversy over the Reconstruction Finance Corporation probe by a Congressional committee.

CAB is a regulatory agency with quasi-judicial powers similar to those exercised by the FCC. Thus, the adoption of this government office of any set of "principles of practice" is being given careful attention by both Commissioners and in government.

The new code is designed to prohibit relations between a member of the board and CAB's staff by a private industry or party where "influence" is being sought in connection with a pending case.

However, one section deals with advertising by an applicant. And, it is understood, it is this section that has drawn criticism. Arguments have been strong enough to come to the attention of the board, who, Broadcasting • Telecasting has learned, is considering a possible redenfinition of the section (300.2 (c), entitled "Hearing Cases — Improper Influence," under general heading: "Part 300-Principles of Practice of the CAB"). As adopted by the board, this subsection reads: (c) It is improper that there be any interference in the case to sway the judgment of the board by attempting to bring pressure or influence to bear upon the members of the board or its staff, or that such person or any member of the board's staff, directly or indirectly, give statements to the press or radio, by paid advertisement or otherwise, designed to influence the board's judgment in the case.

Advisory Group

The principles adopted were presented to the board by an advisory committee made up of former board members and airline attorneys familiar with CAB procedures and practices. Release of the code came at a time when CAB, it was alleged with coming to attention of CAB, had been put to the test by "influence" from outside sources.

The code also defined judicial standards of practice, unusual hospitality (to board or staff by private persons interested in CAB business) and attorney-client relationship. CAB lettered violations as follows: "The board may disqualify and deny temporarily or permanently, the privilege of appearing or practicing before the CAB in any way to any person who is found after hearing by the board to have engaged in unethical or improper professional conduct." Also under Sec. 300.2, private communication on a case's merits to a board member or staff or to the examiner by any person regardless of whether he is involved in the case being considered, is prohibited.

Because of the broad and general language used in the section dealing with advertising by an applicant, charges of board censorship have been leveled. To meet criticisms, CAB is working a method to "clarify" its regulation, perhaps by designating that this applies only to sworn witnesses in a proceeding.

An investigation into the whole question of government "moral and ethics" by a Senate Labor subcommittee, headed by Sen. Paul H. Douglas (D-Ill.), is pending on Capitol Hill. As yet, the committee has not been fully organized. Tensile plans call for hearings in June.

WEAW PROTEST

Functional Music Edict

PROTEST was filed last week by WEAW FM, Evanston, 111., against FCC's proposal to restrict functional music operations by FM stations [Broadcasting • Telecasting, April 16].

In a letter to the Commission, Edward B. Wheeler, president of WEAW, said it would be unfortunate if the FCC "should discourage the specialized services at this time when they provide the only means of reaching a large number of people away from home in the event of an emergency."

WEAW operates store broadcasting, he said, retaining complete control of all programs and commercial material. The station is not engaged in functional music, he said, but wants to have the opportunity should it so desire.

"It would seem reasonable to prevent a licensee from engaging in this type of operation when the Commission cannot prevent another party from "pirating" for profit our programming for leased service through utilization of WEAW," he said.

"It is my opinion that the interests of the public and broadcasting industry would be best served by the immediate establishment of appropriate rules permitting the continuation and expansion of the specialized services within reasonable standards," he added.

Named to BAC

GLEN McDANIEL, president of Radio-Television Mfrs. Assn., has been appointed to the Broadcast Advisory Council. He succeeds ROBERT C. Sprague, former RTMA president and now board chairman.
NLRB ACTIONS

Involves KGO-TV, WGFG

ELECTIONS involving NABET representation of broadcasting employees at KGO-TV San Francisco and WGFG Kalamazoo, Mich., figured prominently in actions of the National Labor Relations Board past week.

The board ordered an election among program department employees at KGO-TV but ruled against inclusion of television directors and art or film editors in the bargaining unit. Earlier, NLRB certified the election of NABET's Detroit chapter as bargaining representative for engineers and technicians over objection of Harold F. Gross, station president.

KGO-TV, owned and operated by ABC, had held that a separate unit would be appropriate for program assistants who aid in program direction, act in the capacity of stagehands and work in the art department, as well as for film department employees and program coordinator. NABET had sought one unit for TV directors, program assistants, and film and art editors.

The board said that the program employees work as an integrated and coordinated unit and should be under one group, but found that video and art directors and a film editor are properly supervisors and should be excluded. The program coordinator, however, was adjudged part of the unit.

KGO-TV had also claimed that the petition was "premature" because "of the prospective expansion of the program department" and plans for hiring six new employees. NLRB felt that the present complement "constitutes a substantial and essential representation proportion of the expected full complement ...".

WGFG, licensed to Southwest Broadcasting Co., had protested use of a mail ballot partly on grounds that it did not conform to the requirement of a secret ballot under the Labor Management Relations Act. Furthermore, station held, the NLRB regional director had proceeded with the election over its objection and before investigation of prior union charges.

NLRB dismissed the objections, contending that the regional director holds discretion in such matters, including determination of the type of election, and certified the union election as valid.

Distribution Costs

U. S. Chamber of Commerce's Domestic Distribution Dept. has issued a new booklet, Cost of Distribution Services: 1960, presenting detailed study of all phases of distribution processes in the U. S. for the past year, including advertising. Overall distribution costs were given as totaling $88,925 million, with advertising accounting for $5 billion.


Strictly Business

(Continued from page 18)

KFWB STUDIOS
Move on 25th Anniversary

KFWB Hollywood, without fanfare or special programs, started operating from new headquarters at 6419 Hollywood Blvd. last Tuesday. For the past 15 years the station had been located at 5833 Fernwood Ave. on the old Warner Bros. studio lot in the heart of Hollywood. Move to the new location was simultaneous with KFWB's 25th anniversary of operation.

Covering more than 5,000 square feet of space, KFWB occupies the entire second floor of the two-story structure. Besides five broadcasting studios, and eight executive offices, the setup includes a record library, newsroom with UP and AP radio and newspaper wire, programming traffic, sales and auditing offices. Modernistic in design, studios are RCA equipped.

Harry Malisz, president of KFWB Broadcasting Corp., and general manager of the station, stated that "KFWB will continue to stress public service, a policy established when the station started operating 25 years ago."

In the act...

Without hiding the star

RCA's "Starmaker"

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

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

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

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

Research Fund Set Up

Establishment of the Majestic Research Fund, New York, by the Majestic Radio & Television Corp., New York, has been announced. The fund has been endowed in the amount of $500,000. Forty-eight scholarships in the next five years will be granted for training in the electronics field to qualified persons over 35 years of age who, because of circumstances, were deprived of their first educational chance. Each scholarship is worth about $2,000 and will carry a guarantee of employment and income, according to Calvin Fox, executive director of the Majestic Research Fund.

MURROW, SMITH

Named for Press Awards

RADIO and television awards of the Overseas Press Club of America will go to Edward R. Murrow, CBS commentator, and Howard K. Smith, CBS correspondent, according to Judd, Adv. prod., Louis P. Loechner, club president, announced last week. Mr. Murrow will be cited for the "best radio and television interpretation of foreign news," and Mr. Smith for the "best consistent radio and television reporting from abroad."

The George Polk Memorial Award, carrying a $500 prize in memory of the CBS correspondent slain in Greece in 1948, will be given to Margarette Higgins, New York Herald Tribune foreign correspondent. Awards are made on the basis of votes received from the 750 club members in the U. S. and abroad.

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Civil Defense Meet Opens Today

PARTICIPATION of radio and TV broadcast stations in the government's drive to awaken the home front to possibility of enemy attack will be accentuated during a two-day national civil defense conference opening in Washington today (Monday) at the Hotel Statler.

The role of the Federal Civil Defense Administration's Audio-Visual Division in preparing scripts, films, slides, and tape recordings for station use will be outlined during the national conference. The division is headed by Jesse Butcher, former network and agency executive, and also includes Steve McCormick and Harold Asine, radio and TV directors, respectively.

The division will present graphic exhibits tracing the evolution of various materials to local AM-FM-TV station coverage. One of the presentations will be a BROADCASTING • TELECASTING U. S. map giving station breakthroughs by state. The map will be supplemented by platters, tapes, and other props— all designed to illustrate FCDA's proposed civil defense coverage of the nation.

On the TV side, delegates will be shown samples of working scripts, a series of slides which already have been used on network programs and other materials. Another session will review how FCDA works with trade papers, newspapers and other printed media to put across its program.

The TV section is not only preparing working scripts, but also is producing a series of films—one five minutes long, the others to be used as one-minute spot announcements—explaining the nation's air raid warning system.

Network Prints

Additionally, the Audio-Visual Division will distribute to state directors kinescopes of live TV network telecasts involving FCDA speakers. The division plans to have some 20 prints of each program, to be allocated to areas with four or five TV stations.

The slide kits, shown originally on CBS-TV's The Facts We Face, are to be sent to stations within the next two months. Subject of the slides is biological warfare. Supplementing these materials are such films as Survival Under Atomic Attack, and others now being prepared under Film Director Howard Johnson.

Allocations for radio and television already have been made through the Advertising Council, with a week set aside for each medium last month.

Civil defense information aspects will be reviewed during the conference by John DeChant, director, and Harold Goodwin, deputy director, FCDA public affairs office. A series of forum discussions on communications, public education, health and welfare services, training and volunteer technical services will round out the two-day meeting.

Other top-level government officials slated to address the delegates include Secretary of Defense George C. Marshall and Gov. Earl Warren of California. Their addresses were to be offered to networks for whatever coverage they desire, and are set for luncheon sessions Monday and Tuesday, throughout the nation who are responsible, either in an executive or legislative capacity, for the safety of our people.

"That recognition . . . must be by the press, the radio and all our communication media," he declared at the opening of FCDA's Staff College Conference course in Washington. "That recognition must hit home in the minds of all throughout the nation, the men who are responsible, either in an executive or legislative capacity, for the safety of our people."

COPPER IMPOST

Would Suspend Import Tax

A MEASURE to suspend the import tax on copper, sold to electronics and other industries, was approved by the Senate April 25 in a move to increase the nation's supply of that raw material.

The bill includes amendments which provide that if the price of copper falls below 24 cents a pound, the suspension will be terminated, and that it be effective until Feb. 16, or the end of the present emergency, whichever is earlier. The measure (HR 3356), previously passed by the House, was referred to a joint Congressional conference committee.

During floor debate on the issue, Sen. Leverett Saltonstall (R-Mass.) cited the General Electric Co. and other firms as dependent upon copper supplies for electronics and communications equipment, and noted that GE is one of the largest single employers of labor. The legislation had the support of the Commerce, Defense and other government departments.

EXCISE BILL

Govt. Would Be Exempt

A PROPOSAL to exempt sale of commercial equipment to the government from any excise tax has been introduced in the House by Rep. Robert W. Kean (R-N. J.) as a measure designed to speed defense procurement and lessen confusion among manufacturers of radio-TV receivers and other products.

Rep. Kean said he sponsored the bill (HR 3605) at the request of some manufacturers who had complained of lack of clarity as to what types of equipment sold to the government would be taxed.

The measure would broaden the Internal Revenue Code beyond radio receiving sets to include television and other electronic equipment and eliminate taxes paid by the manufacturers to the government while selling them the products.

Rep. Kean's proposal was referred to the House Ways & Means Committee, which has requested a report from the Treasury Dept. No tax would be imposed with respect to "sale to the United States, for use by the United States or by the United Nations or any allied government, of communication equipment of the type used in commercial, military, or marine installations."

STATE DEPT.

Bill Proposes To Abolish

A PROPOSAL to abolish the State Dept. and transfer Voice of America and other information operations to the Executive Branch of the government was introduced into the hopper April 26 by Sen. Francis Case (R-S. D.) The bill (S 1389) was referred to the Executive Expenditures Committee.

Under the bill, the Dept. of Foreign Affairs would be set up in the Executive Branch, comprising five sections, one of them a Division of Information. Functions of the State Dept. of State would be transferred to a Foreign Affairs Secretary, under whom five undersecretaries would function. Other groups are Administration, Foreign Affairs, International Agencies and Trusteeships.

The Information Division would include the present International Information Office of America, etc.), transportation and communication policy and other sections. The Undersecretary of Information would be named by the President and receive $300,000 annually.

The method is the same used in the reorganization of the War and Navy departments into the present Dept. of Defense, with subdepartments of Army, Navy and Air Force.

for PRESTIGE SELLING add

QUENTIN REYNOLDS

to Your SALES STAFF!
SEE PAGE 16 — NOW!
Graybar recommends
MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are conveniently available through Graybar’s nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.
RHYTHM RHYTHM

The Perfect Combination — Anthony, America’s most popular, and Page, America’s Number One singer and “The Queen of Song” in one show!

These kids are today’s stars! They are appearing in dancing engagements, hotels and night clubs. . . . their fans are legion and growing.

Send for special brochure describing how you can sponsor one of the “hottest” personalities in show business. We’ll have them soon for sponsorship over all La...

LANG-WORT...
Network Calibre Productions
113 WEST 57th STREET
New radio program co-starring Ray liar dance band, and glamorous Patti male vocalist — "The King of Dance" he perfect musical marriage.

hey are top attractions in leading thea-heir recordings are current favorites creasing daily.

ing this exciting NEW show co-starring in the entertainment field . . . available Worth affiliated stations. It's a natural!

FEATURE PROGRAMS, Inc.

NEW YORK 19, N. Y.
editorial

The Answer: Yes

A QUESTION that network stations have been soberly considering is whether the Mor- cvency Committee, or an organization like it, can serve a useful purpose in alleviating the economic dilemma toward which radio seems to be lunging uncontrollably these days.

It is a good question, and we think we have the answer. In a word: Yes.

We have developed the belief that there probably are already too many committees, associations, bureaus and whatnot to which broadcasters contribute their money and time. The truth is that some of them is organized in such a way that it can act as affirmatively and quickly as a Morcncy Committee, supported by a majority of affiliates.

Perhaps more importantly, no existing committee represents the kind of zealous spirit that would be inherent in the formation of a committee spontaneously organized for the sole and serious purpose of stabilizing a more stable economy.

If such a committee emerges, what can it do? A lot.

In the first place, its very existence expresses a condition that has not existed before, and we feel that is a great dividend to New York advertising men. The condition that the committee would make clear is that most broadcasters have faith in broadcasting. Faith breeds faith (just as doubt encourages doubt).

Faith alone, of course, is a pretty weak crutch to hang anyone who has been shot in the leg. Faith is fine, however, if it is supported by other and more tangible things.

In place of such committees, we urge that ad- visory be set up for the benefit of the Morcncy Committee. Not station vs. station research, but stations vs. newspapers, stations vs. magazines, etc. Billboards, carcards, sandwichmen or any other media—including television which, glamorous though it is, cannot seduce nearly as many customers per solicitation as radio.

Now some people have said that such research would only emphasize the fact that radio has been losing audience—in some places, big audience—to television. These people have not mentioned, however, that it would show that nationally, now important it is in all these numberless communities which no TV signal can reach.

Nor have they said much about the fact that at least the one or two of these heard in radio can get more advertising impressions cheaper than any other medium, bar none.

Any radioman who has reached such a state that he is afraid to expose his property to honest, friendly criticism has reached the point at which he has, for all practical purposes, aban- doned his property to the junkman.

Admittedly, it is too late for any research job that has been done, to correct network rates, which have begun what may be an inexorable decline. It is not a bit too late, however, for it to prevent a similar collapse of rates for other types of broadcasting.

Network stations are announcing from network sales have been dropping for the past year or more. There is no evidence that a reversal of that trend can be hoped for.

Their revenue from their own time periods has, happily, been increasing. It is that healthy trend that must not be reversed because of contamination from the network situation.

We hope that a vigorous, widely supported stations’ committee will be formed and that it will function with utmost aggressiveness.

Put and Take

TWO BILLS—one to limit the FCC’s authority, and the other to broaden it—are pending in Congress. Both should pass.

The McFarland Bill (S-658) has been ap- proved by the Senate four times in the past two years, and subaged each time in the House. Now there are encouraging signs in the lower chamber. The bill would reor- ganize the FCC and put the policy power where it belongs—with the seven Commissioners and no its lawyers.

The second bill (S-1378), dropped in the hopper the other day by Chairman Ed C. Johnson (D-Col), would give the FCC author- ity to assign all spectrum space. It would end the practice of arbitrary allocations through the executive offices of the President of blocks of channels for the government, with- out a hearing. The bill has been considered in the House and has been withdrawn.

It may seem a contradiction to advocate, on the one hand, for the FCC to be stripped of power, and on the other, to urge that it be given greater power. It’s a matter wholly in the discretion of Congress, which delegates its licensing powers to expert agencies. Con- gress obviously feels that its creature, the FCC, has exceeded its delegated authority in the regulatory sphere. And if Congress approves the Johnson proposal, it will constitute an admission that it should use its expertise in the whole field of allocations which originally should have been assigned to it.

TV’s Production Quandary

IN TELEVISION, wonders never cease. TV took the nation by storm. It has per- meated every phase of life.

Suddenly a flash flood has hit. It’s esti- mated there’s an inventory of two million TV sets which are warehoused. Manu- facturers have cut back production and per- sonnel. “Howls” are being made. A price war is on. Some dealers have gone to the wall. Some banks are calling in their paper.

Why? There are probably a dozen reasons. Alarm over material shortages resulted in speeding up of production lines and in loading up of TV stations. TV is an expensive form of entertainment. TV has been the target of inflation. TV is a trifling part of that economy. Yet the importance of keeping electronic plants going full-tune in our half-war system is evident.

Somewhere along the line—and soon—Con- gress or the Research Board should bring stabil- ity to a critically essential field by postpone- ment of Regulation W for 90 days or so to allow this new-born industry to regain its economic equilibrium.

LEONARD ADRIAN VERSLUIS

F OR A FULL share of business success: Mix liberal portions of initiative and imagination with a judicious measure of dollars, constantly blending in large quantities of hard work.

That is the formula Leonard Adrian Ver- sluis has used to make WLAV-AM-FM-TV Grand Rapids a public service reality in the “furniture capital of the world.”

It is the formula he has practiced since boy- hood—he entered business at 16 as photo- grapher’s apprentice at $2 per week—and which has brought him to his present posi- tion as sole owner of the successful WLAV radio and television properties.

To assure Grand Rapids of the best in cur- rent TV programs when founding WLAV-TV in 1949, Mr. Versluis even constructed his own private microwave radio relay system to Chicago to pick up network programs. Thus top “live” fare could be offered from the start in lieu of a substantial “canned” diet of films until the telephone company can install perm- anent coaxial cable links.

That is the initiative, imagination, dollars and hard work in action—Versluis style.

The same Versluis industry had been ap- plied to the founding of WLAV-AM in 1940 and WLAV-FM in 1947.

The auroral service of a decade by WLAV paved the way for the enthusiastic accept- ance of WLAV-TV. Video sets in the latter’s service area in Grand Rapids and Kalamazoo have grown from an initial 600 to nearly 115,000 today—a sufficient “proof of perform- ance” for any station operator.

An ABC and Michigan Radio Network out- let, WLAV operates fulltime on 1340 kc with 250 w. WLAV-TV, airing ABC, CBS, Du- Mont and NBC shows, is assigned Channel 7 (174-180 mc) with effective radiated power of 20 kw visual and 10 kw auroral. WLAV-FM, a class B outlet, is assigned Channel 245 (96.9 mc). WLAV national representative is John E. Pearson Co.

Leonard Versluis was born of Dutch par- entage in Grand Rapids on Feb. 6, 1898. It was while attending high school in his home town that his interest in photography de- veloped. Before leaving school he entered the field professionally and this life-long vocation has prepared him well for his newest venture—TV.

Besides his ownership of the WLAV prop- erties, that first $2-a-week photo job at age 16 also has resulted today in proprietorship of three photography studios, one each in (Continued on page 58)
Advertisers, particularly fashion advertisers, are getting terrific results with participations on Janet Ross’s “Shopping Circle” – the program that pulls a large and loyal audience throughout the big Pittsburgh market-area at 9:30 AM Monday through Friday. The quotations above are just samples of the appreciative mail Miss Ross gets regularly from enthusiastic sponsors! Want details? Get this new brochure listing costs, sponsors, coverage data and other information. Write George Tons at KDKA, or Free & Peters.
Dealing With Personal and Social Problems—First Award, The Quiet Answer, to WBDM Chicago.

"For a logical, objective presentation of basic problems of race relations using documentary techniques and medium to stimulate individual thinking and group action." Honorable Mention, Mental Health to KUOM U. of Minnesota, Minneapolis.

Presenting Public Issues (forums, etc.)—First Award, Youth, "Let the News," to KOMO Seattle in cooperation with high schools in Washington.

"For creative imagination in solving public problem situations in asking high school students to present well-prepared and individual papers on issues in the most difficult topics. The moderator deserves the highest praise for bringing forth the best contribution of the students, and, at the same time, showing no condescension toward them. A most unusual and distinctive young people's program. It is highly instructive and interesting adult listening; a demonstration that young high school students can think, question and discuss freely important issues."

News Interpretation (not straight reporting)—First Award, Capital Correspondence, to WPPT School of Washington-DC.

"For an authoritative yet down-to-earth interpretation of important events by a man who knows what he is doing."

Honorable Mention, Chet Hunter’s News Analysis, to Columbia Pacific Broadcasting Service.

Furtheing International Understanding—(no first award) Honorable Mention, International Roundtable, to WKBW Buffalo.

"For offering a world of education service, Ann Arbor. Honorable Mention, Canadian Primer, the ABC of Canada, to CBC International Service, Montreal.

Special One-Time Broadcasts—First Award, Breakdown, to WAVE Louisville.

"For a forceful appealing dramatization of a man's experience with the forces of the Communist revolution in his native country. The actual incidents related stimulate a clear understanding of those forces that undermine the authentic purposes of democracy."

Children's (for out-of-school listening)—First Award, Stories 'N Stuff, to WILL U. of Illinois, Urbana.

"For going beyond the usual in entertainment and educational programs for children; for sensitivity and imagination in working with children; for imagination and skill in program planning and production."

First Award, Sorie Karloff’s Treasure, to WCBS New York.

"For bringing a well-known personality to the air in a delightfully refreshing form of entertainment, which both children and adults will find most enjoyable."

Teen-Agers (for out-of-school listening)—(no first award) Honorable Mention, Junior Tape, to Greater Cincinnati Public and Farochial Schools, broadcast over WSAI Cincinnati. Honorable Mention, The L and N Story, to WNET New York.

"For use of an effective radio selling technique to promote better safety habits in American youth."

Radio and Television—First Award, Cultural: Art, to KMBC Kansas City, in cooperation with the Kansas City Public Schools.

Designed for In-School Use by Pulps in Intermediate Grades—First Award, Health Highways, to Dept. of Health, Education and Welfare, to CBC, broadcast over Western Section Trans-Canada Network of CBC. (This program concentrated in all schools in field in which full programs are common.)

First Award, The Wiffis, to Philadelphia Public Schools and WFIL Philadelphia.

"For portraying a typical radio situation in an entirely new and completely different manner, the ideal never interfering with the natural."

First Award, Listening Is Fun, to Department of Education of Western Province and CBC, broadcast over Western Section Trans-Canada Network of CBC.

"For a colorful and imaginative use of fantasy in titles, scripting and production of a thoroughly comprehensible and educational series."

Honorable Mention, Radio Almanac, to Wisconsin School of the Air, broadcast over the Wisconsin State FM Network, Special Award, Music and the American Family, to National Co. of California, San Francisco, over NBC Western Network and supplementary stations.

"For superutilization of network facilities in producing a program series of general excellence and cultural impact for in-school listening; for the imaginative and effective teaching aids."

Designed for In-School Use by Pulps in Junior and/or Senior High Schools—First Award, Meeting the Situation, to WBOE Cleveland, Cleveland Board of Education.

"For excellent illustration of the use of radio that assists instruction; for straight-forward and unadorned treatment in an appealing how-to-do-it subject; an excellent example of meaningful communication without exhortation or decoration."

Honorable Mention, Youth Looks Ahead, to KMBG and KFRM Kansas City in cooperation with Kansas City Public Schools.

Local Organizations and Local Stations

Religious—(no first award) Honorable Mention, Reports on Home Holy Year Ceremonies, to CKAC LaPrese.

Agricultural—(no first award) Honorable Mention, KILO Farm and Home Flood Forum, to KILO Grand Forks, N. D., Special Events Dept. Honorable Mention, The Farmer's Advocate, to WOJU Kokomo, Ind., Farm Dept.

Cultural: Art, science, literature and music—(no first award) Honorable Mention, Music for the Connoisseur, to Municipal Broadcasting System (WNYC, WNYC FM), New York.

"For unusual and honest presentation of fine music and commentary in a meaningful manner for a general audience."

Honorable Mention, Angel Hall Playhouse, to Speech Dept., U. of Michigan, Ann Arbor, broadcast over WUOM and WIRY.

News Interpretation (not straight reporting)—First Award, The News and his Associated Yorks, to Syracuse U. Radio-Television Center, Syracuse, N. Y.

"For excellent analysis of the news through use of professional experts who explain complex subjects in familiar, everyday language."

Honorable Mention, Landon Young Speaking, to WLS Lanning, Mich.

Special One-Time Broadcasts—First Award, Town Meeting of the World, to Radio House, U. of Texas, broadcast on KETV and KXET Austin, Texas.

"For the rare use of humor in explanation of a serious subject. Clear cut characterization, well controlled use of details and examples of facts and clever use of comedy situations landed. Listenable, pleasurable, plausible, funny, fun."

Children's (for out-of-school listening)—(no first award) Honorable Mention, Stories in the Wind, to Radio House, U. of Texas, broadcast on KVET Austin.

Teen-Agers (for out-of-school listening)—(no first award) Honorable Mention, Youth Views the News, to Port Arthur Service League, KPAC, Port Arthur Independent School District, Port Arthur.

Designed for In-School Use by Pulps in Intermediate Grades—(no first award) Honorable Mention, Junior Showcase, to Junior League of Galveston, Tex., broadcast over KGBV Galveston.

Designed for In-School Use by Pulps in Junior and/or Senior High

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CERTIFICATES of merit were awarded to Philadelphia radio- TV broadcasting officials for their efforts in rallying public support for the local Red Cross drive during March. Congratulations are extended by Victor F. Sheronas (fourth, r), fund chairman, Southeastern Pennsylvania chapter, for a series of special noon-day broadcast rallies. Receiving awards were (t to r) John J. Kelly, WPTZ promotion and publicity director; George A. Koehler, WFLT- TV advertising and promotion director; Norris West, WCAU assistant program director for WCAU- AM-TV; T. E. Paisley, WFL lead program director; Mr. Sheronas; Murray Arnold, WIP program director; Franklin Tooke, KYW program director; Jeff Rodley, WPEN special events director.

Schools—First Award, Our World in Crisis, to WADE- FM Atlanta, Ga.

—Citation: "For an courageous undertaking of an almost impossible task, this program throws light on a darkened subject with compelling force and clarity. Here is a radio pointing the way for broadcasters in or out of schools."

Organizations Preparing and Distributing Transcribed Series for Use on Stations

Religious—First Award, The Hour of St. Francis, to Third Order of St. Francis, Los Angeles, broadcast at various times over numerous stations.

—Citation: "For a series of warm appealing dramatic stories demonstrating the practical applications of personal religious beliefs; produced in superior taste and with skilled broadcasting techniques."

Honorable Mention, Sunrise Choir, to Stephens College, Columbia, Mo., broadcast over KFBU.

Agricultural—First Award, Jelly Elliott and the Three Kneeholes, to U. S. Dept. of Agriculture's Forest Service and Assn. of State Foresters, broadcast at various times over numerous stations.

—Citation: "This well planned series of well chosen topics with an honest effort to reach a specific audience shows a marvelous understanding of reaching people with a program that is bound to get results."

Honorable Mention, Farmer Co-operators, to Bureau of Publications, Government of Saskatchewan, broadcast at various times over numerous stations.

Cultural: Art, science, literature and music (but not straight music)—First Award, University Hour, to Communications Center, U. of North Carolina, Chapel Hill, broadcast over Dixie FM Network.

—Citation: "For a significant contribution to the democratic heritage of the people of a state, the impact of which would be equally great on the general American audience."

Honorable Mention, Science Reporter, to U. of Denver and Rocky Mountain Radio Council, Denver, broadcast at various times over numerous stations.

Dealing with Personal and Social Problems—First Award, This Is Russia, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFN Networks.

—Citation: "For effective dramatization contrasting life in the United States with life in Russia. A series that should be heard by every American."

Honorable Mention, The Story of Empire County, to New York State Dept. of Health and State Radio Bureau, Howard, broadcast at various times over numerous stations.

Presenting Public Issues (Forums, etc.)—First Award, University of Arizona Forum, to U of Arizona, broadcast at various times over numerous stations.

—Citation: "For presenting authoritative and clarifying discussions of topics especially selected for the interest of listeners in this area. The speakers presented well-prepared and unusual materials bringing much information of local value. More group preparation would result in somewhat better questions by the moderator. This series presents a vigorous and sincere radio discussion program of superior informational value."

Furthering International Understanding—First Award, UN Story, to United Nations Radio, broadcast at various times over numerous stations.

—Citation: "For presenting the ability to capture and hold interest in this vital area, on a regular basis, without resorting to over-production, while spotlighting the significant in the commonplace; to the specific entry for the showmanship revealed in the simple and direct manner of presenting the original thank-you songs of six programs which vividly combines time, without losing sight of the uniqueness of the series."

First Award, G. J. Ambassador of Good Will, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFN Networks.

—Citation: "For the respect and skill with which producer and writer treated significant material—with dignity, sincerity and a right touch of lightness; for recognizing the responsibilities of Armed Forces Radio and Television, not only on personnel but also on the citizens of foreign countries."

Special One-Time Broadcasts—First Award, How Sleep the Brave, to Armed Forces Information and Education Division, Office, Secretary of Defense, broadcast over various AFN Networks.

—Citation: "For a beautifully relevant, yet graphic tribute to men who gave their lives for their country. For a script of classic quality and an exceptionally effective narration."


—Citation: "For skillful treatment of the theme, the recruitment of worthy young people for the teaching profession."

Designed for In-School Use by Pupils in Primary Grades—First Award, Making Friends with Music, to Los Angeles City Board of Education, Los Angeles, broadcast over KCAC.

—Citation: "For an intelligently-planned and excellently presented music program which effectively combines good teaching techniques and worthwhile classroom participation with pleasurable listening; for a stimulating and fresh musical experience which should greatly add to children's enjoyment of music."

Honorable Mention, Once Upon a Time, to Los Angeles City Board of Education, Los Angeles, broadcast over KCAC.

—Citation: "To the series for the ability to capture and hold interest in this vital area, on a regular basis, without resorting to over-production, while spotlighting the significant in the commonplace; to the specific entry for the showmanship revealed in the simple and direct manner of presenting the original thank-you songs of six programs which vividly combines time, without losing sight of the uniqueness of the series."

Jimmy Durante Award

JIMMY DURANTE, who this year won the Peabody Award as the outstanding radio personality in America, has authorized the Gagwriters Institute Comedy Development Center to offer "The Jimmy Durante New Comic Award," the institute announced last week. The award will be presented to the new young comedian showing the most progress during the preceding year. The institute said this is only the first of a series of incentive awards.

In San Antonio and the Southwest,... too... for COVERAGE there's no substitute for WOAI

Roy Thompson

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES
Assisting in the WAFB broadcast were: (1 to r) Louis Goode, WAFB Engineer; Bill Beard, CAP pilot; Jack Powers, WAFB announcer; Col. Joseph Dupree.

OPERATION RADIO
WAFB Covers 'Bombing'

BROADCAST by WAFB Baton Rouge of the simulated atomic bombing of the city last month inspired Aubrey Williams, director of radio for the Fitzgerald Adv. Agency, to write:

"Every time a radio station comes through like that on a real public service, it makes me proud of myself for deserting newspapers in 1938 to devote all my time to radio. Brother, you guys are there when the public needs you!"

The Baton Rouge bombing was realistic with a B29 carrying the bomb, jet planes pursuing the bomber, the Mississippi River bridge blown up and 125 planes evacuating citizens. The sham battle was staged with the cooperation of the civil air patrol and civilian defense.

WAFB coverage was shortwave direct from the plane which directed events. Col. W. D. Haas, commander of the operation, was at the WAFB ground station where shortwave reports were received. In the plane were Col. Joseph Dupree, special events announcer Jack Powers and the CAP pilot. The broadcast continued for an hour and a half. Listeners phoned in their appreciation for many hours after the broadcast and mail response was described as "terrific" by Tom E. Gibbens, WAFB general manager.

WOOK-FM NOW WFAN (FM)
Becomes Baseball Key

WOOK Washington, D. C., on May 3 celebrated its fourth birthday as its affiliate, WOOK-FM, changed its call to WFAN (FM). Station operates on a new frequency of 100.9 mc with 18.4 kw.

Richard Eaton, general manager, said WFAN is going to try to live up to its slogan as "Sports Station of the Nation." WFAN made its debut also as key station of the United Broadcasting Co.-Washington Senator FM Network.

HAPPINESS MEET
Sarnoff To Speak May 17

THREE-DAY conference of some 100 industrialists, labor leaders, scientists and philosophers at the Corning Glass Center, Corning, N. Y., to discuss "the enjoyment of life and prospects for happiness of the average man, woman and child" will be held under sponsorship of the American Council of Learned Societies May 17.

Electronics industry representatives will include Brig. Gen. David Sarnoff, RCA board chairman; Don G. Mitchell, Sylvania Electric Products president; Philip D. Reed, General Electric Co, president, and Gwilym A. Price, Westinghouse Electric Corp. president.

Respects
(Continued from page 48)

Grand Rapids, Lansing and Battle Creek, as well as a limited partnership interest in International Advertising, Grand Rapids agency.

Mr. Versluis has been familiar with radio operations since the early '30s. In co-partnership with Harold Gross and M. B. Keller in 1934 he helped found WJIM Lansing, now owned solely by Mr. Gross.

Sells WJIM Interest

Desiring to operate his own station, Mr. Versluis, along with Mr. Keller, sold his interests in WJIM in October 1938 to Mr. Gross for $35,000. He subsequently prepared his application for what is now WLAV, it being approved by FCC in 1940.

In the interim he further sharpened his business acumen by devoting his attentions to his photography studios and investments.

WLAV began commercial operation Sept. 18, 1940, as the second station in Grand Rapids and a Mutual affiliate. During 1942 it originated 202 MBS programs, including such sustainers as Under Western Skies, Don Boyay, Sta Men of Note, Super Six, and the Grand Rapids Schubert Club. The well-known Children's Bible Hour was created by WLAV in 1946 and has been carried by a network of stations since then. WLAV became an ABC affiliate in 1945.

Mr. Versluis was identified with the Associated Broadcasting System which operated for about five months during 1945-46.

Although the WLAV operations and photography studios require considerable personal attention, Mr. Versluis still finds time for active memberships in the Advertising Club, Optimist Club (of which he is director and past president), Spring Lake and Blythefield Country Clubs, and Peninsular Club. He also is a director of the Michigan Assn. of Broadcasters.

Versluis Family

Mrs. Versluis is the former Dorothy Zeiss, Lansing school teacher, whom he married in 1941. Mr. Versluis has two children by a former marriage, Leonard A. Jr., who is a WLAV-TV executive, and Helen (Mrs. Robert King). He has four grand children.

The Versluis' have their home on a 525 acre farm 10 miles north of Grand Rapids. His hobbies include sailing his 42-ft. Chris Craft cruiser, golf, water skiing, swimming and bird hunting.

Dr. Daniel A. Poling
and the Carlton Martin Choir
To Your SALES STAFF!

SEE PAGE 16—NOW!
The conditions were the same—same time, same pick-up, same talent (General MacArthur)—an ideal comparison with absolutely no room for arguments. And we proved what we've been saying over and over since 1947.... Washington prefers WNBW. More than three times as many TVviewers saw General MacArthur's speech and reception on WNBW than on the next closest station. In fact in this four-station market we, except for a few percentage points, had more than 50% of the entire audience.

Which all goes to prove that in Washington people prefer....

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
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<tr>
<td>WNBW</td>
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<tr>
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<tr>
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<td>Station D</td>
<td>12.0</td>
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</tbody>
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SOURCE: AMERICAN RESEARCH BUREAU, APRIL, 1951
Nationally-Tested TV Shows on Film

"TIME FOR BEANY"

"DIXIE SHOWBOAT"
Here comes the Showboat! New Dixieland jazz revival of Mississippi sidewheeler entertainment—30 minutes once-a-week. "A glorious American era recaptured!" Features Nappy La Mare's Strawhat Strutters, outstanding guest stars and oldtime minstrel routines. M.C.'d by Captain Dick Lane, movie veteran voted "King of Hollywood TV" by West Coast televiewers.

"HOLLYWOOD REEL"

"WRESTLING FROM HOLLYWOOD"
Spectacular wrestling matches as only Hollywood can stage them. Red-blooded Main Events and Semi-Finals with nationally-known mat stars in 30-60 minute programs crammed with bone-crushing action. Film-recorded pickup by KTLA, Los Angeles. Top West Coast TV sports event for 1949-50! Now shown in more than 20 markets.

Paramount’s FILMED SHOWS offer tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or many TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. For prices and audition prints—write, wire, telephone:

Paramount Television Productions, Inc.
National Sales Office • 1501 Broadway, New York 18 • Bryant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
COSTS ARE GROWING PAINS

TELEVISION'S mounting costs, promising to become much higher, are only the growing pains of the young medium, William H. Weintraub, president of William H. Weintraub & Co., New York, said Wednesday at the Ohio Assn. of Broadcasters meeting in Columbus (see Ryan speech, page 29).

In the current 61 TV markets, a Mr. Weintraub Class A night half-hour rate is around $23,000 or $24,000, he said, and will go up one-third July 1 to about $32,000. Looking ahead to further TV circulation in those areas, he saw the possibility of a $42,000 cost in July 1952.

On top of that, according to Mr. Weintraub, is another sum, possibly $40,000, for additional TV markets and the figure is around $80,000 for a half-hour, plus another $20,000 production costs. That brings the possible cost of a weekly half-hour to over $5 million a year, he estimated.

And then will come color, he forecast, raising costs even more.

At that point Mr. Weintraub carried the Ohio broadcasters back 20 years to 1930, when the advertiser paid 52 cents per thousand homes for a half-hour on NBC's 80 stations. Today the full NBC network of 167 stations costs $18,000, he said, and the cost-per-thousand drops to 40 cents, a reduction of almost 25%.

All New Money

Citing figures covering 126 national advertisers who spent $265,100,000 in TV the last half of 1950 compared to $230,000,000 in 1949, he said the additional dollars “were all new money because those same 126 advertisers actually at the same time increased their spending in other media.”

The answer to costly network shows, from the local point of view, will come from TV film syndication, Mr. Weintraub predicted, referring to improvement in quality. These films will help small-town TV stations put on top quality programs, he said.

Referring again to color, he scoffed at the suggestion that the change can’t be made because 12 million sets would be made obsolete. “Can you imagine what might happen to the 60 million good jobs and the futures of our young men if this pernicious philosophy is permitted to grow?” he asked.

“And it will continue to grow unless the American people understand that when some stylist obliterates milady’s wardrobe by changing the popular color from pink to blue she has done America a favor and created more jobs for more people.

“Yes, when a federal bureau says you can’t make a change on the ground that you might obsolete some merchandise it is showing a fundamental and basic lack of understanding and appreciation of the elementary principles of our economy. It is un-American as it is bureaucratic.

“Our economy at its present rate is based upon keeping 60 million good jobs filled by selling 225 billion dollars worth of goods. And that’s a job that just can’t be done overnight.”

Mr. Weintraub expressed regret over loss of Mr. Kern to WMNN; thanked H. W. Emawller and Ohio High School Athletic Assn. for hearing plea to allow broadcast-teletace coverage of all sports without charge, and for courtesies extended in covering events.

At Thursday’s session Fred Smith, vice president of William Powell Co., Cincinnati, said management has learned the value of technical and financial aspects of business but has not learned good employee relations. Companies should compete in good employee relations as well as for sales.

Ralph W. Hardy, NARTB government relations director, reviewed association activities in Washington. Lin Patee, of Broadcast Music Inc., invited OAB members to take part in BMI’s nationwide clinic.

Dave Baylor, WJMO Cleveland and Roger Berk, WAKR Akron, discussed employee relations and outlined a plan of employees’ benefits including insurance contracts, vacations and bonus incentives.

Oliver Gramling, Associated (Continued on page 87)
SUPPORT for reservation of educational television channels continued to pour into FCC last week while commercial broadcasters were still to be heard from, except for a few who preferred to wait on the weekend.

Deadline for initial comment upon FCC's revised TV allocation plan is today, Monday (May 7) [Broadcasting & Telecasting, May 7]. Following experience in such proceedings, the Commission predicted the main flood of replies—particularly those from broadcasters—would be filed over the weekend.

Organized education, via the now permanently established Joint Committee on Educational Television, late week filed comments in behalf of some 115 universities and educational organizations throughout the country. These bolster the innumerable letters, petitions, resolutions and other comments which have been filed individually by schools, city officials, parent-teacher groups etc. from coast to coast.

KPRC-TV Houston, Tex., petitioned the Commission to grant competitive stations there—both educational and commercial—as soon as possible.

The unusual request was made by the Houston Post outlet, now the sole station operating there, on grounds that multiple services are desirable in order to stimulate growth on an overall basis.

KPRC told the Commission:

In the entire field of communications—press, radio, wire services—it has been proven time and again that multiple voices, numerous channels, are necessary to the widest dissemination of information.

TV is an extension of communications in the field of public information. Thus, as a matter of basic principle, we believe that other TV stations should be opened as soon as possible.

From an operating point of view, we have found it impossible for one station to serve completely the variety of public tastes and interests to be seen in any large city.

We believe, therefore, that it is important for other educational and commercial TV stations to be licensed there to begin service as soon as possible.

IBEW Executive's Views

A vigorous bid for prompt lifting of the TV freeze was contained in a protest comment filed by Frank Darling, president of Local 1681, International Brotherhood of Electrical Workers (AF LI), Chicago, which charged the Commission with major blame for causing "mass displacement in the TV set making industry by persistently refusing to issue permits to new TV broadcasting stations."

The freeze was imposed Sept. 30, 1948, when FCC decided because of TV interference problems that the allocation plan and engineering standards should be reconsidered.

The revised plan issued in March would allocate some 2,000 VHF and UHF stations to more than 1,200 communities and contains proposals for partial lifting of the freeze if no objections are received by the May 7 deadline for initial comments.

FCC proposed to lift the freeze on VHF and UHF construction in U. S. territories, new UHF stations construction within the U. S. and power boosts for operating VHF stations in the U. S. under certain conditions.

The Commission has given no further hint as to its present thinking on this tentative plan, and specific industry comment on the subject was still non-existent as of last Thursday.

May 22 Deadline

 Replies to the initial comment, as well as counter-proposals, must be filed with FCC by May 22. Hearing on the city-by-city allocation proposals, the final phase of the re-allocation process, is scheduled to commence June 11.

Two of the 31 operating VHF stations which FCC would switch to different VHF channels—WSYR-TV Syracuse, N. Y., and WJAC-TV Johnstown, Pa.—informed the Commission they have no objections to the proposed channel changes affecting them. FCC would relocate 31 of the 107 operating VHF stations in order to reduce interference problems and effect a more efficient overall allocation.

Both WJAC-TV and WSYR-TV comment that in view of the expense they would incur because of the channel changes, they hoped the changes "can be accomplished as simply as possible, particularly in connection with the compiling and filing of data relating to the technical operation on the new channel."

WHLD-AM-FM Niagara Falls, N. Y., filed comment supporting FCC's proposed allocation of VHF Channel 2.

KELO Sioux Falls, S. D., supported proposed allocation of VHF Channels 11 and 13 and UHF Channels 38 and 44 (reserved for education) in its city.

W. A. Wilson, president and general manager of WOP1 Bristol, Tenn., expressed full accord with FCC's proposed allocation with respect to both VHF and UHF and urged that proposed VHF Channel 5 be retained there because of the mountainous terrain.

Laramie-Cheyenne Shift

Warren M. Mallory, consulting engineer, proposed either VHF Channel 11 or 13 be allocated to Laramie instead of Cheyenne, Wyo. He would move Laramie's UHF Channel 18 to Cheyenne. VHF Channel 8 is proposed to be reserved at Laramie.

Mr. Mallory explained that with a 500-w VHF transmitter and six bay antenna located on a 8,777-ft. mountain eight miles east of Laramie, both cities would fall within the 6,000 uv/m contour. Beyond this contour, he said, listeners would be served in eastern Wyoming, northern Colorado and a small part of western Nebraska.

Roy C. Swank, president of WLAP LaGrange, Ga., said WLAP proposed a minimum power station at Pine Mt. a few miles from LaGrange and 22 miles from Columbus, but VHF Channel 4 if used there cannot deliver the required minimum signal to metro-phonograph in Columbus. He indicated Channel 12, originally proposed by FCC there, would provide the required coverage.

FGC proposes to allocate UHF Channel 50 to LaGrange, VHF Channel 4 and UHF Channels 28 and 34 (reserved to Columbus).

Woodall Comments

Allen Woodall, president of WDAP Columbus, told FCC he felt engineering-wise VHF Channel 8 could be added in his area without interference to other markets.

Similarly, E. D. Black, president of WBML Macon, Ga., expressed belief that VHF Channel 7 could be added to Macon without interference. Mr. Black's proposed allocation of new included VHF Channels 13 and UHF Channels 41 (reserved) and 47.

R. B. Bell, owner-manager of KENG Colorado Springs, stated that a channel be allocated there in order to service west central Arkansas and eastern Oklahoma.

WILE Cambridge, Ohio, thanked the Commission for its proposed allocation of UHF Channel 56 there.

The KPRC-TV comment also supported FCC's general engineering proposals for wider station separation in areas due to cause of propagation characteristics (Continued on page 88)

COLOR PROSPECTS

Mr. Hausman prefaced his talk with a reminder that he was not speaking from the standpoint of competing medium, but rather with intent to present a general advertising problem, "common to all of us."

Rather than try to sell against television, the appetite of sponsors for the new medium should be accepted realistically, said the CBS executive, adding: "I suggest that we use this willingness to invest in television advertising to increase the total advertising budget. Television can be the force to induce other industries to enlarge their total advertising investment."

Mr. Hausman held that the relationship between advertising and national income is out of balance. He cited the rise in the national income from $87 billion in 1929 to $180 billion in 1946. He compared this to the 1929 advertising figure of $3 1/2 billion and the 1946 total of $7 billion.

"Too many advertisers" are using "old-fashioned dollars" to sell "higher priced cases," he said. Advertising's percentage of national income rose to 5.2% this year as compared to 1941, it was
A NEW technique in sales presentations, the TELEstrip unit developed by Free & Peters for selling television stations and programs to advertisers and agencies, was unveiled at the national TV sales clinic conducted by the station representative firm for its video salesmen Tuesday through Friday at the Waldorf-Astoria, New York.

"We have finally licked the problem of selling TV blind," I. E. Showerman, national TV sales manager of Free & Peters, said. "This portable unit is the first real visual method of selling a visual medium." He added that although developed specifically for television, the technique could easily be adapted for use by any salesmen of almost any product.

Comprising a compact film projector and a viewing screen 3½ by 11 inches, the TELEstrip unit costs little and can easily be carried in a briefcase. In addition to providing a means of displaying visual material such as TV programs visually, the unit enables the salesman to present his material and his sales story face-to-face with his prospect and without the breaks in salesmen-to-prospect contact entailed in presentations by the easel method. It also avoids the high cost and low mobility which has made the use of motion picture equipment impracticable for most sales presentations.

History of Development

The unit was developed by the Society for Visual Education after the idea had been engendered by the Chicago office of Free & Peters, Elliott W. Reed, F&P TV salesman, explained. There is nothing new about slide film projectors, he said, but it took many months to produce the desktop rear-view screen which permits the salesman to make an intimate presentation.

"Formerly, when we tried to sell a video program put on by a station to an advertiser or agency in another city, we were selling against his imagination," Mr. Reed said. "If it was a puppet show, for example, what the prospect visualized was not the program we were selling but the last puppet show he had seen, good, bad or indifferent. Now, with a film that shows the characters and the story line and whatever else is pertinent, we are selling this program itself."

Just as a station can, at relatively small expense, prepare a TELEstrip program presentation for use by all F&P TV salesmen, so the technique can be used to present the station's market story in a visual way, Mr. Reed said. Such a presentation for WEAFTV Fort Worth, was used as a pilot project for preparing the test film for use in developing the new unit.

After the unit was ready, a polished market story presentation was prepared for WPIX (TV) New York. This has been used for three commercial presentations, Mr. Reed stated, "and so far its batting average is 1,000." While not identifying the accounts involved, he said that one ran into six figures and that making this one sale more than reimbursed F&P for the complete cost of developing the TELEstrip unit and equipping its sales force with them.

One account secured for WPIX through the TELEstrip presentation was that of a manufacturer of automotive accessories who, while using TV in other cities, had avoided New York because of the low automobile usage in Manhattan. He had rejected oral presentations from all New York TV stations, Mr. Reed said, but signed for time on WPIX when the visual presentation impressed him, apparently for the first time, the market for the New York market even if Manhattan were taken out entirely.

On Tuesday, the F&P salesmen heard Raymond F. Guy, NBC radio and allocations engineer, discuss the implications of the FCC's new frequency allocations; VHF versus UHF, the value of antenna heights, power and frequency and other engineering subjects. Allan Jay of Videodex, Sidney Rosow of The Pulse Inc. and C. E. Hooper of C. E. Hooper Inc. participated in a panel discussion, each explaining the rating methods reviewed by his organization and answering questions raised by the F&P sales staff. Rex Cox of Sarra Inc. spoke on the use of film in television.

FREE & PETERS executives and salesmen attending the sales clinic in New York included (1 to 2): William J. Tynan, Chicago; R. J. McNamara, Lloyd Griffin, John Brooke, and Elliott Reed, all New York; Keith T. McKenney, Detroit; Joseph W. Evans, Fort Worth; I. E. Showerman, New York; George Stanton, Chicago; F. Preston Peters, New York; William B. Wiemers, Chicago; Russell Woodward and R. F. Kieling, New York; Lon King, San Francisco; John A. Serrao, Hollywood. Four-day session was held at the Waldorf-Astoria.

HEARINGS: CODE Urged by Crime Committee

A UNIFORM code of procedure to guide Congressional committees in their conduct of public hearings involving television coverage was recommended by the Senate Crime Investigating Committee last week.

The proposal was contained in a special interim report released by the committee, which also lauded television as a potentially "tremendous power for good" and a "superb means" of public education.

The reference to telecast proceedings was seen as further recognition by top Congressional leaders of the growing controversy over problems posed by television coverage on Capitol Hill [Broadcasting Telecasting, April 30].

The issue, according to the Kefauver Crime Investigating Committee, resolves itself into questions involving "possible invasion of privacy" and the insurance of the continued "dignity and maximum effectiveness of legislative proceedings." Television, it noted, "raises whole new or intensified issues of public policy" with respect to screening of Congressional activities.

"Nevertheless, our committee commends the television industry which devoted so much time at a considerable cost to our committee's proceedings," the report said. "The dignified and restrained handling of the television broadcasts of the hearings by the respective stations and networks involved, and their personnel, speaks most highly for the public spirit of this relatively new medium and for its judicious approach to a new problem."

Other Developments

Against the backdrop of the Crime Committee report, which also called for stricter regulation of radio-TV and other means of transmitting of gambling information (see separate story), there were these other developments last week:

The joint Senate Armed Services-Foreign Relations committee held initial hearings on Gen. Douglas MacArthur's dismissal in executive session last Thursday, but left the door open for radio-TV coverage of possible open sessions.

Rep. Jacob K. Javits (R-Libery N.Y.) renewed his demand for stricter regulation of Hill proceedings. The House Agriculture Committee had posed the issue the past fortnight when it balked on sponsoring the ABMA's TV Bill.

Observing that the use of television "involves serious consideration of many new factors," the Crime Committee felt that constitutional rights of citizens may be one issue—a claim raised by several witnesses who refused to have their faces screened "although they did not object to the broadcast of their voices over wireless radio."

The Kefauver group noted that two witnesses, Morris Kleinman and Louis Rothkopf, had raised the issue and the alleged "onerousness" of the conditions under which they (Continued on page 99)

May 7, 1951 Page 57
By PETE DICKERSON
TODAY'S greatest boom to advertising agencies "would be development toward perfection of instantaneous kinescopes and relaxation of the need to transmit the (television) program as it is being kinescopcd," Kendall Foster, vice president for television, William Esty Co., New York, told the 69th annual convention of the Society of Motion Picture and Television Engineers, April 30-May 4, in New York.

Speaking at Tuesday's television session of the convention, which attracted more than 250 scientists, engineers and technicians from all over the U. S., Canada, Mexico, and England, Mr. Foster said that the agency view of kinescope recordings today is "a dim one."

"Yet why should we expect one phase in the whole complex field of television broadcasting to be perfect?" he asked. "Productions and the artists and craftsmen who present them are not perfect; nor are the live facilities; the allocations and affiliations of stations and networks are thoroughly confused; and reception under the best of circumstances is uneven.

"The simple fact is that we can't get along without kinescopes because there are 69 markets of which 38 are single stations and there isn't enough live time for all programs," he said.

"Yet wherever possible the average station will take the live program in preference to the kinescope program—especially in network option time," he continued.

Pointing out that a kinescoped program usually draws less audience than a "less good" live program, Mr. Foster said that "the commercial problems of kinescopes are the need to cut out the commercials from the kinescopes and insert film negatives into the kinescope, and the difficulty of handling seasonal advertising messages."

In contrast to Mr. Foster's views were those of Peter Mole, SMPTE president, who, in addressing the opening session, cited the motion picture industry for lagging behind technological advances. He said: "We in the SMPTE are constantly improving the technical phases of pictorial rendition of action. It is now up to the producers and exhibitors of these motion pictures to take advantage of the technical developments that will continue this business as the greatest medium of mass education and entertainment."

"It has been said, 'That great new technical strides must be taken at once to keep the motion picture industry up to par,'" Mr. Foster said. "And, of course, no doubt, the economic boost that followed the introduction of sound."

"I believe the present state of affairs is quite the contrary, because technical contributions already at hand are so far ahead of the industry that any such lack of interest may have the effect of applying a brake on the future technical growth."

Benjamin Schlanger and William A. Hoffberg, New York theatre engineering and architectural consultants, cited wide-screen theatre television as a factor supportive of a plan to widen movie screens enough to occupy most of the audience's field of vision.

Maj. R. V. Bernier, of the Wright-Patterson Air Force base, Dayton, predicted television and motion pictures will achieve a synthetic "vision almost as remarkable as natural vision" in respect to depth perception and other factors.

Field Tested

Frank C. Lepore, NBC manager of film and kinescope recording operations, told the session that kinescopes have been "field tested under all practical operating conditions so that now clients and agencies of the major networks have available a very flexible service with a good performance record."

A scheduled report of the joint Radio-Television Mfrs. Assn.-SMPTE film equipment committee was not delivered, but F. N. Gillette, committee chairman, said that the group is working on standards for:

"(1) Dimensions for TV slides and opaques; (2) 16-mm. film projectors for use with TV camera film chains operating on full storage basis; (3) location and size of picture area in TV recording and reproduction of 16-mm. motion picture film; and (4) location and size of picture area in TV recording and reproduction of 35-mm. film."

Mr. Gillette also said that the films for TV committee reported it was working to effect:

"(1) Footage markings on three successive frames of film leader (instead of only one, which is now the custom) to increase duration of image on TV monitor; (2) adoption of standard markings (footage, start of pictures, and start of sound track) for 16-mm. film, same as now used for 35-mm. film; (3) use of test pattern or film to assist the TV operator in making adjustments; and (4) use of a cue mark to signal the TV monitor to switch on equipment at right instant."

Among the other speakers at the television recording and reproduction session were Howard Chinn, CBS; P. J. Herbst, R. O. Drew, and S. W. Johnson, RCA Victor Div. of RCA; Camden, N. J.; Fred G. Albin, ABC; K. E. Benzon and A. B. Ettlinger, CBS; and W. D. Kemp, BBC.

Laraine Day Sponsor

NORTHAM WARREN Corps, Stamford, Conn. (Cutex and Odorono), is sponsoring The Laraine Day Show, over ABC-TV, Saturday, 1-1:30 p.m. Sponsorship began last Saturday. Agency is J. M. Mathes, New York.
West Coast
Please Note—

**Lon King!**

On December 7, 1941, Lon King was an earth-bound page boy at NBC, San Francisco, but soon won his wings as a fighter pilot, ending up as Lieutenant King, pushing P-38s in Italy. After that he went back to NBC for three years in Sales Traffic and five years in Sales—at which time we got him in our sights and made him “Colonel” King, in command of television sales in San Francisco!

Thus San Francisco has become the fifth city in which F&P maintains separate sales departments devoted exclusively to television. Here as elsewhere, our TV operation benefits tremendously by splitting bookkeeping, clerical, office and management expenses with our AM operation—thus permitting F&P to allocate more dollars to all-important sales manpower, and doing a far more thorough television sales job than would otherwise be possible.

In this system, F&P has the basis for giving optimum service and optimum values to everybody concerned. And that’s the way we always work, here in this pioneer group of radio and television station representatives.

**Free & Peters, Inc.**

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO
WCON-TV TRANSFER

ABSTRACT

The Georgia Institute of Technology, operator of WGST-AM-FM, has asked the FCC to temporarily withhold its consideration of a proposed transfer of WCON-TV Atlanta. Deal, with FCC approval, would permit Atlantic Newspapers organization of prominent Atlanta citizen and former name of Broadcasting Inc. [Broadcasting • Telecasting, April 9].

Transfer is also conditioned on the leasing of WSG-TV, now operated by Atlanta Newspapers Inc. on Channel 8 — on which WCON-TV holds construction permit.

Editor of the Atlanta Journal and Constitution last year, FOC stipulated that Atlanta Newspapers Inc. must surrender its Channel 8 outlet upon licensing the Channel 2 station.

Dr. Harmon F. Caldwell, chancellor of the University System of Georgia, last Thursday confirmed to Telecasting that the FCC had acknowledged receipt of his letter. Dr. Caldwell asked the delay until counsel for the Board of Regents can prepare a position in opposition to the transfer and a brief in support of this petition.

Dr. Caldwell held that if the transfer is denied, the Commission could then assign the channel, in agreement with the FCC, in the opinion of the FCC, is in best position to provide additional television service of the kind and quality that is needed in the Atlanta area.

Walter C. Sturdivant, president of Broadcasting Inc., immediately disagreed, pointing out that if the transfer is denied, Channel 8 would be put back into the "freeze," thus denying Atlanta the "many advantages of a third television station."

Dr. Caldwell declared that Georgia Tech had sought TV more than three years ago and if the transfer was granted, it may "adversely affect" the school's radio position.

In turn, Mr. Sturdivant pointed out that the transfer would not predetermine WCON-TV's channel assignment, despite the freeze, and that the FCC already had proposed allocation of a special channel for educational purposes in the Atlanta area.

He further said that Broadcasting Inc. favored WGST getting this channel and would render any assistance it could towards that end.

Broadcasting Inc. proposes to acquire WSF-TV technical facilities and transmitter site of WCON-TV as WCON-TV. Also, they would lease the present WSF-TV transmitter building. ANI would take over the new WCON-TV plant.
The TV "catch" of the 1951 football season!

UNITED FEATURE SYNDICATE ANNOUNCES
Dick Dunkel’s Football Ratings TV Show

TIME—
15 minute weekly TV program on 16 mm. film.
13 week presentation ... first release Sept. 17th.

CONTENTS—
Thrill-packed action shots of college and university football teams across the nation.
Weekly merchandising traffic-puller mat service including ratings on 400 teams.

BACKGROUND—
For over twenty years, the Dick Dunkel Football Ratings have been followed by millions of fans and have been considered the most informed and accurate in the business! Used successfully by leading advertisers during the 1950 football season!

PRODUCED BY
TEL RA PRODUCTIONS
Producers of "Dick Dunkel's Basketball Ratings", "Telesports Digest", "Pro Highlights", "Touchdown", "Baseball Briefs"

UNITED FEATURE SYNDICATE
220 E. 42nd ST., NEW YORK 17, N.Y.
PHONE MU 2-3020

WRITE PHONE WIRE IMMEDIATELY FOR AVAILABILITY
Eddie Drake likes tough customers. The tougher the better! And whether television's newest private eye is tracking down crime suspects or sales prospects, he gets his man.

In "The Cases of Eddie Drake," his series of 13 half-hour mysteries filmed especially for television, rough-and-ready Eddie has plenty of help. With Don Haggerty ("Command Decision," "Canadian Pacific") in the title role, the cast includes "Kiss Me Kate's" Patricia Morison, and featured players Hillary Brooke, Theodore Von Eltz and Angela Greene.

Scripts are written by Jason James, writer for "Suspense" and other network mysteries.

Sponsors are discovering, in TV as in radio, that crime does pay...in jackpot ratings and results. (Evidence: "Man Against Crime," "The Web," "Danger," and many others.)

If you've got tough customers on your hands, put Eddie Drake on the case.

Radio Sales

Radio and Television Stations Representative...CBS

Radio Sales TV Productions: THE CASES OF EDDIE DRAKE,
GENE AUTRY SHOW, RANGE RIDER, STRANGE ADVENTURE, WORLD'S IMMORTAL OPERAS, VIENNA PHILHARMONIC ORCHESTRA,
HOLLYWOOD ON THE LINE.

*Available exclusively through Radio Sales in all TV markets, subject to prior sale.
A BOSTON U. student has just completed an analytical survey of methods used in presenting news via television.

The survey is so highly regarded by E. Z. Craftfield, news director of WMAT Macedon and president, National Assn. of Radio News Directors, announced that NARND plans to publish it for distribution. The study has been materially in preparation of the survey. The NARND executive, on behalf of the student, sent out letters and questionnaires to about 100 stations and received returns from 60.

The student, Marion Del Vecchio, came to three "strong" conclusions: That there has been an expansion in the time length of video newscasts; that there has been an increase in the number of such newscasts, and that there has been an integration of the best-known audio-visual standards of productions into one type of news show.

"These milestones indicate a variation in the dissertation of illustrated news on television which points toward the road of a better informed, more tolerant American public," concluded Mr. Del Vecchio.

The study revealed also that 2.8 newscasts are shown daily over the average TV station. In addition, 30 minutes were shown to be carrying at least one network news program daily. Average amount of

time allotted daily to news programming in independent stations is 37 minutes.

**WTOP-TV Rate Card**

WTOP-TV Washington has issued rate card No. 2 which increases Class A time in one-hour classification from $450 to $550; one minute from $100 to $120. Eight-second spots remain at $56. Station points out that in the period since August 15, 1950, when rate card No. 1 was issued, the number of sets in the market has increased 69% and WTOP-TV's share of audience 55%.  

**Cincinnati U. Study**

**Favors Classroom TV**

TELEVISION should be brought into the classroom as an educational teaching tool, according to 92% of the educators polled at the U. of Cincinnati. The study was made possible under contract of the Crosley Broadcasting Corp. (WLWT (TV) Cincinnati), which telesets four programs to a select audience of teachers and pupils in 14 schools.

The study "can aid the TV industry by revealing the time limits for school use of programs, the interests of teachers and administrators in planning educational programs, the curricular and other areas most useful for school telesets, and standards for evaluation of such programs," Dr. Raymond Walters, university president, stated in releasing the survey.

WLWT's "in-school" telesets, titled Look-Learning, were designed to demonstrate TV's different uses as a teaching aid and to obtain educator reaction to actual use. The study was made by Russell Hillman, principal on leave from Holmes High School, Covington, Ky., over a period of months and involved interviews with 694 educators.

Other conclusions reached by the survey were these:

1. Current events offer the best subject matter; (2) television will be more widely used than radio (60%); (3) sets should be placed in schools to effect a fully planned educational TV program (32%), to be paid for out of the school budget (70%); (4) restricted sponsorship should be approved (59%); (5) a weekly supplementary instruction type program should be teleset (84%).

A long period of preparation will be required before television can become a vital factor, according to Mr. Hillman. A top recommendation is one urging formation of an education-television council comprising educators, pupils and TV industry representatives. Educational needs of children and use of a TV film pool would be studied.

Mr. Hillman recommends that a

### Weekly Television Summary—May 7, 1951, Telecasting Survey

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<th>City</th>
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<th>Outlets On Air</th>
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Total Markets in Air 63

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**News Presentation Methods Studied**

(Report 162)
Poor Ab O'Ridginy, so she'd repine no more. Promised his helpmate to knock off a dinosaur.

This, on reflection, seemed good for no yaks—No one yet, you must know, had invented the axe.

So Ab did—and whanging the big lizard's gizzard. Proved that the right weapon makes you a wizard!

For Sales Prowess in Dayton*

THE SHOW MUST GO ON
WHIO-TV

* How's to get your share of sales from Dayton's 800,000 viewers and their 200,000 TV receivers? Via WHIO-TV! How else? Pulse says that they really keep their eyes on us, morning, afternoon, and evening.* And don't forget, those figures prove that our rich Miami Valley audience is 54% televised. Ask for the full story from National Representative George P. Hollingbery Company.

4. MORAL: You don't have to invent it! Your best sales weapon for Dayton is ready and waiting—Dayton's first and favorite WHIO-TV.

* Pulse March figures show 8 out of top 10 televised shows were WHIO-TV programs.
NEW PICTURE TUBE

AMERICAN Television Inc., Chicago, introduced Thursday a 21-inch rectangular tube which reportedly eliminates strategic copper and steel and cuts the retail price of the receiver.

The "image-orthoscope", developed at the institute's school, substitutes an electrostatic for a magnetic element, thereby eliminating the expense of a magnet and saving two pounds of copper and "several" pounds of steel per set, spokesmen maintained.

President U. A. Sanabria reported manufacturing cost of the tube has been reduced $2.50 thus far, and an equal sum is expected to be saved on other parts by the time the line is in full production in June. This will ultimately be reflected in a consumer saving of $20, he said.

The tube, in addition to conserving scarce materials needed for defense, uses less electricity, enables a greater depth of focus and permits corrective contrast, Mr. Sanabria said. Focus has been expanded across the tube to include the screen edges, for an almost two inches in depth, by use of an electron jet stream as replacement for the usual electron gun. The depth is gained by use of a long, thin stream of electrons rather than a diverged scatter, he explained.

The company exhibited the new 21-inch Circular Optic Electrostatic face tube with frosted interior, which will fit any present set. Production is now 2,000 per day, of which only about 300 are used by the firm for its own Majestic Radio, through President Leonard Ashbach, has contracted for the remainder.

"This represents a chassis for the electrostatic tube, and will introduce its new receiver with the tube in a national advertising campaign, tied in with American Television. Its first sets will come off the line June 1, Mr. Ashbach said, but American Television is selling its models with the new tube now in Chicago.

The glass non-magnetic tube saves the steel used for casing by many firms, Mr. Sanabria said, and enables the consumer to save money by turning in an experimental color set, for about a third of the cost of a new one.

Because of "micro-shade" qualities in the tube, the firm predicts a year from now the 20-inch set will be the "smallest" size in demand. Picture fidelity reportedly is improved enough in the new tube so a viewer can sit directly in front of the screen and watch with fewer lights on and without eye strain.

This development is automatically circulated in the RCA patent pool, and will be available to pool manufacturers within a month. American Television's research director is Dr. Lee DuMont, frequently termed the father of television and a noted scientist.

UNITED FEATURES

ENTRY of United Features, veterans' newspaper syndicate, into the field of TV film distribution is an extension of its newspaper circulation, employing its nation-wide sales organization, was announced last week.

First TV presentation is Dick Dunkel's Football Ratings, a weekly series of 15-minute shows presenting action shots of collegiate football teams and scientifically computed ratings of the strengths and prospects in games to be played each week. First program of this series is scheduled for Sept. 17.

Mr. Dunkel said United Features is currently negotiating with a number of independent producers for other packages for distribution, along the lines of its newspaper operations.

Business Manager James Hennessy said the syndicate's decision to expand into TV film distribution was made at the request of independent producers who reported sales and distribution too costly to handle themselves. United Features will utilize its own extensive newspaper feature sales force in the project.

UPT Purchases

PURCHASE of 20 RCA theatre television systems and two Paramount intermediate film systems by United Paramount Theatres, for installation principally in midwest theatres of the chain, was announced in New York last week. Installation of the purchases will begin soon for operation in September.

Chicago Firm

Invention

COLOR TV, quiescent of late while the industry awaits a decision from the Supreme Court on the validity of the FCC award of commercial status to the CBS method of telecasting color, broke back into the news Thursday. A front-page story in the New York Times by its astute radio editor, Jack Gould, reported reception of an unscheduled TV program the previous morning which investigation revealed as a test of the RCA color system.

NBC video engineers, it developed, had received from RCA a couple of color receivers for test. After some off-the-air color pickups from a color camera in the studio, the engineers decided late Tuesday afternoon to try some off-the-air pickups the next morning. So an experimental TV transmitter, KE2XVJ, was put into operation Wednesday morning and broadcast color pictures from 5:13 to 10:30 a.m. Channel 4, normally utilized by WNTB, NBC's black-and-white commercial TV station in New York, was used for these tests, because it is superior to the monochrome picture, since the RCA system is compatible, were receivable in monochrome over standard receiving sets in the area.

Mr. Gould, by happy chance, saw the program at his home some 40 miles from New York, reporting that "the black-and-white pictures from the color transmitter were, to say the least, a superior even superior to the monochrome image on Channel 4." O. B. Hanson, NBC vice president and chief engineer, said the color telecasts, which were on again Thursday morning, were not being put on any regular schedule. Tests would be repeated, at times when Channel 4 is not in use for regular WNTB programming, whenever they are ready for technical tests of the RCA color system.

DuMont Gross

Income 69% Above Previous Year

ALLEN B. DU MONT LABS had a 105% gain of 69% over the 1949 DuMont company's president, reported Tuesday in the annual report to stockholders.

Net earnings for the year totaled $8,900,788, or $2.87 per share of outstanding common stock compared with $3,269,880 or $1.10 per share in 1949.

This advance in production, sales and net earnings was achieved despite a substantial diversion of production facilities to the military, Dr. DuMont said. "Finally, there were an excess profits tax and an increase in the rate of taxation," he added.

The DuMont TV Network operated at a loss in 1950, although "to a considerably less extent than during 1949," Dr. DuMont reported, adding: "the number of national advertisers using our network facilities increased steadily and we see the possibility of a substantial profit for this division after the lifting of the freeze on new television station construction."

Revising the color TV situation, Dr. DuMont pointed out "excellent progress is being made on all-electronic means of color broadcasting and reception, and it is our opinion that such a system is the only type which will receive commercial acceptance."

Dr. DuMont summed up his company's outlook on color in this statement: "although we believe no color system will be ready for consumer use for several years, it is possible that the color television situation could develop so as to have a material effect at an earlier date."
It's part of the landscape

Nobody needs any more proof that television has become an accepted part of our daily lives.

Nevertheless, attention should be paid to that word "daily." More and more, television is stretching itself around the clock. 90% of all U.S. television stations are now on the air before 2 p.m., and by next year most of them will be broadcasting before noon.

Priceless franchises are right now being bought up. Big shows, big talent, and big advertisers are moving in wherever you look. Indeed, 6 of the 7 biggest advertisers of low-unit-cost products are already in.

Before you know it, daytime television, like nighttime, will be a sell-out. And before that happens, you'd better be there.

And when you start looking at daytime, you'd better look at CBS. The same skills that have always made CBS programming stand out are now operating in daytime television. Here you will find the first big afternoon comedy-music-variety shows, for example—Garry Moore and Steve Allen—and television's first serial story, "The First Hundred Years."

CBS Daytime Television is in business to serve the kind of advertisers who have always known you have to get up early to stay ahead of competition.
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<tr>
<th>8:00 PM</th>
<th>ABC</th>
<th>CBS</th>
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<td>7:00 PM</td>
<td>Goodwyn</td>
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| 7:30 PM | Dodge | American Tobacco (
| 7:45 PM | Animal Show (USA) |
| 8:00 PM | Hollywood | Lincoln |
| 8:15 PM | Adventure | Dealors |
| 8:30 PM | Time | Tom of the Town |
| 8:45 PM | Crusade | Mercury |
| 9:00 PM | In Europe | Burger R. King, M. Salone Corp. (E. M.) |
| 9:15 PM | Marshall | Warning |
| 9:30 PM | Plan | Shows (E. M.) |
| 9:45 PM | Time | Chicago |
| 10:00 PM | Film | L. F. Goodrich |
| 10:15 PM | TBA |
| 10:30 PM | Young Phil. Youth on March |
| 10:45 PM | Feature | Film in Review |
| 11:00 PM | Network Week in Review |
| 11:15 PM | Film |

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<th>9:00 AM</th>
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<td>FRIDAY</td>
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Programs in italics, sustaining; Time, EST. live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, noninterconnected stations.

**ABC**
7-7:05 PM, M, W, Th., Schenley, Andy & Delia Russell, F, Schenley, Cook's Champagne Party.

**DuMONT**
1:30-1:45 PM, PM, Universal Appliance, Homemaking.

**CBS**
3:15-3:30 PM, T, Th., Bride & Groom; Th., Hudson Paper Co.
5-5:15 PM, M-F, Lucky Pup, Th.—Bristol-Meyers, Fri.—Sundial Shoe Co.

**NBC**
5:15-5:30 PM, T, Th., Panhandle Pete, s.
5:30-6 PM M-F, Firms listed sponsor Howdy Doody in 15 min. segments.
On April 1, in Los Angeles, the big-name stars of CBS-TV packed up their shows and moved to KTSL.

Now it's your move

Now that the Los Angeles TV picture has changed completely, the station to watch...the station to buy...is KTSL, Columbia's television station in the nation's third market. The next move is your move...to KTSL.

Los Angeles KTSL
Channel 2 • Columbia Owned
Represented by Radio Sales
Telecasting

(Continued from page 64)

research program be set up not only to determine acceptable types of advertising sponsorship but also to "examine other means of financing the television-education programs."

Tele-Que, L. A., Lists

Best-Liked Commercialists

BEST-LIKED television commercialists in the Los Angeles area for the first quarter of 1951 were those of Altes Brewing Co., Los Angeles, according to a report by Tele-Que. Commercialists appear on KTLA (TV), Ina Ray Hutton Show. Research firm will present a special plaque to Monica Whelan who sings and announces the commercialists, as the first of such awards to be made to a sponsor whose advertising is voted best-liked by television viewers.

Commercialists taking the next four highest places in popularity were reported as Lucky Strike Weber's bread, Ford and Murriel cigars.

* * *

Texaco Show

Tops Nielsen Rates

NIelsen ratings of the top television programs for the two weeks ending March 24 show Texaco Star Theatre leading in both the homes reached and the percent of TV homes reached in program station areas. As reported last week, Nielsen ratings were:

HOMES REACHED IN TOTAL U. S.

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<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>1,000s</th>
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<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>7,533</td>
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<tr>
<td>2</td>
<td>Colgate Comedy Hour</td>
<td>5,536</td>
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<tr>
<td>3</td>
<td>Phoenix Theatre</td>
<td>5,573</td>
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<tr>
<td>4</td>
<td>Philco TV Playhouse</td>
<td>4,644</td>
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<td>5</td>
<td>Your Show of Shows</td>
<td>3,923</td>
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<td>6</td>
<td>Martin Kane, Private Eye</td>
<td>4,304</td>
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<td>7</td>
<td>Your Show of Shows (Crosley)</td>
<td>4,285</td>
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<td>8</td>
<td>Galilea Colmado</td>
<td>4,311</td>
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<tr>
<td>9</td>
<td>Memo</td>
<td>4,540</td>
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<tr>
<td>10</td>
<td>Your Show of Shows (Swift)</td>
<td>4,236</td>
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PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

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<tr>
<th>RANK</th>
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<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
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<td>2</td>
<td>Colgate Theatre</td>
<td>74.0</td>
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<td>3</td>
<td>Colgate Comedy Hour</td>
<td>64.7</td>
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<td>4</td>
<td>Philco TV Playhouse</td>
<td>64.0</td>
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<td>5</td>
<td>Your Show of Shows</td>
<td>59.2</td>
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<td>6</td>
<td>Martin Kane, Private Eye</td>
<td>58.4</td>
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<tr>
<td>7</td>
<td>Your Show of Shows (Crosley)</td>
<td>58.4</td>
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<td>8</td>
<td>Galilea Colmado</td>
<td>57.9</td>
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<td>Memo</td>
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<td>10</td>
<td>Your Show of Shows (Swift)</td>
<td>57.8</td>
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Prime Recreation

For Teen-Agers

VIDEO is growing in popularity among teen-agers at the expense of movies, reading and radio. This was the finding of Dr. Paul Witty, Northwestern U. professor of education, who conducted a survey among high school pupils in two Chicago suburbs.

Professor Witty's study revealed that 44% of the pupils interviewed now attend movies less than before the advent of TV. Same frequency was listed by 50% and only 2% have increased their movie-going. More than 65% of those who have telesets in their home prefer video to radio, but some students incisively criticized the quality of current TV programs.

One third of those interviewed read less than before television but the choice of what reading was done was of relatively high quality.

NEWS UNIT

Washington Bureau Set Up

ROBERT J. ENDERS, president of the Washington, D. C., advertising agency bearing his name, last week announced the establishment of a television news bureau with offices at 1415 K St., N. W., Washington.

Subscriber stations will receive a seven-minute sound-on-film coverage of Washington highlights, five times a week. It will be processed, edited and sent by air express to most parts of the country for showing the evening of the same day. The Pacific Coast will be serviced by special "overnight" express.

Film becomes the property of the subscriber station for showing as many times as desired, it was announced. Rates are on the basis of one-half of the Class A 10-minute rate, with a minimum of $75 and a maximum of $250. Rates for "special assignment" service will vary with the nature and scope of the assignment, Mr. Enders said.

LATIN MARKET

Television in Latin America faces a boom period comparable to that which has been experienced in the U. S., Philo International Corp.'s new president, Thomas L. Romeyn, said fortnight ago before members of the Export Advertising Assn., at their annual meeting in New York, to get into television there in the beginning.

Mr. Romeyn's experience as a basis, he predicted the 24,000 to 26,000 TV sets currently in use in Latin America will grow to about 1,250,000 within the next four or five years.

Mr. Romeyn, vice president and executive assistant to the president of Philo International, pointed out that six stations are now operating in Cuba, Mexico and Brazil, and that 13 other TV operations are in various stages of planning.

He noted that Mexico, which has two stations operating in Mexico City (XHRTV and XEW-TV, the latter now in test operations), has issued construction permits for 12 new television outlets, and that plans are advanced for the addition of another station in Mexico City and one at Puebla. In addition to CMUR-TV and CMQ-TV Havana, he said, another Havana outlet is slated to commence operation by mid-year under ownership of Manuel Alonso, and plans are afoot for linking Camaguey and Santa Clara with Havana.

Brazil Outlets

Brazil's two stations—PRP3-TV Sao Paulo and TUP1-TV Rio de Janeiro—may be augmented by another in Rio and two in Sao Paulo, plus one each in Belo Horizonte and Porto Alegre, according to current plans, Mr. Romeyn reported.

He also said San Juan, Puerto Rico, may have a station in operation by the end of this year; that Bogota, Colombia, faces a similar prospect if plans of the Ministry of Education for a station serviced by the country's owned station materialize; that Caracas, Venezuela, interests are reported negotiating with U. S. manufacturers for equipment for a station there; that a station is projected for Santiago, Chile, and that Argentine Dictator Juan Peron has announced the first Argentine station will be inaugurated July 9 at Buenos Aires and reportedly has ordered the transmitter and some 11,000 TV sets.

Mr. Romeyn noted that there are 3,285,000 wired homes within a 60-mile radius of these Latin American cities where TV is now operating or projected. He felt that Mexico City, with 435,000 wired homes, should become the largest single TV market in Latin America. Sets in use there now total 3,500, but he felt these would increase substantially when XEW-TV in Havana has 12,000 to 14,000 sets in operation now. Mr. Romeyn estimated. He pointed out that it is already difficult to buy time on CMQ-TV, even though the station commences operation at 11 a.m. in other Latin American TV cities he reported sets in use as follows: Rio De Janeiro, 3,000, and Sao Paulo, 3,600.

WESTERN LEADER IN TELEVISION

KDYL-TV

NBC Network

Channel 4

Salt Lake City, Utah

National Representative: John Bly & Co.

May 7, 1951 • Page 71
NEW TV film distributing agency has been organized under the name of Pan American Television Corp., with headquarters in Havana under Cuban charter.

Frank Fouce, Los Angeles Mexican film theatre owner, is president and Franklin Casas y Martin is vice-president. Frank Louis Fouce is treasurer with Dr. Jose Joaquin Espino y Aguero secretary and Dr. Jose Elia Poles Silvero vice secretary.

Firm was organized by Mr. Fouce and Abel Mestre, brother of Goar Mestre, president CMQ Havana, to handle TV rights to motion pictures in the entire Western Hemisphere excluding United States and Canada, but including Spain and Portugal.

Recently formed Pan American TV Corp. of Los Angeles is a subsidiary of the new Cuban firm, Mr. Fouce stated.

Besides a backlog of some 600 motion pictures already produced, the new firm has signed agreements that will give it 80% of all Mexican films made in the next 10 years, according to Mr. Fouce. Contracts go through 1970.

Pan American TV Corp. also has Latin-American TV rights to 100 Mack Sennett two-reelers, 300 shorts and 48 features produced by Hal Roach and 540 educational comedies. In addition, Mr. Fouce revealed, his firm has acquired TV rights to 150 motion pictures from Argentine Sonofilms Corp. Other similar deals are now being completed.

**Film Report...**

**PARAMOUNT TELEVISION**

Productions will distribute a new TV film to stations without charge, for local sponsorship. Produced by WOR-TV New York, and backed by Cine-Gen & Sexton Co., Chicago, maker of Universal gas ranges, the film is designed to promote use of gas for cooking. The show—*Sally Smart's Blue Flame Gas Kitchen*—is shown live over WOR-TV and then broadcast by Paramount for distribution with local spots edited out. It is particularly suited to sponsorship by gas utilities or gas appliance retailers.

**SNADER TELEVISIONS**

Corporation, Beverly Hills, Calif., has completed more than 400 musical films in less than 10 months, according to President Louis Snader. He said the firm will produce film shorts in color next season—especially for TV—but will continue to release black-and-white prints from color separations until color production and reception have been approved.

**ANIMATION HOUSE, New York**

has completed first in a series of TV films for Sylvana Electronics Corp. in black-and-white for TV and in color for motion picture theaters. The animated spots were commissioned by Roy S. Durstine Agency. The firm also announced completion of a half-minute cartoon commercial for Barneys clothing store through Emil Mogul agency.

**BING CROSBY ENTERPRISES**

encouraged by NATB convention response to its pilot TV film, *Cry of the City*, will produce 35 more films in the series and may extend to 60. Production begins July 1. Bernard Girard is writer and director; Everett Crosby and Basil Grillo are production supervisors.

**UNITED TELEVISION Programs**

has contracted with Mutual Television Productions to distribute a series of 39 British mystery-drama feature films which UP has adapted to TV.

**UNITED WORLD, Los Angeles**

announces completion of eight one-minute TV film commercials for Motorola. Spots are scheduled for national distribution and were commissioned by Rathrauff & Ryan.

**ROLAND REED Productions, Los Angeles**

has filmed one-minute TV spot for Obay (deodorant) through Rathrauff & Ryan.

**JERRY FAIRBANKS Productions, Hollywood**

announces that three more TV stations have signed for its one-hour *American Legion Wrestling* film program. Another half-hour mystery play, *Frame For Murder*, has been ac-

**School Tie-Ins**

**Stations Announce Pacts**

TWO television stations last week announced agreements with universities to provide students with actual studio experience.

WNBW (TV) Washington, and the Catholic U. of America have set an exclusive agreement for a "Television Workshop."

Final basic terms were agreed upon by William R. McAndrew, general manager of WNBW and William H. M. and Dr. Gilbert V. Hartke, O.P., head of the CU school of speech and drama.

WHAS-TV Louisville and the U. of Kentucky have announced an exploration of a similar agreement with university professors during the summer will work in the studio, gaining experience in the many branches of TV production.

Arrangements for the student-training program were made by Prof. E. G. Sulser, head of the university's Dept. of Radio Arts; Victor Stabler, WHAS TV vice-president and director; Harold Fair, program director, and Ralph Hanson, director of TV operations.

quired by Fairbanks for its Front Page Detective series. Firm also is producing hour-long film commemorating 100th anniversary of the Illinois Central Railroad. It will be done in color and black-and-white for both TV and industry showings.

**MUTUAL TELEVISION Production**

Hollywood, has acquired TV rights to more than 300 Jack London short stories and will produce them on film, each story complete in itself. William Morris Agency will present the package.

**TELEPIX Corp., Hollywood,** has completed a one-minute commercial and a 20-minute cartoon film for 42 Products (42 Shampoo), Los Angeles. One commercial also has been produced for each of the following firms: Enterprise Prod. Co. (Zingo Liquid Starch) through W. B. Geissinger & Co.; Schade Food Products (Laura Scudder Romeo & Juliet dressings) through R. Co.; Beauty Sales (Shampoo-Curl) through Barton A. Stebbins Adv.

**Antenna Law**

A BILL to prohibit the attachment of radio and television antennas "or other wires" to fire escapes or to soil or vent pipes extending above a rooftop in New York State has been signed into law by Gov. Thomas E. Dewey. The new law, which strikes at a common practice in heavily populated sections, was designed to decrease roof accidents and reduce damage to sanitary systems of multiple dwellings.

**Your Top TV Sales Opportunity**

**WDEL-TV**

**WILMINGTON, DELAWARE**

In the Market which has highest income per family in the country.

Represented by

ROBERT MEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION

**Radio and TV Stations**

Profit Depend on Efficient Personnel:

Our Graduates are

Cheerful by

Ability and Enthusiasm Appearance and Personality Integrity and Showmanship

Trained for

Network Professionals

Training

More than one job well

Understand your operational problems

Trained with

Television, Radio and Commercial Equipment

Trained under Actual Broadcast Conditions

For Prompt Free Service

Call, Write, or Wire

Personnel Division

**School of Radio-Television**

316 West 57 St., N. Y. + Plaza 7-3122

**Telecasting • Broadcasting**
The RECORD tells the CHICAGO STORY

CHICAGO TELEVISION RATINGS *
(12 months ending March 1951)

<table>
<thead>
<tr>
<th>TOTAL PROGRAMS IN FIRST FIFTEEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBQ</td>
</tr>
<tr>
<td>Station B</td>
</tr>
<tr>
<td>Station C</td>
</tr>
<tr>
<td>Station D</td>
</tr>
</tbody>
</table>

(4 ties for 15th place during year)

More WNBQ programs than all other stations combined listed in Top Fifteen for last five months and for seven of 12 months in year; more WNBQ programs than any other single station in 11 of 12 months during year.

<table>
<thead>
<tr>
<th>12-MONTH AVERAGE RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 to 4:00 P.M. (Monday-through-Friday)</td>
</tr>
<tr>
<td>WNBQ</td>
</tr>
<tr>
<td>Station B</td>
</tr>
<tr>
<td>Station C</td>
</tr>
<tr>
<td>Station D</td>
</tr>
</tbody>
</table>

(4 months only, ending March 1951)

| 4:00 to 6:00 P.M. (Sunday-through-Saturday) |
| WNBQ  | 12.8 |
| Station B | 2.6 |
| Station C | 8.5 |
| Station D | 5.2 |

| 6:00 to 11:00 P.M. (Sunday-through-Saturday) |
| WNBQ  | 17.9 |
| Station B | 13.0 |
| Station C | 9.7 |
| Station D | 9.7 |

<table>
<thead>
<tr>
<th>ALL 1/4-HOUR PERIODS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBQ</td>
</tr>
<tr>
<td>Station B</td>
</tr>
<tr>
<td>Station C</td>
</tr>
<tr>
<td>Station D</td>
</tr>
</tbody>
</table>

*American Research Bureau, April 1950 - March 1951

★ Again and Again, Day and Night, the No. 1 Station in Chicago Television...

National Broadcasting Company
NEW technique for selling men's hats is shown in a Wallachs Dept. Store with help of RCA Victor equipment and Frank H. Lea Co. hats. Posing with hats are (l-r) Jack Bottlair, p. of Lee Co.; Manny Karsnhey, pres. of National Hat Foundation; and Ken Vernon, hat buyer for Wallachs.


telerama

NCAA SCORED
Station Owner Hits Ban

EDWARD LAMB, television station owner, has declared that telecasters should assert their right to teletcast college grid games.

Mr. Lamb, who owns WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, suggested that the "moratorium" imposed on live telecasting of college grid contests was a violation of anti-trust laws.

Speaking at New York's Hotel Statler before the American Assn. for Physical Education, Health & Recreation, Mr. Lamb stated:

"Frankly, I believe that the telecasters of this American democracy have a positive duty of aggressively asserting their right of access to all matters of interest being carried on by any institutions owned by the public."

Mr. Lamb referred to his own position as a television licensee, and said: "We're expected to program in the public interest. We try to present informative, thought-provoking programs. We think that our obligations require us to make a fight for public interest programs. What difference is there between you and someone for the sessions of the United Nations, the U. S. Senate Crime hearings and telecasting the debates or athletic contests of schools?"

PORTLAND SEES TV
RCA Crew Demonstrates

TELEVISION was seen in Portland, Ore., a fortnight ago for the first time when RCA Victor demonstrated the medium at the Greater Portland Industries Exposition. During the four days variety shows were picked up at the U. of Portland and transmitted by closed circuit to receivers in several places throughout the city, including display windows of Meir & Frank department store.

Under the guidance of the RCA crew, which has toured the world demonstrating the new medium to reportedly more than 10 million persons, the whole operation was put in the hands of Portland U. students who thus gained first hand experience in all phases of TV broadcasting.

Replaces Lester

ANCHOR - HOCKING, through William H. Weintrub Co., New York has replaced Jerry Lester on its Broadway Open House [CLOSED CIRCUIT, April 30] on NBC-TV with Jack E. Leonard, comedian. The advertiser will sponsor the show three times weekly, effective May 29. Two nights are being dropped, Monday and Wednesday and may be filled by NBC with Ben Blue, or another comedian under contract to NBC. The time of Mr. Lester, as to whether he will be featured in another program at another time, has not yet been decided upon by NBC.

RENEWAL DENIED
Experimental TV Station

IN DENYING Sheron Metallic Corp.'s request for license renewal for experimental TV station KEKXIE Brooklyn, N. Y., FCC issued a part 1-23 (f) order.

"... The Commission has carefully considered the facts and statements submitted in your application and in your responses to the Commission's letters. It appears therefrom that station KEKXIE was not operated during its previous license period, that no technical research of any kind was undertaken; and that no changes in equipment were made. Your plans for telecasting were vague and indefinite and from a review thereof, the Commission is of the opinion that you have not made a showing required by section 1.431 (a) (1) of the Rules that you have a definite program of public service and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contribution to the development of the television art."

UNUSED FILM
Armed Forces Supply Big

Perhaps the greatest unused film footage available in the world is available for Armed Forces laboratories, Charles Dillon, chief of the Radio-Television Branch, Dept. of Defense, told an American Television Society luncheon meeting in New York.

Describing the footage as an "enormous source of raw material," Mr. Dillon said that 81 motion picture people, mostly from Hollywood, currently were availing themselves of it.

This was but one of the services, he continued, available to the industry through the Dept. of Defense, which two years ago combined the separate information agencies of the four services.

Radio or television appearances of any one in the department, top to bottom, could be arranged, he said, as well as clearances for admission of industry people to all but a few restricted areas of defense activity. Maps, charts and other visual aids are available for loan, along with films; and live pick-ups from the Pentagon TV studio would be scheduled upon request, he said.

NBC has acquired TV and radio property rights to more than 200 short stories, plays and novels of Sax Rohmer, creator of "Fu Manchu." Negotiations were completed through Herbert Bayard Swope, NBC-Television producer-director, who is preparing two series, "Fu Manchu" and "Fah Rehner Presents," for the network.

BRAY TELEVISION STUDIO INC.

EXTENSIVE LIBRARY OF FILMS
(Including Cartoons)

Send for Catalog

729 Seventh Ave., N. Y. 19

Telecasting * Broadcasting
front office

R.

Mr. Starcher

Mr. Gaynor

Mr. Starcher

GRANT WEBB appointed East Coast representative for KVQ Ogden, Utah. He will make his headquarters at 50 Broadway, New York.

WALTER BIDDICK Co., Los Angeles, appointed West Coast representative for KVQ.

Buddy Starcher, managing director WAVL Apollo, Pa., appointed manager WMBM Miami Beach, Fla.

QUINCY BRACKETT, president, and LEWIS B. BREED, treasurer WSPR Springfield, Mass., have resigned. ALAN C. TINDAL, station manager, elected president, succeeding Mr. Brackett, who will become vice president and remain on board of directors. KIRSTIAN SOLBERG, assistant treasurer, appointed treasurer succeeding Mr. Breed, who now becomes assistant treasurer, and who also remains on board of directors. JAMES H. FERGUSON Jr., Yankee Network, Worcester, appointed sales manager WSFR.

PLANT Webb

E. R. VADEBONCOEUR, vice president and general manager Central New York Broadcasting Co., retires from broadcasting following his daily news analysis and commentary because of business pressure. ROBERT NELSON will replace Mr. Vadeboncoeur on program.

VINTON FREEDLEY Jr., account executive BBD, N.Y., to NBC New York, as account executive in sales department. He will service U. S. Steel, DuPont, Desoto, Lucky Strike and Pall Mail accounts.

EDWARD DeJONGH appointed director of sales promotion and research WSGN-AM-FM Birmingham, Ala. He has been with several marketing research firms. Mr. Vadeboncoeur

DAVID SACKS, sales manager KROW Oakland, to KGO-TV San Francisco, as sales representative.

F. SILBET MOORE, account executive WGAR Cleveland, to sales staff WJR Detroit.

JOE M. SEIFERTH transferred by Liberty Broadcasting System, Dallas, to Chicago, as regional vice president. He joined LBS in January as station relations manager for South and Southwest. He was formerly audience promotion manager for WJJ Chicago.

RA-TEL REPRESENTATIVES Inc. moves its Chicago offices from 360 N. Michigan Ave. to 75 E. Wacker Dr. Telephone number is the same, F ranklin 2-7679.

E. LAWRENCE ANDERSON, commercial manager WTAO Cambridge, Mass., appointed general manager WTAO and WXHR (FM).

JOHN G. BOOTH, advertising manager Travel-Go-Round, to New York sales staff of John H. Perry Assoc., radio station and newspaper representatives.

BRANHAM Co., Chicago, named exclusive national sales representatives for KOB-AM-TV Albuquerque, N. M.

EDWIN J. KASPAR, O. L. Taylor Co., Chicago, to WMAQ Chicago, on sales staff.

JOHN GEDDES, sales staff KDHS Boise, to New York office of Radio Sales, radio-TV station representative, as radio account executive. He was account executive with Albert Frankguenther Law, Inc., N. Y.

WILLIAM OGDEN, radio-TV director LeVally Agency, Chicago, to ABC, same city, as network radio salesman. He was with WNEW and WMCA New York.

SYDNEY B. GAYNOR, partner Gaynor & Forward Inc., Hollywood (sales and advertising consultants), appointed assistant manager and sales manager KFWB Hollywood. Mr. Gaynor was vice president in charge of new business for Raymond R. Morgan Co., Hollywood, before forming his own firm last year. Prior to that he was associated with Don Lee Broadcasting System as general sales manager. Gaynor & Forward Inc. will continue under direction of ROBERT FORWARD.

PATRICK HAYES, Washington concert manager and radio commentator, to WMGS Washington as director of sales and promotion. RAY WILSON, chief announcer, named senior account executive. CECIL RICHARDS, sales manager WMPS, resigns to accept position as account executive Onslow & Brown (public relations and advertising), Washington.

THEODORE C. STREIBER, president WOR New York, and CEDRIC FOSTER, commentator WOR-Mutual, left last Tuesday for three-week overseas tour with first stop at Tel Aviv, Israel. Mr. Foster will originate broadcasts from cities visited, which include Athens, Belgrade, Berlin and Paris.

LEE RUWITCH, vice president and general manager WVTVJ (TV) Miami, recuperating from virus ailment contracted during NAB convention in Michael Reese Hospital, Chicago . . . CHARLES S. SALIK, president and general manager KCBQ San Diego, and LOUIS GREGG, senior, U. of Southern California plan to be married May 27. . . JOHN H. NORTON Jr., vice president ABC Central Division, and his wife are vacationing through the south and southeast . . . JOE FISHER, sales staff WENT-TV Chicago, father of boy.

On All Accounts (Continued from page 8)

McTighe returned to his old job at Campbell-Mithun in Minneapolis, but stayed only a few weeks, leaving to join Olmsted & Foley.

Four and a half years later he is still on the job, handling all of O&P's timebuying and production for both radio and television accounts, including Holsum Bread, Marshall-Wells Hardware chain, King Midas Flour, Chun King Oriental Foods and others.

Television takes his time disproportionately these days. It has, in fact, since T-Day three years ago, when he produced the first TV commercial in the market. His attitudes toward radio and television are not unlike those of the '20's tin-type who said, "I love my wife, but oh you kid." He considers himself happily married to radio, but forced to flirt with the most promising tomato who ever came down any Pike—television. So far, he has to play the triangle and hopes that a rift is inevitable.

Since all of his accounts use radio and television on a spot basis, Mr. McTighe personally knows people and policies in hundreds of stations through the country. His work philosophy is an active one, with a pet project always at hand with which to flail operators and representatives. His current and recent projects include the general establishing of continuing discounts, the abolition of local rates for any account but the retailer on Main Street, and, of course, the dream of a united media system.

Mr. and Mrs. McTighe have two children, Kathleen, 8, and Michael, 14. During Minnesota's short summer Mr. McTighe plays a lot of golf at Minneapolis Golf Club. He belongs also to the University Club, Minneapolis Ad Club, and Raoul Sufbery Post of the American Legion.

Family spendable income in Jackson is high—68th in the entire nation. This is one more good reason to use popular WJDX in reaching this expanding market.

BROADCASTING • Tele casting

May 7, 1951 • Page 75
CAR RADIOS

N. Y. Total Up 31%—Pulse

NEW YORK CITY automobiles equipped with radios total 770,330, representing a 31.6% increase since last year, according to a special survey by Pulse Inc., conducted during January.

This means, according to Dr. Roslow, director of Pulse, "an increase in 'out of home' listening. It's further proof of the growing importance of the 'out of home' audience."

The survey, conducted for the Joseph Jacobs Organisation, disclosed that more than 4 of 5 New York City cars had radios, or 80.6% of them as compared to 75.1% a year ago. Car ownership has increased sharply, with 38.2% of the families surveyed owning a car compared with 32.9% last year, Pulse reported.

Dr. Roslow said there is 'one radio-equipped car for every three radio families in New York City. If this ratio has been true in suburban counties (and, therefore radio is probably even higher), there are approximately 1,250,000 cars with radios in metropolitan New York.'

AD AWARDS

Club Accepting Entries

RADIO AND TELEVISION entries are being judged by the Chicago Federated Advertising Club for its ninth annual advertising awards competition. Winners in nine categories will be announced at the annual dinner May 17.

Separate awards will be made for local and network entries in both radio and TV.

Entry classifications for television are (1) programs, drama, variety, music, news, juvenile, audience participation, sports; (2) commercial announcements, including station breaks, live and film; and (3) a new program created during the year.

Groups in radio are (1) programs, drama, variety, music, audience participation, juvenile, disc jockeys; (2) special features, sports, public service, women's shows, news, veteran's shows; (3) commercial announcements, including station breaks, and (4) new program created during the year.

TV judges include Russ Tog, BBDO; Les Waddington, Miles Labs, and John Mitchell, WBKB (TV) Chicago. Radio entries will be judged by William McGuiness, WGN; Bob Planagan, WMAC; E. C. Shomo, WBBM; Ed Lynch, WENR; Harold Safford, WLS; Les Atlas Jr., WIND; Art Harre, WJJD; Bob Platt, WCFL; Holly Shively, Rothrauff & Ryan; Marion Reuter, Young & Rubicam; Buckingham Gunn, Foots, Cone & Belding; Kay Kennally, Olan Adv.; Evelyn Vanderploeg, Schwimmer & Scott; Frank Baker, Rolinck, Meyer & Finn.

Other radio judges are Jane McKendry, Needham, Louis & Brosky; Lou Nelson, Geoffrey Wade Adv.; Hal Horke, J. Walter Thompson; Jim Sheby, McCann-Erickson; Russ Tog, BBDO, and Mrs. L. S. Schwartz, Advertising Council.

RELOCATION of RCA Victor Custom Record Sales division, including Custom Record Sales and Recorded Program Services (Thesaurus and syndicated programs), to the International Bldg., Rockefeller Center, 800 Fifth Ave., N. Y., has been announced. Telephone Judson 2-6011. Orders and service section of Custom Records will be at 165 E. 24th St., Murray Hill 5-6000.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRANS

(Select U. S. Areas, Including Small-Town, Farm and Urban Homes, and Including Telephone Non-Telephone Homes)

EXTRA-WEEK MARCH 25-31, 1951

EVENING, ONCE-A-WEEK

CURRENT RATING HOMES

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Radio Theatre (CBS)</td>
<td>18.1</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS)</td>
<td>12.9</td>
</tr>
<tr>
<td>3</td>
<td>Charlie McCarthy (CBS)</td>
<td>12.3</td>
</tr>
<tr>
<td>4</td>
<td>You Bet Your Life (NBC)</td>
<td>12.9</td>
</tr>
<tr>
<td>5</td>
<td>The Fred Allen Hour (CBS)</td>
<td>12.4</td>
</tr>
<tr>
<td>6</td>
<td>Amos 'n Andy (CBS)</td>
<td>12.3</td>
</tr>
<tr>
<td>7</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>12.3</td>
</tr>
<tr>
<td>8</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>12.0</td>
</tr>
<tr>
<td>9</td>
<td>Captain Video (CBS)</td>
<td>12.0</td>
</tr>
<tr>
<td>10</td>
<td>Big Story (NBC)</td>
<td>11.9</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying (100%) to approximately 140,000 homes selected as a sample of the total United States radio audience. (*) Homes reached during all or any part of the program, for accept homes only listing 1 to 10.

Copyright 1951 by A. C. Nielsen Co.

ANNouncERS

Field Crowded, VA Says

According to a survey made for the Veterans Administration by the Bureau of Labor Statistics of the Dept. of Commerce, radio announcers and newspaper reporters are having a hard time finding work. The survey reports that job prospects for announcers and reporters are "not good" despite the country's expanding defense economy.

Announcers seeking jobs will find that "broadcasting companies, particularly those in large community markets, will generally be able to choose the best of many applicants," but those not finding employment in large markets might look to smaller towns where the competition is not so great. The survey goes on to say that TV stations probably will be hiring more announcers all the time, but here too, the competition is very strong.

The newspaper reporting field is greatly overcrowded, and is likely to remain that way for "... the next few years," the survey states.

KNBC Expands Unit

KNBC San Francisco announced last week it will expand its radio recording division to provide more and better facilities for clients. The recording division was a principal contention in the recently ended debate between KNBC and NABET [Broadcasting & Telecasting, April 30]. The expansion plans are detailed by W. A. du Pont, said in an attempt to make the division more self-supporting and profitable. J. Alan O'Neill, KNBC recording engineer, will continue to supervise all technical operations. Bill Gavin, KNBC writer-producer-director, will be in charge of recording production and sales.

Canadian Media

How Canadian radio costs compare with those of other Canadian media is contained in a detailed report, The Intermedia Study, released by the Canadian Assn. of Broadcasters to advertisers and agencies in Canada. Report deals first with the methods used to arrive at the comparative figures. The sources used, Bureau of Broadcast Measurement, and Audit Bureau of Circulation. It also deals with each specific station and important Canadian daily, regional and national publications, giving comparative figures on one occasion Class A time and radio homes for stations with publications circulation and proportion of page advertising rates for area covered by station. Pat Freeman, CAB sales director, compiled data.

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SUMMER SELLING
KYW Philadelphia using variety of means to promote station's summer sales. Red and white blotter mailed to 700 advertising agencies has transparent envelope of sand, with message stating "We don't sell sand but we can reach the people who sit on it," and explaining how station covers seashore resorts. Station also arranging chain-store two-week sales during summer, with stores' ads carrying phrase "advertised on KYW." Six different chain-stores are currently signed up for campaign.

MUSIC TOUR
PLANS for 52-day Music Festival Pilgrimage, second to be sponsored by WADB (FM) New York and Thomas Cook & Son Inc., were announced recently by WADB President Ira A. Hirschmann. Sailing from New York on June 28, pilgrims will visit Paris, French Riviera, Florence, Rome, Venice, Lugano, Lucerne, Salzburg Festival, Bayreuth, and London, where tour will be culminated at "Festival of Britain." Pilgrims will cost pilgrims $1,023 each.

SCHOOL OPERATION
KSKI Visalia, Calif., April 23, was operated by Visalia Senior High School students inaugurating Public Schools Week. Students wrote and announced all programs during day "without a hitch" according to station manager.

NEWSBEAT SCORED
WNAX Yankton, S. D., claimed "scoop" in the first report of three Dakota State College department heads being fired. Station followed up story with new leads almost daily, and taped entire hearing proceedings April 14. State governor was not only listened to playback, and court reporters used tapes to prepare transcripts.

FOR GOOD EYES
KMOX St. Louis distributing three-color, two page promotion piece in form of an eyesight chart such as hangs in doctor's office for testing vision. Letters of graded size carry sales message.

BASEBALL PROMOTION
WTBC Tuscaloosa, Ala., distributed 150 baseball bats to area's school children to promote MBS Game of the Day. In addition, station employees carried bat with them one week prior to opening of baseball season. Bats carried slogan "Baseball-WTBC."

SYMPHONY SAVED
WTMA Charleston, S. C., one-day drive to solicit financial support for city's symphony orchestra drew $1,540 in pledges and assured support of musical group. Dike Jockey Bill Dorn broadcast need 10 times during one day, while others canvassed city for support. Amount pledged was one-sixth of sum needed and prompted group's board of directors to vote for continuance of symphony. President of girls' student body, Nancy Friday, manned telephone in WTMA studios while Mr. Dorn aired appeal.

SPECIALIZED BLOTTER
KDKA Pittsburgh is sending all Free & Peters representatives pale-green, white and black blotter with picture of laughing mule. Caption states "What's so funny? Must be on . . . KDKA's Musical Clock." In addition to describing program, blotter has space where representative's name was inserted with phrase "This blotter to be used only by . . . KDKA contracts."

FM POPULARITY
WWDQ-FM Washington, to test popularity of its FM programming in homes from 10 p.m. to 2 a.m. when radio-equipped streetscars and busses do not receive station, asked listeners if they like the virtually uninterrupted music. Station reports 800 letters were received, along with petition signed by 77 persons and fifteen dollar donation from another listener. Station returned donation, decided to continue separate FM programming.

TRANS-PACIFIC CALL
KOTK Oklahoma City, 12 O'Clock News, March 1, featured re-cued conversations between five Oklaho- man families and their sons re-recording from Korean war injuries in Tokyo hospitals. Station's newsroom editor arranged call with cooperation from United Press reporter and telephone company.

COLOSSAL SUMMER
KNX Los Angeles sending bright three-color brochure to agencies and trade, with cover showing supermarket-type of customer-cart loaded with groceries. Inside spread is color facsimile of ad appearing in trade press with headline "Summer is only colossal," and caption describing Southern California summer sales. Picture portrays huge parfait. Back cover has colorful palm tree with station's call letters, power and representa- tive listed.

ADDS ITS VOICE
WIP Philadelphia bought space in New York newspaper on day of General MacArthur's arrival in that city, showing General's hat and saying "We'd like to add our 'Voice' to the multitude." Station reasoned that ad from Philadelphia station would attract attention of New York listeners.

TERRIFIC COPY
WSBA York, Pa., composed and aired commercial to introduce new paint product for local paint and hardware merchant activities; it's retail release. Copy was used on early morning news show for two days. On third day sponsor called station and urgently said "We have to change the copy, we're swamped with orders for it and we don't know when we'll get it."

EGGING HIM ON
WBUR Trenton, N. J., Early Bird, early morning show featuring John Schneider, using new interest arouser for its dawn arisers. Emcee Schneider invites anyone in his audience to use him for an egg-watcher—that is, to call him up and tell him when an egg is going on the stove and how long it's to cook. Then, at right time, Mr. Schneider announces that so-and-so's egg is done and ready for the platter. He estimates that about 20 eggs are laid each morning in this way.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HARRY J. McCOllister Company
MEMBER N.A.B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

PAUL W. McCOllister, General Manager

DAVENPORT 3-3061

May 7, 1951 * Page 77
NEW STUDIO
For KSEL Lubbock, Tex. CONSTRUCTION has started on a new studio building for KSEL Lubbock, Tex., scheduled for completion Aug. 1. The structure is to be made of brick and stone. One feature of the new building is a client lounge where an advertiser or prospective advertiser may hear or audition a program. KSEL presently occupies the second floor of a downtown building. The station feels it has long since outgrown these quarters. During the past 12 months, KSEL's billing increased 117% and first three months of this year showed a substantial increase over the same three months of 1950, station officials report.

'La Prensa' Protest
BROADCASTERS' protest against dictator suppression of the newspaper La Prensa in Argentina was expressed to the American Newspaper Editors, American Newspaper Publishers Assn. and National Assn. of Radio News Directors by NARTB President Jus- tin Miller. In letters to Alexander F. Jones, Charles F. McCaich and Ben Chaffee, respective presidents of the groups, Judge Miller submitted the text of the resolution of protest adopted at the NARTB convention in Chicago [BROADCASTING • TELECASTING, April 23].

'WOMAN'S AMERICA'

April 27 Applications . . . ACCEPTED FOR FILING Modification of CP Following stations request mod. CP for extension of completion dates: KXLI Blackfoot, Idaho; KJCF Fortuna- Mo.; KWHF Chasing, Ohio; WABA-Aquilla, South Carolina; WTIW Logan, W. Va.; KXON-AM San Francisco, Calif. —License for CP WGLC Canton, Miss.—License for CP on new AM station.

April 30 Applications . . . ACCEPTED FOR FILING AM—1230 kc Lawrencetown, Tenn.—Lawrence County Assn. to apply for new AM station at 1230 kc 250 w unl. AMENDED to change from 250 w to 100 w.

KEDX Denison, Tex.—CP to change from 1250 kc D to 1250 kc 600 w unl. DA-DA. —AMENDED to change from 600 w to 300 w.

License Renewal Following petition for renewal of license: WSHB Stillwater, Minn. (re-submitted); WUWO LaBourinus, N. B. for CP new AM station.

WHOM-AM Portland, Ore.—Application for new TV station AMENDED to change name of applicant from Oregonian Pub. Co. to Pioneer Bets Inc.

April 27 TO MAY 3

Cooperation Asked
FCC has requested voluntary co-operation of amateurs during large scale military maneuvers scheduled in North and South Carolina from May 1 to July 15. On behalf of the Army, and with the concurrence of the American Radio Relay League, the Commission asks amateurs not to operate, during the maneuvers, in the band of frequencies 3700-3900 kc in the states of North Carolina, South Carolina, Georgia, Delaware, Maryland, Virginia, West Virginia, Washington, D. C., and eastern Tennessee. Those amateurs in other states east of the Mississippi River are asked not to operate after dark in the 3700-3900 kc band.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

APRIL 27 TO MAY 3

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3626

COMMERICAL RADIO MONITORING COMPANY
PRELIMINARY MEASUREMENTS
“A reliable service for over 18 years” For immediate service phone JACON in any desired station.
P. O. Box 7037 Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
International Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
District 1265
Aptos, California
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
Munsey Bldg., Republic 2347
Washington 4, D. C.
Member AFCCE

There is no substitute for experience

GLENN D. GILLET
AND ASSOCIATES
982 Natl. Press Bldg., N. A. 3373
Washington, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.
Member AFCCE

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Gautney & Ray
CONSULTING RADIO ENGINEERS
1032 Warner Bldg.,
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6666
Washington, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Everett L. Dillard, Gen. Mgr.
Interational Bldg., Dl. 1319
Washington, D. C.
P.O. Box 7057
Jackson 5302
Kansas City, Mo.

Craven, Lohnes & Culver
Munsey Building District 8215
Washington 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
Bond Bldg., Executive 5670
Washington 5, D. C.
Member AFCCE

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
Washington, D. C.

Lynne C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W.
Ex. 8073
Washington 5, D. C.

The Wes Turner Co.
11 Years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real, DO 7-6335
Arcadia, Calif.
(A Los Angeles suburb)

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
Washington, D. C.
Member AFCCE

Millard M. Garrison
1519 Connecticut Avenue
Washington 6, D. C.
Michigan 2261
Member AFCCE

John Creutz
319 Bond Bldg., Republic 2151
Washington, D. C.
Member AFCCE

Guy C. Hutcheson
1100 W. Abram St.
AR 4-8721
Arlington, Texas

George P. Adair
Radio Engineering Consultant
Executive 5851 1833 M Street, N. W.
Executive 1230 Washington 6, D. C.
Member AFCCE

Philip Merriman & Associates
116 State Street
Bridgeport 2, Conn.
Bridgeport 5-4144
Member AFCCE

A. R. Bitter
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Ginterwood 7631

AM station for extension of completion date.

WMAK Nashville, Tenn.—Mod. CP
authorizing changes in DA to change from
DA-DN to DA-N.

License for CP
WWNR Berkeley, Va.—License for
CP authorizing change in frequency,
power, install new trans., and DA etc.

Walter F. Kean
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

Ward F. Kean
AM-Tv BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

AM—1560 kc
KWCO Chickasha, Okla.—CP to in-
crease D power from 250 w to 1 kw.

Broadcasting • Telecasting

May 2 Applications . . .

ACCEPTED FOR FILING
KSOX Hatlingen, Tex.—Mod. CP new
AM station for extension of completion
date.

KBCF—FM Des Moines, Iowa—Mod.
CP new FM station to change ERP
from 800 kw to 2 kw, ant. from 90 ft.
to 251 ft. trans, and studio locations etc.

Ward FM Johnstown, Pa.—Mod. CP
new FM station for extension of com-
pletion date.

License for CP
KMCO Corohe, Tex.—License for CP
new AM station

(Continued on page 88)

May 7, 1951 • Page 79
ALFRED RICE, New York attorney for ERNEST HEMINGWAY, has announced that Mr. Hemingway’s literary works and his appearance by film are available for series on television. Package deal would be entitled Hemingway Television Theatre. It would also feature other stories by noted authors.

EDWARD F. HARRISON, chief of guided missiles plane branch of Air Material Command, Wright Field, Dayton, to Philco Corp., Phila., as manager of public relations. Government and Industrial Div. offices will be located at 260 South Broad St., Philadelphia.

TELEVISION PICTURE Tube Div. of SYLVANIA ELECTRIC PROD. Inc., N. Y., announces new type of electrostatic focus TV picture tube, in 14 inch and 17 inch sizes.


ALLEN B. DuMONT Laboratories, Clifton, N. J., has released two new television bulletin transmitters TTD-T101 and TTD-T102. TTD-T102 is based on new “air-cooled transmitter,” and TTD-T101 is the 6 kw “Oak” air-cooled transmitter.

WILLIAM J. HALLIGAN Sr., founder and president Hallcrafters Co., Chicago, has announced sales of United Television of Armed Forces Communications Assn.

Brig. Gen. TELFORD TAYLOR, former FGC general counsel and chief counsel at Nuremberg war crimes trials, named to board of directors Skatron Electronics & Television Corp., New York.

Mr. Hoffman announced new pocket size, FM, AM and RF signal generator and audio oscillator. Unit is a complete circuit design, according to company, and has highly satisfactory and stable operation over wide range of line voltages.

ALDEN PRODUCTS Co., Brockton, Mass., announces miniature fuse-holder with neon bulb which glows when fuse blows. Small unit, less than an inch and a half long behind panel mounting, is ideally suited for mass assembly by techniques, according to manufacturer.

BRUSH DEVELOPMENT Co., Cleveland, announces new line of miniature magnetic record-reproducer heads, available with three to fourteen channels, balanced magnetic construction and perfectly aligned gaps front and rear.


RHODEY CHIPP, engineering manager, Western Pennsylvania Electric Co., Pittsburgh, appointed to head new subsidiary, specializing in high voltage insulation and molded phenolic plastics.

SERIES of “gala celebration” cruises to Bermuda will be staged by Philco Distributors Inc. for some 2,200 key Philco dealers, starting June 2 on liner “Queen of Bermuda.” The three-week cruise, the “May” series, offers “the very best of everything” throughout the nation for the outstanding sales performance job they have done for Philco products.

Page 80 • May 7, 1951

BROADCASTING • Telecasting

The Nation's Richest Farm Market Survey average of 50.8% tuned every hour to good listening.

EDWARD F. HARRISON, chief of guided missiles plane branch of Air Material Command, Wright Field, Dayton, to Philco Corp., Phila., as manager of public relations. Government and Industrial Div. offices will be located at 260 South Broad St., Philadelphia.

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BACK NAMED
Army Chief Signal Officer

THE NOMINATION of Brig. Gen. George I. Back, signal officer for Gen. Douglas MacArthur since 1947, to be Chief Signal Officer for the U. S. Army, was confirmed in the Senate last Monday. He was named by President Truman to succeed Maj. Gen. S. B. Akin, who retired March 31.

During World War II Gen. Back served in the Mediterranean Theatre of Operations as deputy chief signal officer of Allied Force Headquarters and later was appointed chief of the Army Communications Service in the Office of the Chief Signal Officer. In this post he helped supervise the Army communications network.

One of Gen. Akin’s last actions before retiring was to urge an advisory program pointing up the critical need for communications specialists by the Army. As a result the U. S. Army Signal Corps currently is offering advice to communications-electronic specialists about to enter service as to the procedure for seeking to continue their present capacities while in service.

STATION JOBS
Urged for Radio Teachers

TEACHERS of radio journalism in colleges and universities have been invited by the Council on Radio Journalism to apply for summer internships. The program is designed to give teachers who handle radio news courses a chance to get practical experience at commercial stations.

The council is sponsored jointly by NARTB and the American Council on Education for Journalism, with Robert K. Richards, NARTB public affairs director, as secretary. Floyd Baskette, U. of Colorado, chairman of CJE, said 57 professors representing 25 colleges have interred since the program was started in 1945. NARTB has invited stations desiring services of interns to file requests.

FCC WARNING
Scores Illegal Operation

WARNING has again been issued by FCC against illegal operation of television “relay” or re-broadcast transmitters and of small transmitters used in “beating the booksies” attempts at race tracks.

“During the past few months the Commission has apprehended several groups of persons operating unlicensed radio and television transmitters for the purpose of re-broadcasting radio and television programs,” the warning pointed out.

FCC stated “information brought to the Commission’s attention indicates that local law enforcement officers are apprehending persons violating the Communications Act sometimes fail to consider the seriousness of violations of the federal law. A series of cases including unlicensed transmission by radio for the purpose of ‘past posting’ and ‘beating the booksies’ has occurred in which the county sheriffs or local police officials making arrests have failed to refer the violations of the federal law to the United States attorneys” or the FCC.

Public Alerted

The Commission pointed out “the general public has long been alerted to the fact that any operation of an unlicensed radio transmitting equipment by unlicensed operators violates Section 301 of the Communications Act... and that convictions for such violations are punishable by a fine of $10,000 or two years imprisonment, or both.” FCC added that operation of radio transmitting equipment by unlicensed operators violates Sec. 318 of the Act and is similarly punishable.

CALIF. AP MEET
Gambling Will Be Speaker

OLIVER GRAMLING, New York assistant general manager in charge of radio for the Associated Press, will be the principal speaker at the California Associated Press Radio Assn’s annual meeting, to be held at the Hollywood Roosevelt Hotel next Wednesday evening. He will discuss “Your News—and It’s Revenue Potentials,” illustrating with color slides. Question and answer session is to follow.

A panel discussion on radio sales problems as they affect news will be participated in by Galen Gilbert, general manager, KGER Long Beach; Stanley Spero, account executive, KPAC Los Angeles; Amos Baron, radio sales manager, ABC Western Division and Ward Ingrim, vice president in charge of sales, Don Lee Broadcasting System. Dave Anderson, NBC Hollywood newsreader and president of Radio News Club, will act as moderator. Grant Holcomb, CBS Hollywood newsreader and president CAPRA, will preside over the meeting.

The 3 radio sales problems as they affect news will be participated in by Galen Gilbert, general manager, KGER Long Beach; Stanley Spero, account executive, KPAC Los Angeles; Amos Baron, radio sales manager, ABC Western Division and Ward Ingrim, vice president in charge of sales, Don Lee Broadcasting System. Dave Anderson, NBC Hollywood newsreader and president of Radio News Club, will act as moderator. Grant Holcomb, CBS Hollywood newsreader and president CAPRA, will preside over the meeting.

SAMPLING one of the products at the National All-Industries Frozen Food convention, San Francisco, are (l to r) A. E. Stevens, vice president in charge of sales, Minute Maid Corp., New York; Jane Todd, woman’s director, KCBS San Francisco; John M. Fox, national president, Minute Maid.

YANKEE IS HOST
At Home of Braves

A ROUSING send-off was given the Boston Braves by the Yankee Network April 16, with Yankee playing host at a dinner attended by several hundred radio, TV, newspaper, and baseball figures.

Highlights of the dinner and interviews with celebrities attending were brought to New England baseball fans via TV and radio. A half-hour telecast by WNAC-TV Boston, with Jim Brits, sportscaster, as m., was followed later in the evening by a 45-minute radio version on Yankee, with Les Smith conducting the AM portion.

Guests included Braves and their wives; Yankee affiliated station members from all over New England; representatives of P. Ballantine & Sons, sponsor of Braves games on radio and TV; radio, TV, and sports writers; and officials of WBZ-TV Boston, which alternates with WNAC-TV in telecasts of Braves and Red Sox games.

A new set-up in Boston radio coverage of baseball this year finds WYAC airing all home and away games of the Braves, while WHDH airs those of the Red Sox.

AWARD JUDGES
Proetz Unit Names Five

JUDGES for the seventh annual Erma Proetz Awards of the Women’s Advertising Club of St. Louis have been announced. The awards will be made during the Advertising Federation of America convention in St. Louis, June 10-13.

The judges are Fairfax M. Cone, board chairman, Foote, Cone & Belding, Chicago; Frederick W. Boulton, vice president, J. Walter Thompson Co., Chicago; Budd Gore, advertising manager, Marshall Field Co., Chicago; Harlow P. Roberts, vice president, Goodkind, Joice & Morgan Inc., Chicago, and A. L. Johnson, advertising manager, International Shoe Co., St. Louis.

KSWM
JOPLIN, MO.

REACHES 446,600 *
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropoli-
tan centers, assures undu-
duplicated CBS service to the KSWM audience.

Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.

Austin A. Harrison, President

BROADCASTING * Telecasting

KSWM
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.
Help Wanted

Salesman

Good solid experienced air salesman. Homey approach. News and DJ on midwest network. Must be able to work 7 days a week. Must be able to commute. Comedy sense. Experience essential. Non-smoker. Box 613, BROADCASTING.

 EVP salesman with proven ability. Prefer Madison area. Must have solid know-how. West coast net affiliate. Salary and commission. Start now. Give complete information in first letter. Box 612, BROADCASTING.

Five salesmen needed—500 watt independent station in market of 100,000. Has opening for experienced salesman to handle national and regional accounts. Adequate draw 500,000. Complete confidence in all applicants. Box 611, BROADCASTING.

Help Wanted (Cont’d)

Good solid experienced air salesman. Homey approach. News and DJ on midwest network. Must be able to work 7 days a week. Must be able to commute. Comedy sense. Experience essential. Non-smoker. Box 613, BROADCASTING.

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Five salesmen needed—500 watt independent station in market of 100,000. Has opening for experienced salesman to handle national and regional accounts. Adequate draw 500,000. Complete confidence in all applicants. Box 611, BROADCASTING.
**Announcers**

**Thursday evening Guard drills**

Announcer-program request. Available shirt.

**Progressive regional or larger?**

On news, emcee, Announcer, attended.

**check tapes baseball draft.**

Thoroughly experienced announcer available for entertainment. Able to pay living wage and willing to travel. Discrimination of position offered in reply. Contact Gregory, 806 South 24th,Des Moines, Iow.

Can you use a newcomer who thinks, and can write? Let me send you a resume. Soldier, wanted. Announcement and broadcst situation broadcast 35 hours before his removal, please. Call or write. Announcer, now it stands up against following events and comment on box 1977, Radio McGraw-Hill.

**Making the return to radio after one year of the plow,**

Three years direct dj up till April 1950. Travel anywhere. M. O. Box 18551, Hollywood 28, Calif.

Announcer, draft exempt, some experience, on every broadcasting school graduate, pleasant voice, extensive sales experience, can write copy. A. Lyons, 872 Columbus Ave. (4-W, New York 31, Mass.).


**Some experience.** Married. Draft exempt.


**First year announcer position desired with eastern Pennsyl- vania, New Jersey station.** Three years experience and exposure in all phases. Charles Shaffran, 909 West Chestnut St., Phila., Penn.

Announcer, professional quality, per- sonal voice. Strong on commercials, testing, scriptwriting, direction. Age 19, married, vet. Rul Pasco, 103-06 39th Avenue, E., Elmhurst, L. I., New York, L. I.

**Technical**

Chief engineer, twenty years technical experience including construction three station areas. Good problems to your complete satisfaction.

**Licensed engineer—announcer, 31, single, draft free. Experienced 28 to 500 watt, including maintenance, could assume responsibilities, position desired, or eastern New York. Box 560J, BROADCASTING.**

**Chief engineer—announcer, 18 years experi- ence construction three stations, di- rectly employed, draft exempt.** Box 616J, BROADCASTING.

First phone, Married veteran inex- perienced, hires or shows. Same as announcing. Box 652J, BROADCASTING.

**New York, New York: Engineer, six years, first class, without car, vet- eran, $250.** Box 621J, BROADCASTING.

**Production-_programming, others**

**Producer, interested in assuming pro- ducer-director duties in large, Amer- ican Broadcasting.** Good experience.

**Attention west coast ad agencies!** If you're looking for a radio director or program man,contact, please contact. Thermally employed, presently employed in 500 watt station, married, draft exempt. Box 637J, BROADCASTING.

**SPECIAL attraction for public service, New series of Biblical dramatizations specially written and produced.** Successfully produced on stage and as film. Reference to all religious denominations for its noble entertainment and artistic achievement. Will produce professional television with talent selected from community's most able. Abraham Blum. 1642 East St., Brooklyn, N. Y.

**Television**


**program director—announcer engineer, 21, veteran, no experience, will go anywhere, year in radio.** Box 514J, BROADCASTING.

**Conscientious experienced announcer available for last chance to pay living wage and willing to travel. Will be of position offered in reply.** Contact Gregory, 806 South 24th, Des Moines, Iow.

**We Want—**

RE 664 FM transmitters,

Any make of STL equipment.

Music record libraries.

New, spare transmitting tubes.

Microphones, consoles, turntables.

AM frequency monitors.

**FOLDING MONEY FOR FM EQUIPMENT**

**Yes, ELECTRONIC SERVICE CORPORATION will buy FM transmitters, antennas, monitors, coaxial lines, speech input, receivers, new, used, complete, parts, or even dismantled complete stations.**

**We want bargains ... but it can mean some recovery if your FM equip- ment not in service.**

**Maybe we can trade you some AM equipment?**

**WANTED**

**EL 464 FM receivers**

**Any make of STL equipment.**

**Music record libraries.**

**New, spare transmitting tubes.**

**Microphones, consoles, turntables.**

**AM frequency monitors.**

**FOLDING MONEY FOR FM EQUIPMENT**

**Yes, ELECTRONIC SERVICE CORPORA- TION also buys military surplus, electronic equipment in tele- type, carrier telephone, AN/TRC-1, ARC-1, and ARC-5 equipments.**

**FOR NEW RAYTHON SPEECH EQUIPMENT AND ANTENNA TUNING UNITS GET OUR LIST NOW.**

Available now . . . immediate delivery.

General Electric VDO-1 noise and distortion meters, brand new, at $300.00 each.

General Radio AM modulation monitors, brand new, $475.

**Electronic Service Cor- poration**

431 West Jefferson

Louisville, Kentucky

Steve Cisler

President

4KYW

Clay 4811

**For Sale**

**General Electric VDO-1 noise and distortion meters, brand new, at $300.00 each.**

**Available now . . . immediate delivery.**

General Radio AM modulation monitors, brand new, $475.

**Electronic Service Cor- poration**

431 West Jefferson

Louisville, Kentucky

Steve Cisler

President

4KYW

Clay 4811
Highly Desirable

Network Station-$125,000.00

Located in a rapidly growing southwest city with a population in excess of 150,000—one of the most attractive markets in the west. Sales are booming and profits are substantial. This property can be financed with a reasonable down payment and balance in long term notes.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO
W. B. Blackburn W. B. Ward W. B. Marshall
Sterling 3431-2 Randolph 6-4550 Exbrook 2-3672

Help Wanted

Salesmen

WANTED

SITUATIONS WANTED

WANTED TO BUY

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 1073, BROADCASTING.

W. E. 1128F limit. $300.00. 4-1/2 Langley preamplifier, Rec-O-Kut 1G-16 turntable. $550.00. 3-48 Jack patch panels. $300.00. SR. 7240B remote control. $600.00. Stromberg remote amplifier. $1400.00. Box 2618, BROADCASTING.

FM equipment—will sell complete RCA 3 kw transmitter, including antenna, amplifiers, monitors, turntable, etc. for $12,000. Will consider offers for individual items. Box 651J, BROADCASTING.

For sale: 250 watt Collins 300 F. A. transmitter. Complete 40, 30, 20, 15, 10, 80, 40, 17, 15, 9, 10, 22exciter. Radio Station WGL, Elizabeth City, N. Carolina.

Immediate delivery, approximately twenty thousand feet ground wire, two Presto turntables, one W. E. limiting amplifier. All excellent condition, priced to sell. W. S. or phone Manager, Radio Station WGL, Elizabeth City, N. Carolina.

One or five kw broadcast transmitter, and one self supporting or gunned steel tower approximately 22 ft. Give make, age, condition and cost. Box 655J, BROADCASTING.

Radio station in operating tower. Brand new, top quality, with 25 foot ground wire. Price $300.00. Box 325J, BROADCASTING.


I want a good used 1000 kw transmitter. Also monitoring equipment, etc. L. Graham, Gadsden, Alabama.

FM antenna with gain of 3.5 to 37. Advise make, lowest price. Paul W. Kretschmer, 728 North Granery Place, Los Angeles 38, California.

Situations Wanted

Production-Programming, others

Radio newsman with extensive radio, newspaper and film background. Seeks employment with progressive AM or TV (or both) news department.

Presently employed at topflight midwest network affiliate.

Prefer employment in eastern or western metropolilan area.

BOX 616J, BROADCASTING

For Sale

Equipment etc.

Will buy 5 kw, 1 kw and 250 watt transmitters with or without engineering inspection. Give all in first letter. Box 413J, BROADCASTING.

Tape recorder—Magnecord. Ampex. Presto recorder. $400.00. Make, age, condition and size. Box 518J, BROADCASTING.

One or five kw broadcast transmitter, and one self supporting or gunned steel tower approximately 115 ft. Give make, age, condition and cost. Box 595J, BROADCASTING.


We need radio salesmen for each of five stations—some network, some independent—daytime and fillume—markets from 40,000 to 500,000. Apply by letter only with all details of experience, salary, status, etc. Eelectric picture. Sell us on hiring you.

HAROLD W. CASSILL
Radio Stations Consultant
P. O. Box 303
Poughkeepsie, N. Y.

Technical

RADIO MARKETING

RESEARCH

World’s largest Marketing Research firm has several interesting travel positions in Radio and Television department.

Single men or married men without children can qualify. Age bracket. 25 to 35.

Radio servicing experience or equivalent training is necessary. Men with one year of college or military service training in the fields of Radio—Radio or Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, cor is required: cor allowance and traveling expenses provided.

Good starting salary. Excellent opportunity for promotion; salary increases on merit.

Write, giving in detail, age, education, marital status, military status, work experience, sales expectation, phone number and address for early interview.

BOX 599J, BROADCASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nationwide service placing experienced management personnel in general management, program directors, chief engineers and sales managers. Interviews arranged at applicants expense.

H. W. FLETCHER
TV & Radio Management Consultants
720 Brad Bldg., Washington 5, D. C.

VOLUME DEVICE

KXYZ Ups Listener Service

KXYZ Houston has installed an electronic device which it claims supplements and substantially improves the gain-reduction range of the station's regular modern volume limiting equipment. The unit was designed and built by station technicians.

What the unit actually accomplishes is to improve service to the listener. The auxiliary device, now in regular operation, permits the same volume limiting equipment to produce, roughly, the effect of a 100% increase in listener service.

Gerald R. Chinski, technical supervisor of KXYZ's engineering staff, said there were minor disadvantages but these were greatly outweighed by the improved listener service.

CBC BOARD

Meetings Slated May 18

LIGHT AGENDA for public meetings May 18 of the Canadian Broadcast- ing Corp. Board of governors at Radio-Canada Bldg., Montreal, includes consideration of change of frequency, a power increase and requests of FM stations for shorter broadcasting day. A number of stations have applied for permission to transfer small numbers of shares of ownership and the following requests will be considered: CSKS Sudbury, Ontario, to change to name of licensee; CHFA Edmonton is requesting a public commercial license to handle some 24 hour traffic in the north; CHUB Nainaimo requests change of frequency from 1480 to 1570 kc with 1 kw, and CKLB Oshawa requests increase from 100 w on 1240 kc to 250 wc. Pye Canada Ltd., Ajax, Ont., British TV and radar manufacturer, has requested experimental TV license on an unnamed channel. CFCF-FM Kitchener and CFJH-FM are asking for reconfirmation of ownership. CPFR-FM London is asking for separate programming nightly for 2 hours from CFPL London.

Page 84 • May 7, 1951

BROADCASTING • Telecasting

Only six months for your first license, just the time for you to become a skilled Communicator — Operator — Salesman — Advertiser. Announcement, Writing, Selling and Sampling. Training. Programming. Optional. 100% completion of Combination man. Write for free catalogues.

NORTHWEST ONE OF THE MAGAZINES OUTSTANDING RADIOSCHOOLS

Write for free catalogues.
JACK BLACK, program manager WGN Newport News, to WNOX Norfolk, as program director.

TONY SHARPE, program director WTRY Troy, N. Y., to WBRC New York, as production manager; ANDY ENGDAHL, chief announcer WTRY, named program director, succeeding Mr. Sharpe.

DAVE DRUBECK, assistant program director at Hollywood, named program director at station.

BUD SUNKEL appointed program director WFPS Paris, Ill.

RAFF ANDREW, news/sports director KEK Berkeley, Calif., to production staff KPHO-TV Phoenix, as program-director-announcer.

RALPH W. WOLFFORD appointed acting program director WJER Dover, Ohio, succeeding WILLIAM L. FELL, who is on indefinite leave of absence due to illness. GENE EKERER named to announcing staff WJER. He was with WSTS Southern Pines, N. C.

WILLIAM DITZEL, WIZE Springfield, Ohio, to announcing staff WLWD (TV) Dayton.

BOB FOSTER, chief announcer, news manager, KGW Portland, Ore., to WHA Milwaukee, Wis., as news director.

LOWELL WATTS, farm reporter KLZ Denver, recalled to active duty with the Air Force, remaining Carl W. HERSMAN, Denver county agent, replaces Mr. Watts.

BILL GRIFFITHS, chief announcer Wabc New York, named chief program director. HOWARD COGAN, staff announcer, appointed chief announcer. ERNEST L. SIMON,쇼리첫, appointed program director.

JACK WEBB, leading actor and director, who on April 25 signed a one-year contract with NBC's Dramat, announced "Edgar" at fifth annual Edgar Allen Poe awards (Pittsburgh News) for the production of "Mysterious Island of America," held simultaneously in New York and Hollywood, April 27.

FRANKLIN BRADY, producer-director of the Web, over CBS-TV, received special award.

ROBERT ARTHUR and DAVID KOGAN, co-producers and directors The "Wannabes," a six-hour series on WWOR, received scroll as runner-up.

NED FRENCH, staff announcer WLYN Lynn, Mass., father of baby.

JOE McKEE, chief announcer WOR New York, announced announcer-disc Jockey KATL Houston, and Jan Smith, married April 1.

RED MUNRO, assistant program director and producer KNX Hollywood, father of baby, N. C., father of boy, John Michael.

MORT NUSBAUM, disc jockey WHAM Rochester, N. Y., starts five-day weekly half-hours series on WHAM-TV.

JACK KERRIGAN, program director WHO Des Moines, father of daughter, Mary Jane, born April 30.

ROSS WOODWARD to announcing staff WTAM and WNBK (TV) Cleveland.

FREEMAN LUSK starts quarter-hour weekly program V.J.P. on KLAC-TV Hollywood. Program features interviews with political figures.

HOWARD FEENY (FM) announces his early morning news and music program Wake Up With Flynn on KMC Hollywood.

BOB PUGH, newscaster CKFV Toronto, appointed publicity director.

SYBIL CHISM (Mrs. Harold Bock), organizer on NBC One Man's Family, recovered from a long, following appendicitis operation.

PAUL GIBSON, "friendly philosopher" WBBM Chicago, father of boy, Paul Emil Jr., born April 8.

DAN RUSSELL, program director KFWY Hollywood and Pacific Regional Network, to program staff EFWB Los Angeles.

KEY HOWARD, KMPC Hollywood, to KCBS San Francisco, as star on Key Howard Show.

NORMA SHEALY, new to, WJS Columbus, S. C., as receptionist, succeeding SUSAN McELEVEN, resigned to be married.

BETTY JEAN HOLCOMBE named to script-production staff radio section, Public Information Div., European Command Headquarters, Heidelberg, Germany. She was with Leo Burnett Co., Chicago.

JANE BEAL to programming and staff WDEF Elkins, W. Va.

JACKIE HELLER, Pittsburgh radio-television personality, SI STEINHAUSER, radio editor of Pittsburgh Press, honored with special awards from American Legion Post 577 in that city. Mr. Heller received Legion Auxiliary Award of Merit for presenting over 100 USO shows in Pacific area during World War II. Mr. Steinhauser received Certificate of Distinguished Service for helping establish Variety Club Canteen during war and for sending entertainers overseas.

RUTH WELLES, director of women's activities KYW Philadelphia, presented "award for service" from council on volunteers, Health & Welfare Council.

JEAN O'BRIEN, of Jean O'Brien Enterprises and Connecticut Focus over WNHC-TV New Haven, Conn., and Alexander Lynch married April 14.

SALLY DUNN, traffic director KMKG Tulsa, and Vance Simmons announce their marriage.

ED McMahren, personality WCAU-TV Philadelphia, father of boy, Michael Edward.

JIM CRIST, WFBB Baltimore, presented ISIL Merit Award from city's Executives' Dinner Club.

ALLEN DUDLEY, program director WFSN Findlay, Ohio, father of boy, David Allen, born April 3.

KATE SMITH, CBS personality, named "Mighty Monarch of the Air" for month of April by Leonard Ashbach, president, Majestic Radio & Television Div., Wilcoxa-Guy Corp.

Ramon Bruce, disc jockey WHAT Philadelphia, elected president of student council at William Pitt Business Institute.

Mr. Campbell CLIDE G. NESS, news analyst WTAG Worcester, elected vice chairman Worcester's Foreign Policy Assn.

STEVE BERENZEY appointed news editor WABC Morgantown, W. Va. He is graduate of West Virginia School of Journalism.

BOB BYRNIE, sports and program director KRLB Force, Calif., to KDB Santa Barbara, Calif., as sports director.

FRED RAWLINSON, sports announcer WYBC New York, appointed program director, honored with special award from American Legion Post 30. Mr. Rawlinson was honored for his efforts in selling Post 30 dinners and for his services in the American Legion.

RUTH WELLES, director of women's activities KYW Philadelphia, presented "award for service" from council on volunteers, Health & Welfare Council.

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WHO's Personality Promotion

"Who is Betty Brady?" That question was on the minds of many Iowa listeners when Do Des Moines launched an all-out campaign to introduce a new daily half-hour show featuring fashions, foods, celebrity interviews—and Betty Brady. A well-organized drive was started by the station days before the first show hit the air, all designed to make Betty Brady a familiar name to every listener before her air date.

W. W. Woods, WHO assistant resident manager, detailed the campaign as follows: "We used ten audio-visual "Who is Betty Brady?" ads, sent ten thousand promotional flyers to stations all over the state, and mailed them to newspapers and the air for 16 days. . . . First four days, we scheduled six announcements daily; and matched them with six insertions in morning and evening papers" each splashing the name, Betty Brady.

"Next four days, announcements and newspaper ads clicked, Betty Brady is Coming.' Third four days, copy was, 'Betty Brady is Coming to WHO.'

Then on the final four days, announcements told readers and listeners that "Betty Brady is Coming to WHO Monday."
OPERATION MORALE

Military, Civilians Join Media Forces

RADIO and video continue to spearhead home-front morale-building and recruiting drives. Following are examples of programs produced by both the military and civilians for the benefit of GI's and GI-families. Earlier reports were carried in Broadcast-
ning. [BROADCASTING, March 19.

WCSS Amsterdam, N. Y., rec-
ords messages from families of servicemen and mails them any-
where. There is no charge for the
recording, discs, or mailing. List-
tener response is reported to be
heavy.

WIP, Philadelphia each week sends
crews to the Philadelphia Naval Hospital with tape record-
ers to interview veterans newly re-
turned from Korea.

ABC, in cooperation with the
U. S. Marine Corps, April 28 be-
gan a variety series, Marines Pass
in Review, from Hollywood. Ma-
rine personnel from Camp Pendle-
ton in Oceanside, Calif., will be
used.

NBC also will eulogize the Ma-
rine Corps in a series originating
in the Hollywood Palladium. The
series, The Marine Corps Show,
will be presented in cooperation
with the U. S. Marine Corps Re-
CRITIC-ING SERVICE and will feature
Jerry Gray and his orchestra and
guests.

Features Guard

KIWW San Antonio followed
with tape records and a sound re-
cording truck a National Guard
unit into simulated battle through
dusty, tick-infested terrain near the
Alamo City. Five hours of on-
spot recordings were condensed
into a half-hour broadcast illus-
trative of the GI training pro-
gram.

KTSA San Antonio for the
"Army network" originates a show
produced by the radio-TV staff of
the Fourth Army Headquarters,
Fort Sam Houston, Tex. This
Fourth Army Show is taped on
Ampex by KTSA and carried in
other major markets of the five-
state Fourth Army Area. Stations
airing the show are KTRH Hous-
ton, WWL New Orleans, KRLD
Dallas, KVOO Tulsa, KROD El
Paso, KGOM Albuquerque and
KLAH Little Rock. March 28 show
is being given Class A time.

WSB Atlanta sent a special
events man on a flying jaunt to
visit Georgia service personnel
duty from Texas to California. The
WSB representative, Carleton
Morrison, is equipped with a tape
and will conduct interviews for feature newscasts and his Sunday program, News
in Person.

KXYZ Houston through record-
ings made in Korea brought to
Houston families the voices of sons
serving at the battlefront.

Don Martin School of Radio
Arts, Hollywood, each week sends
staff members with recording
equipment to California training
wastes. Message home from the
troops are mad and mailed
without charge.

WMCA New York will inaugu-
rate Salute to the Armed Forces
Sundays, 9:30-10 p.m., beginning
May 8, as a mid-season series de-
scription of a parachute jump by
Voice of America Correspondent
Robert Lasher, and an interview
with a wounded Korean veteran,
Capt. Charles A. Updight, who will
be honored as the program's first
"Serviceman of the Week."

NEW KMJ HOME

Cost Estimated at $70,000

KMJ Fresno, Calif., has moved into
a new home at 1618 Van Ness Ave.
The move came as the McClatchy
Broadcasting Co. unit is nearing
its 28th anniversary, June 12.

The new home, a one-story mod-
er building, was built and outfitted
at an estimated cost of $70,000.

KMJ formerly occupied quarters in
The Fresno Bee building, and is
now connected by passageway with
that building.

KMJ operates on 58.0 kc with 5
kw. The new home was designed
by Dunbar Beck, a fellow of the
American Academy of Rome, in
cooperation with the firm of Bar-
veto & Thomas of Sacramento.

Studios are fully air-conditioned.

COAST IRE

Convention Set Aug. 22-24

WEST COAST Section of the In-
stitute of Radio Engineers will
hold its 1951 convention jointly
with the Seventh Annual Pacific
Electronic Exhibit Aug. 22-24 at
the Civic Auditorium, Civic Cen-
ter, San Francisco.

Technical programs at the con-
vention will be arranged to cover
a specific topic of current interest
in the electronic field. Chairman
of each session will be a leading
authority on the subject under
discussion.
**NBC Follows CBS**

(Continued from page 83)

news from President Joseph H. McConnell in a closed-circuit talk at 3 p.m. Thursday, were asked to agree to an effective date of July 1, although station contracts require a 90-day notice for rate changes. If required to give full notice, NBC could not put the reductions into effect until Aug. 3.

NBC affiliation contracts for the most part entailed following stations to cancel their affiliation, upon notice, in event of a general rate reduction.

The requested July effective date also coincided with the effective date of the CBS changes.

Coincident with its rate announcement, NBC said it is "under-taking a basic economic study of radio network values for future long-range planning to enhance the medium's commanding position in the American economy."

Subjects to be covered in this basic study, it was understood, include rates, station compensation, network compensation, programming methods, and sales methods.

NBC told its affiliates that "the rate reduction was made in order to put the NBC network on a par with competitive rates and to assure for it a healthy economic future." It also asserted that all stations will benefit equally by increased business to be achieved by the new rates.

The announcement said that morning advertisers "will continue to pay the same amounts as under current rates through a revision of discount arrangements." These changes were not disclosed immediately.

The SPAC members were reported to have registered strong protests against the rate cuts, but were told the decision had been made.

All SPAC members were present, with the television representatives meeting separately. SPAC members are Jack Harris, KPFC Houston, chairman; John T. Murshy, TV director of Crosley Broadcasting Corp., vice chairman; C. Robert Thompson, WBEN Buffalo; B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw; Howard E. Pell, WSPA Montgomery, Ala.; Ralph Evans, WHO Des Moines and NBC vice president; L. W. S. magazine, XDYI Salt Lake City; Richard O. Dunning, KHQ Spokane; Martin Campbell, WFFA-TV Dallas; E. R. Vadeboncoeur, WCNM New York City.

Neither NBC or CBS has offered a public explanation of their decisions to make reductions applicable to stations in non-TV areas as well as those in television markets.

Although their officials still offered only a guarded "no comment," the station representatives seemed certain to follow the NBC announcement with reductions.

Meanwhile, leaders of the special Affiliates Committee to block rate reductions, temporarily marking time pending a decision on the committee's permanent following its initial rebuff by the networks [Broadcasting • Telecasting, April 30], reportedly were canvassing the possibilities of taking some legal action in support of their efforts, to obtain 30 CBS affiliates whose contracts do not give the network power to change their rates without their approval. Just what steps could be taken, if this course is decided upon, could not be ascertained.

**NARS Stand**

Spokesmen for the National Association of Radio Station Owners said NARS has not officially considered the rate question, but that a board meeting probably would be called shortly.

Station sales representatives contacted by Broadcasting • Telecasting appeared for the most part to be approaching the whole rate question with caution. At least one major station representative firm was making plans for a thorough analysis of the entire rate question—not only network rates, but those of ASCAP, transcription libraries, etc.

Several representatives reported they had found few inclinations to cut local station rates, but that, on the other hand, they thought increases would result.

If they thought one prime result of the network cuts would be a reduction in the amount of network time accepted by affiliates.

Nor did they feel it would be unduly difficult for stations to get time thus reclaimed from the networks. They emphasized that in many cases spot rates already are higher than network rates.

In most cases it was assumed that time thus reclaimed from the networks—within the limits specified by affiliation contracts—would be histructions and some independent cooperative programs scheduled outside of network option time.

These station representatives also felt the networks would find their affiliates less cooperative in acceding to network requests for an exchange of network time for station time.

They also felt that local advertisers are clamoring for cuts in lo-

**NBC LAYOFFS**

A BELT-TIGHTENING program was under way throughout NBC's AM operations last week, with layoffs slated for an estimated 80 to 85 persons in New York, the network's other radio divisions.

Officials estimated the dismissals would affect approximately 50 persons out of 3,500 in New York, and from 30 to 35 elsewhere.

They described the move as "completely routine and ordinary." It was, they said, a "business-like" step of the sort that business organizations frequently take after an annual review of operations.

Efforts are being made, it was reported, to have the network's television operations, which are not affected by the economy move, absorb as many as possible of those released from AM employment. All AM departments are affected.

NBC's Economy Board, assigned to review operations and trim what appears to be excess weight, is composed of Charles R. Denny, executive vice president; John K. Herbert, vice president and director of radio sales, and Charles (Bud) Barry, vice president in charge of radio network programs.

In Chicago, cuts were reported against certain calculi rates. Some authorities expressed a belief that one overall result would be that local advertisers will become more firmly entrenched in stations' schedules, with national advertisers ultimately finding it difficult to break back into some of the more choice non-network-option hours if they relinquish them now.

Network spokesmen, on the other hand, took the position that continued usage of network programs is essential to their affiliates' operations, with many of their most lucrative adjacencies built around network material.

Referring to the bid of Marschalk & Pratt, advertising agency handling the Eenso Reporter, for a reduction in spot rates [Broadcasting • Telecasting, April 30] one representative said he knew several stations which have advertisers "standing in line" for new programs, if Eenso should choose to cancel.

**All AM Units Affected; Economy Reasons Given**

*Costs Growing Pains* (Continued from page 55)

Press vice president, showed research data on popularity of news shows.

**FARMERS**

*Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.*

May 7, 1951 • Page 87
Educators' Comment

(Continued from page 56)

in that area. KPBC-TV also asked FCC to add a section to its proposed rules whereby it would be obligatory to protect areas from co-channel interference which are already serving adjacent channel interference.

The IBEW Chicago Local 1031 president noted that because of the impact from the TV freeze, 8,000 TV workers have been laid off in the Chicago area alone.

On the education front, Mayor W. B. Hartfield of Atlanta expressed hope for TV channel reservations there.

Iowa State College, operator of WOI-AM-TV Ames, last week announced it has received two grants from the Ford Foundation's Fund for Adult Education [Broadcasting • Telecasting, April 30, 16]. Grants involve a total of $260,000.

City councilors and/or mayors of these cities have notified FCC of support for TV reservations:

Baltimore, Seattle, Pittsburgh, Toledo ("emergency measures," asking for VHF reservation in lieu of UHF), Stockton, Calif., Rockford, Ill., Youngstown, Ohio, Portland (Ore.) reported it is actively proceeding with preparation of its application and urgent reservation.

Several groups filed reservation support in the Pittsburgh area. These included National Education Association of Pennsylvania, Carnegie Institute, Yeshiva College, Indiana State Teachers College, Indiana, Pa.

Other support for educational channel reservation was filed by: Hartford, Conn. Dept. of Education; Chico State College, Calif.; Northern Illinois College, Baltimore, Md.; Colorado College, Colorado Springs, Col.; Malone, B. Glees, director general, Associated Press; National Broadcasters Club, Hartford, Conn.; Nebraska State College, Lincoln, Neb.; University of Texas, Austin; Oklahoma City public schools; Westminster College, New Wilming-

CONTRACT SERVICE OF HIGHEST TYPE

WILL NET SPONSORS INCREASED SALES IN

MAHALI

NOVA SOTIA

JOS, WOOD & CO.

350 Madison Ave., New York.

(Rep.)

5000 WATTS—NOW!

Page 88 • May 7, 1951

FCC Actions

(Continued from page 79)

APPLICATIONS RETURNED

License for CP

WNEE EMERGENCY ALLOTMENT

License for license for CP to change engineering conditions. Granted in application of attorney, W3M-T V Nashville, Tenn. -

TUNES

Applications for CP for new TV station, because of conflicting dates.

SUMMARY TO MAY 3

Applications in Air Licensed in CP

Class Cond'l Appls. in Grants Pending Hearing

Air Stations

FM Stations

228

191

142

124

194

139

159

73

66

44

51

12

14

4

6

*On the air

DOCKET ACTIONS

TRANFER GRANTS

KWIW San Antonio, Tex.—Granted transfer of control of Good Neighbor Station to James E. R. M. Lipe to add a section to application and urged reservation. Several groups "emergency measure" asking for VHF reservation in lieu of UHF. "Emergency Fund" to be raised. Total cost $240,000 for original capital. Granted Apr. 25.

WIRB Enterprise, Ala.—Granted assignment of license from Richard Aubrey Raese to Herbert E. James, Robert E. James and Ralph M. Johnson, Jr. to add a section to application for new TV channel. Granted Apr. 27.

The Wiregrass Co., F. H. James and Richard Aubrey Raese to add a section to application for new TV channel. Granted Apr. 27.

New Applications

AM APPLICATIONS

Cahoon, Ga.—Gordon County Coop. Co., 1400 kc, 250 w, unlimited, estimated revenue per year operating cost $23,500, 98% of estimated revenue to new owner. Granted Apr. 25.


FM APPLICATIONS

Morgantown, W. Va. — University Hospital, Morgantown, W. Va., educational FM station on 81.1 mc, 10 w, estimated operating cost $1500, 80% of estimated operating revenue to new owner. Approved Apr. 27.

WVU Morgantown, W. Va., educational FM station on 81.1 mc, 10 w, estimated operating cost $1500, 80% of estimated operating revenue to new owner. Approved Apr. 27.

KTNJ Wichita Falls, Tex.—6,558, 19.8 kw, estimated annual operating cost $300,000, estimated revenue $300,000, 99% of revenue to new owner. Granted Apr. 25.

KTRN Wichita Falls. Granted Apr. 25.

KWMX Dallas, Tex.—WALLACE WAMS FM West Point, Ga.—91,500 kw, limited, the Wiregrass Co. to new partnership of Robert E. James and James E. R. M. Lipe to add a section to application for new TV channel. Granted Apr. 27.

Skeensville, Ga.—WAVL Apollo, Ga.—1490 kc, 250 w, limited, decision May 3.

MEMORANDUM OPINIONS

ORDERS

WJX-TV Jacksonville, Fla.—by memorandum order. Granted Apr. 25.

APPLICATIONS

ARIZONA

KCBK Prescott, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KCTK Scottsdale, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KAIK Tucson, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KPHO Phoenix, Ariz.—Request for change of one half of interest in new station to new owner. Granted Apr. 25.

KMBM Phoenix, Ariz.—Request for change of one half of interest in new station to new owner. Granted Apr. 25.

KPHO Phoenix, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KRRJ Tucson, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KCTP Tucson, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KTVJ Flagstaff, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KCRW Phoenix, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KTVK Phoenix, Ariz.—Application to add a section to application for new TV channel. Granted Apr. 25.

KTVB Boise, Idaho—Application to add a section to application for new TV channel. Granted Apr. 25.

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TV Price Support
(Continued from page 55)

stability into the TV business.
About 8 million families of the
20 million in TV areas, Mr. 
Abrams continued, are without TV
sets. But they have found it
difficult to buy because of down-
payment requirements of Regula-
tion W of the stabilization pro-
gram.
Mr. Abrams said that he did not
know how long the new prices,
which were the lowest in Emerson
history, would be maintained, par-
ticularly if "restrictions become
more stringent" and "materials
less available." In any event, not
more than 60 days, he said.
The reduced prices will apply to
those sets already in the hands of
distributors and dealers, he said.
In his Albany address Mr. 
Daniel supported the claim that
the TV market is far from satu-
rated. Ratio of TV homes is be-
tween 50% and 60% in the oldest
TV areas, and well below that
figure in many of the new areas,
and there still remain those who will
trade in small screen sets for
newer models.
Manufacturers Acquiesced
Radio-TV manufacturers are
acquiesced to abnormal business, he
declared, with sales records and
slumps occurring frequently.
Cutbacks in TV production and
growing interest on the part of
the public in TV programs will help
clear current inventories, he said.
He predicted opening of the UHF
band will increase TV set sales and
open new markets.
Mr. Daniel said he did not be-
lieve the public will wait for com-
bination UHF-VHF sets, since
present set will be made obsolete
by UHF because converters will
be available. He said a customer
has no assurance when UHF will
come, and it is too late to be held
in good community, with extra
investment for combination sets a
waste of money.

Color Prospects
(Continued from page 56)
further pointed out.
"A bigger national advertising
budget certainly seems to be
needed," observed the CBS execu-
tive who quelled the fallacious
reasoning of advertisers who con-
tend, in the face of rising costs all
along the line in production, that
"advertising costs are rising; let's
cut them.
Mr. Hausman readily conceded
advertising costs are rising, "but
they are not rising with anything
like the speed of other costs." In
support he offered the tale of a
hypothetical advertiser who, at the
conclusion of World War II, al-
ceded a total of $50,000 for vari-
ous media, including network
radio. Reaching 25 million people,
his cost was $2.22 per thousand,
Mr. Hausman said.
Pointing out that the wholesale
price index since that time has
risen 65%, he declared "a similar
buy today—reaching more people
—would cost $7.74 per thousand.
"The potential of television is an
addition to existing media," Mr.
Hausman said. "It is further justi-
fied by the bargain counter at
which is television's position is sold.
"I think it becomes quickly evi-
dent that television is the most
logical fulcrum any of us have to
increase the use of all advertising," he
concluded.

Hearings Code
(Continued from page 57)
were asked to testify. Both wit-
esses subsequently were cited for
tempt, though the committee
expressed belief their refusal was
merely a subterfuge. No Senate
has shown no inclination to con-
sider their cases [BROADCAST-
ing • Telecasting, April 23].
The committee, whose chair-
man was seated in the Senate, Sen.
Estes Kefauver (D-Tenn.) to Sen.
Herbert R. O'Connor (D-Md.) last
week, also released a statement re-
plying to "the major part of the credit
for the vital impact of its work re-
stituted with television. The report added:
"Never, prior to that time (the
recent hearings) had a Congressional
hearing received such a public airing
of interest before such a broad
audience. It has been estimated that
the hearings in New York were
watched by upward of 30 million
persons. These telecasts...have
duced...to be a subject of popular dis-
ition in the public to the menace of or-
racketeering that now confronts our
national life. For the first time the
public at large...the notorious hoodlums to whom it was,
in one form or another, paying tri-
be, to determine for itself whether
or not these men are wholesome
influences in public affairs...
Code Need Seen
But because of legal implica-
tions and the new issues raised by
the medium, the committee said it
feels that "a code of Congressional
responsibility should be worked out
so as, among other things, to in-
sure the continuing dignity and
maximum effectiveness of legisla-
tive action which is to be televised as
well as to preserve the constitutional rights of
citizens."

Other members who had a hand
in preparing the report include
Sen. Robert W. Tobery (D-Md.),
Alexander Wiley (R-Wis.) and
Lester C. Hunt (D-N.Y.).
The decision to hold the Thurs-
day (25) Arthur, hearing of the
closed doors was announced by
Chairman Richard B. Russell
(D-Ga.), who said earlier that if the
sessions are opened to the public,
"we would not be likely to favor it" and
it should be done "before the tele-
vision and the radio." Sen. 
Russell referred to a statement by
the recently joined Sen. 
Taft that the Ohioan would not permit radio-
TV coverage. The issue is whether
national security would be endan-
ergized by open sessions, he said.
Sen. Russell felt this would be gained by throwing open hearings to
Russia's Pravda newspaper representatives and not permitting
radio and TV coverage, thus deny-
ing the American people an op-
opportunity to "see the show."

Asked whether there would be
much difference between probable
"leaks" from executive sessions and
full coverage of open hearings, the
committee chairman felt it is a
entirely different matter when

news is given out by committee
members than when it falls from
the lips of Gen. MacArthur in
open session.

Sen. Russell also told his col-
leagues he had received numerous
letters saying "If you do not let me
see Gen. MacArthur on tele-
vision...I will never be for you
again," and added:
"I hope the General will appear
on television a sufficient number of
times to permit all the people to
see him and get his views... But
when we are dealing with secret
matters, we cannot be putting on
a television show from which we
cannot exclude agents of our
enemies." Gen. MacArthur
had been asked to testify in closed hear-
ing and had indicated no preference
for appearing in public sessions, he
added.

No course had been chosen by
the committee last Thursday follow-
ing the General's appearance. But
Armed Services staff members
indicated that the radio-TV broad-
casting industry would be notified
of any immediate telecasts to be made
in closed sessions, so that hearings
would be held to determine what
necessary.

Senators Majority Leader Kenneth
Wherry (R-Neb-) took exception to
the closed sessions, contending the
"truth" could have been brought out
in public and thus "unite the
people more quickly." Sen. Taft,
in turn, denied his remarks on
radio-TV broadcasting had re-
excluded sentiments of the GPA
Policy Committee.

On the House side, Rep. Javits
told colleagues that the Rules
Committee "does not now look with
favor upon this bill (H Res 62),
though it carefully leaves full
control over such televising and
broadcasting to the Speaker of the
House and to Congress itself. But
of his resolution from the committee,
he observed:

OTHER proposals suggesting
a board review of TV's role on Cap-
itol Hill and the extension of civilian
coverage are not yet pending before the Senate and 

House Rules committees.

FOLLOW THE LEADERS

CHEVROLET

SELL THE LONG BEACH-
LOS ANGELES MARKET WITH

KGER

5000 WATTS

LEADING INDEPENDENT
IN SO. CALIFORNIA
FOR 25 YEARS

For Availability, Contact:

GALEN O. GILBERT

KGER, LONG BEACH
The Station of the American Home

BROADCASTING • Telecasting

May 7, 1951 • Page 89
VIRGINIA GROUP OPPOSES GENERAL RATE REDUCTION

GENERAL cut in radio rates opposed by Virginia Assn. of Broadcasters in resolution adopted Friday during spring meeting at Hot Springs, Va. (early story page 81). Other resolutions approved Senate ratification of NARBA pact and honored memory of B. Walter Huffman, former NAB field director, and John W. New, former commercial manager of WTAR Norfolk and past VAB president.

Charles P. Blackley, WTQN Staunton, secretary-treasurer, elected VAB president. James H. Moore, WSLS Roanoke, re-elected vice president, and Robert H. Smith, WCYB Bristol, elected secretary-treasurer. New board members are Frank Koehl, WROV Roanoke; John L. Cole, WHLF South Boston; John Schults, WMVA Martinsville, retiring president; C. R. Mallette, WFLO Farmville, and Campbell Arroux, WTAR Norfolk, re-elected.

Sen. Robert A. Taft, Republican leader vacating at Hot Springs, told VAB radio is important factor in political campaigns. Radio and TV rapidly becoming most important instrument in evolution of national political policy, he said.

Fred Dabney, Richmond manager of Ketchum, MacLeod & Grove, Pittsburgh agency, said radio has done "magnificent job" in getting people interested in showmanship of members of Virginia Chevrolet Dealers Assn. No curtailment in radio planned, he said, though TV will be used later when agency can get what it wants in Ad Essex, WSSJS Winston-Salem; N. C.; NABT District 4 director, reviewed association work.

120-DAY PERIOD ASKED FOR OPERATOR WAIVER

FCC asked Friday by special NABT committee headed by William C. Grove KBFG Cheyenne, Wyo., chairman, to extend from 30 to 120 days the waiver period where stations are unable to obtain first-class operator. FCC announced April 5 stations could obtain 30-day waivers from its field engineers and at same time instigated rule-making procedure.

Bernard Koteen, special counsel for committee, filed reply Friday, last day for filing, in which 30-day period was declared too short. Brief suggested stations obtaining 120-day relief notify FCC within 60 days steps taken to obtain first-class operators.

AFRA 'RED' PROCEDURE

PROCEDURE for handling charges of Communism against radio-TV performers announced Friday by AFRA-industry group formed last September for that purpose. (Broadcasting • Telecasting, Sept. 25, 1960). As set forth in statement issued jointly by AFRA, AAAA, ANA, NABT and major networks, plan calls for employers of talent to cite charges against performers, or acting attorneys of performers AA, to call on AFRA, which relays to performers and invites written reply. Both charges and reply remain in AFRA confidential files, to be released "only upon specific request" from AAAA president.

FCC RULING PERMITS COMMERCIAL FM FACSIMILE

In WHAT is regarded as step towards commercial facsimile transmission, the FCC last Friday ruled, effective June 13, that FM stations may transmit simplex and multiplex facsimile in accordance with Standards of Good Engineering Practice Concerning FM. Simplex transmissions may not exceed one hour between 7 a.m. and midnight, may not be counted towards the minimum operation requirement, and station must notify FCC of intent to transmit in that manner.

Multiplex transmissions must not reduce quality of aural programs below engineering standards. FCC of record: "If, for any reason, simplex or multiplex transmission would cause the aural program to be less than the quality required by the FCC, the station must notify the FCC immediately in writing." Thereafter, the FCC would have 90 days to pass on the station's application.

LIMITATIONS ON STAFF URGED IN FCC DISSENT

STAFF members of new FCC Broadcast Bureau (story, page 27) should be restricted from participating in FCC decisions, proposed decisions and review of decisions, Comr. Robert F. Jones stated in dissenting orders issued Friday defining functions of Bureau, and duties of Office of General Counsel, Chief Engineer and Chief Accountant. He said such persons should act only "as a witness or counsel in public proceedings.

Comrs. Rosel Hyde and Freda B. Hennock concurred in adoption of Bureau order, but they and Com. Jones believe one provision for duties should read "Examine and analyze applications in the radio broadcast service." They would delete order's phrase "and make recommendations to the Commission thereon." On the orders for the General Counsel, Chief Engineer and Chief Accountant Offices, Comr. Jones favored adding provision specifying such separation of staff.

AT&T RELAY CREWS MEET

FIRST transcontinental TV network came step nearer last week as AT&T completed construction work on last of 107 radio relay stations in coast-to-coast route, when crews working west from Omaha and east from San Francisco met northwest of Denver. Bell system engineers expect radio relay to be ready for cross-country telephone service by late August, for TV program transmission before end of year.

SAMUELS MOVES TO MORRIS

FRANK SAMUELS has resigned from ABC Western Division vice presidency to join William Morris Agency as head of West Coast radio-TV department. Contract with Morris is for three years. He has been ABC as soon as successor is appointed. One candidate reportedly under consideration for vacant post is Donn Tatum, Don Lee vice president, who has been reported as moving to ABC in June as assistant to Mr. Samuels.

spot campaign on 300 markets starting June 18 through July 28. Young & Rubicam is agency.

CBS, first of networks to back Broadcast Advertising Bureau with full payments for its sections, has announced it will be first to pull out if BAB undertakes research project designed to thwart network rate cut. Network contention is that no amount of research will change result and that quarter-million dollar project would better spent.

THERE'S no unusual speed in House Commerce Committee to clear FCC procedural bill. McFarland Bill (S-658), now on deck (see story, page 29), faces much study and paper work, according to committee. In addition to normal spring vote using the bill, a resolution on bill will be upcoming, prolonging melee's fourth visit in House unit in past two years.

OAKITE RELIES ON RADIO; USING 30 SPOT PROGRAMS

FRANK A. CONOLLY, manager of package division for Oakite Products Inc., told Broadcast Telecasting that "best proof of our belief in media's ability to pay" that after all these years (22) we are still counting on this medium to increase our sales just as we did in the beginning. As far as TV is concerned, Oakite is studying impact of television. One Oakite advertising private using total of 30 spot radio and TV programs, including Songs by Bing Crosby, Tex and Jinx, Woman's Page of the Year, For Women Only, and Kitchen Kapers. Seven of the 30 are TV shows. Stations are in metropolitan areas including New York, Albany, Pittsburgh, Washington, Los Angeles and many others.

FINANCE GROUP NAMED

NABT Finance Committee membership announced Friday by President Justin Miller, after conferring with President-elect Harold E. Fellows. Committee meets June 2-3 prior to NABT board meeting. Chairman is William B. Quarton, WMT Cedar Rapids, Ia. Other members: Robert D. Swezy, WSDU-TV New Orleans; Ben Strouse, WWDC-FM Washington; William A. Fry, WHAM Rochester; Harry O. Mathewson, WPTV West Palm Beach. Radio and TV boards meet separately June 4-5, with joint meeting on 6th.

'FUNCTIONAL' EXTENSION

FCC Friday announced its April 11 policy statement letter on legality of "functional music operations" would apply equally to all FM stations in such operations. Earlier letter, sent to four FM outlets (Broadcasting • Telecasting April 16), held that service was in violation of Rules and Regulations; asked return letters by April 30 outlining intent to comply with "lawful" requirements. Licensees, in past engaged in "functional music operations," but since discontinued, are to advise FCC. Response deadline is May 22. Comrs. George E. Sterling and Robert F. Jones disented. Comr. Frieda B. Hennock did not participate in action.

TV AURAL RULE CHANGED

AURAL transmitters of TV stations may not operate separately from visual transmitters, except in certain instances. FCC announced Friday (Broadcasting • Telecasting, June 13) that proposal to relax rules and Regulations, effective June 13, it was said exception would be made for actual tests of station equipment and experimentation; for emergency "fills" when visual equipment fails, during which program material to permit listener to stay tuned will be allowed.
She spurs extra sales for 5,500 retailers in WLW-Land!

During February, more than 5,500 retailers in Ohio, Indiana, Kentucky and West Virginia enjoyed the terrific selling impact of the fourth, and biggest, "Ruth Lyons Month"—a merchandising and promotion campaign by WLW and WLW-Television. Throughout the month, the magic words "Ruth Lyons recommends" prompted extra thousands of her loyal audience to buy products advertised on her daily simulcast shows—"Morning Matinee" and "Fifty Club."

Behind this Extra promotion for Extra sales went—

| STORE POSTERS | 46,000 attractive "Ruth Lyons Month" display posters were distributed |
| PRICE MARKERS | WLW provided retailers with 13,000 specially designed price cards |
| TRADE PAPER ADS | Ads in all regional trade papers publicized the event to retailers |
| ANNOUNCEMENTS | WLW and WLW-Television used 103 promotional announcements |
| SPECIAL PROGRAMS | Four fifteen minute shows on WLW featured the event |
| TAXI POSTERS | Display on Cincinnati Yellow Cabs publicized the month |
| LETTERS | Sales representatives of products promoted were informed of the campaign in advance |
| AD MATS | 300 tie-in mats were supplied dealers for local advertising |

| NEWSPAPER ADS | Ads on the event were used in Cincinnati, Dayton, Columbus, and Fort Wayne |
| EASEL DISPLAYS | Specially made displays were used in selected stores |
| WANT LISTS | Convenient "Want Lists" were supplied to 1000 retailers |
| NEWS BULLETINS | ...kept dealers throughout the area informed |
| BUY WAY | Two editions of this merchandising newspaper for retailers carried the "Ruth Lyons Month" story |
| WHOLESALERS’ BULLETINS | Wholesalers urged their customers to cooperate in the promotion |
| RECORDED PITCHES | ...BY Ruth Lyons were used on p.a. systems in 21 stores |
| PLUS | the full time coordinated efforts of WLW’s large Merchandising Department |

WLW AND WLW-Television

Croley Broadcasting Corporation
ARTHUR GODFREY talks to millions of housewives over WJR Monday thru Friday.

WJR

..first they listen then they buy...

WJR DETROIT * CBS 50,000 WATTS CLEAR CHANNEL

The buying habits of millions of housewives (and their families) in the rich Great Lakes area are conditioned by their listening habits of many years. Stay tuned to these profitable buying habits with WJR—the great Voice of the Great Lakes... Remember!... First they listen... then they buy!

Represented nationally by Edward Fairy & Company

Radio—America’s greatest advertising medium