You just ought to hear Phil Baker do his 2-hour show (2 to 4 p.m. every weekday) on WITH. He does everything himself . . . and what a salesman! There are just a few availabilities right now on this terrific show—at WITH's well-known low rates. They'll be snapped up fast, so call your Headley-Reed man at once for the whole story.
The novelty of seeing just any radio studio, or just any radio show, has faded long ago. Today it takes exceptional programs and name stars to make visitors out of listeners.

Over the past two years WHAS Studios have played host to an average of over 4,800 visitors each month. The same quality programming that brings visitors to our studios by the thousands makes WHAS the listener's favorite throughout Kentuckiana. WHAS is Kentuckiana's most powerful salesman.
Speaking of

The Cream

of Your Market...

WTRY talks up Albany-Troy-Schenectady for two main reasons.

Albany-Troy-Schenectady is one of the 43 rich markets wherein over half the nation's sales are made and

WTRY has the largest audience in Albany-Troy-Schenectady, morning, afternoon and evening; the lowest cost per thousand homes reached.*

From every influential marketing standpoint: population, per capita earnings, and retail sales, this great metropolitan area is in the cream of your market.

And WTRY is the most efficient medium in the market. WTRY fills the most stringent marketing requirements. It concentrates your message where the money is spent, and performs this vital service at the lowest available cost.

For more details about Albany-Troy-Schenectady and the rest of the 162 leading markets in the country, send to J. Walter Thompson Co., for your copy of their free booklet, "The Cream of Your Market."

* Fall-Winter Hooper, Oct. 1950—Jan. 1951

Represented by Headley- Reed

This is WTRY . . . . . . The Columbia Broadcasting System
BROADCASTING
TELECASTING

Closed Circuit

ANNOUNCEMENT expected shortly of sale of WLAV-TV Grand Rapids by Leonard A. Verulais to Harry M. Bitner Sr. and associates, who operate WOOD Grand Rapids and WDFW Flint, as well as WFBM-AM-TV Indianapolis. Price understood between $1,300,000 and $1,400,000.

NFA'S NEW restrictions on station construction (see page 23) source of consternation to FCC, which hadn't been consulted in advance. Strong move to set up within FCC liaison with defense authorities looking toward relaxing of implied construction "freeze," particularly as it applies to NBC. At ABC an 'official' reaction was that FCC never consults it so why shouldn't Commission expect similar treatment.

AGITATION over network rate cuts, possible sale of ABC and resultant anguished appeals by affected stations may result in radical legislative proposals. Talked about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would force networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DEAL in closing stages for NBC to acquire 30-acre tract adjacent Warner Bros. studios in Burbank for eventual NBC West Coast television production center. Price reported around $700,000.

IF CBS purchase of ABC jells, Edward J. Noble, ABC board chairman, will become member of CBS board and Robert E. Kintner, ABC president, is slated for high CBS executive position. Talked about is bill to preclude network ownership of more than one or possibly two stations. Theory is this would force networks—both AM and TV—to function on same basis as newspaper press associations or syndicates.

DON'T RULE out possibility of Harry Plotkin, FCC assistant general counsel in charge of broadcasting, as assistant chief of newly created Broadcast Bureau under Curtis B. Plummer, erstwhile chief engineer [BROADCASTING • TELECASTING, May 7]. Commission is awaiting recommendations of new broadcast chief for deputy post as well as for five division heads. Mr. Plotkin, beaten out by Mr. Plummer for top slot, is being urged by Chairman Cox and others to accept second position, which logically would go to lawyer.

SPECULATION at FCC on selection of successor to Curtis B. Plummer as chief engineer, centers around elevation of A. L. McIntosh, chief of Frequency Allocation and Treaty Division, or Edward W. Allen Jr., chief of Technical Research Division. It's possible one or both will be made acting chief engineer prior to June 4, when Mr. Plummer takes over newly created job as chief of Broadcast Bureau.

NBC officials reportedly well pleased with affiliates' first reactions to request they agree to July 1 effective date of NBC network radio rate cut, instead of Aug. 3, which would be

(Continued on page 106)

...at deadline

Upcoming

May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
June 4-5: NARTB Board of Directors, NARTB Headquarters, Washington.
June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 102)

Bulletins

NEW JERSEY Broadcasters Assn. Friday went on record as "feeling that rate increases for radio time are justified and that individual stations should immediately revise their rate structure in view of the fact that cost of operating stations are now at an all-time high, and New Jersey radio stations are today delivering more circulation and more radio homes than ever before." NJBA concluded two-day meeting at Atlantic City (early story page 30).

BELMONT RADIO Corp., Chicago, for its Raytheon TV division, will sponsor news report and half-hour show on NBC stations in areas having TV service, Sundays 2:45-3:5 p.m. from June 17, with John Cameron Swayze. Agency is Henri, Hurst & McDonald, Chicago.

GENERAL MILLS BUYING HEAVY LBS SCHEDULE

GENERAL MILLS, Minneapolis, buying 10 programs per week (two 15-minute strips Monday-Friday) over approximately 200 Liberty Broadcasting System stations in southeast and southwest for Gold Medal Kitchen-Tested Flour and Cheerios, through Dancer-Fitzgerald-Sample, New York, plus 15-minute show in five southeastern states on LBS network for Red Band Flour, through Knox Reeves, Minneapolis.

Gold Medal Flour will sponsor Hymna of All Churches and Cheerios has bought LBS auxiliary program, name and type not specified. Three-year contract effective mid-June. Expansion is contemplated within next two or three months. Time, name, and type of show for Red Band Flour, under 52-week contract, still in formative stages.

WOODS, MILLER GET DEGREES

"RADIO ... can become one of the most potent weapons in the arsenal of democracy," Mark Woods, ABC vice chairman, said in speech prepared for delivery Saturday before Mid-Century College, Ithaca, N. Y., at which he was to receive honorary Doctor of Laws degree (see photo, page 26). Against "iterated impact" of radio and television as administered in America "no curtain of iron or of ignorance—can long stand undrawn," he said. NARTB President Justin Miller also spoke at convolution and received degree.

Business Briefly


MEDIA STUDIES Nesco Inc., Chicago, considering radio and television in current media discussions with its new agency, Needham, Louis & Brown, Chicago.

AGENCY LOOKING Erwin, Wasey & Co., New York, looking over participation programs in about 60 markets for fall radio campaign for its clients, Pertussin and Musterole.

CONFUSING NPA ORDER ON BUILDING PROTESTED

GOVERNMENT order limiting radio-TV station construction "completely ignores" public welfare and defenses defense efforts objectives in certain instances, NARTB advised National Production Authority Friday. NPA officials have agreed to conference with FCC early this week.

In conference with NPA's general counsel office, Ralph Hardy, NARTB government relations director, said interpretation of order would preclude possibility of new building. He cited condition that construction must further defense order by providing facilities near defense plants and military establishments, and noted that radio applicants (many AM) promised Building in small population centers.

Mr. Hardy protested that neither broadcasting industry nor FCC had been consulted in advance, despite claim in regulation. He also explained many broadcasters use existing facilities and use substantially less steel than other builders, some of whom need no authorization in cases involving less than 25 tons. Newspaper printing and duplicating plants also required to file, NPA said Friday in clarifying amendment (see story page 23).

Walter W. Watts, special assistant to Defense Production Administrator, told BROADCASTING • TELECASTING Friday that if any broadcaster presented a "good case" for authorization, he probable "will be given reason ably favorable consideration." Radio-TV centers and other projects would be out, but broadcaster could use existing buildings, he noted.

BATSON LEAVING NARTB-TV

CHARLES A. BATSON, in charge of NAB TV Dept, until recent reorganization, has resign to return to active broadcasting, NARTB as announced Friday. He had been with association five years and had set up pattern for present NARTB-TV organization. Eugene S. Thomas WOR-TV New York, NARTB-TV board chairman, said Mr. Batson's resignation was "very much regret. He joined NARTB President Just Miller in praising Mr. Batson for role in directing association's TV activities during vital industry's developmental period.

MAGGINI NAMED VP

DONALD J. MAGGINI, with Kenyon & Eckhardt, New York, since 1944, has been named vice president.
"May We Quote You?", a weekly half hour program Thursdays at ten-thirty during which prominent Delaware leaders in government, education, religion, business and other civic endeavors report to the people under questioning from three of Delaware's top reporters. Pictured are United States Senators John J. Williams and J. Allen Frear, Jr., who came home from Washington specifically to appear on two of the telecasts. Each on his program developed his views on important and pressing state, national and international issues.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

W D E L - T V
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles
For the first time in radio advertising history

5 STATIONS IN 1 MARKET OFFER THEIR COMBINED AUDIENCE (the second largest in the area) as a unit buy at lowest cost per listener

This is the effective new way to buy Daytime Radio Coverage.

WASHINGTON, D. C. METROPOLITAN NETWORK

780 KC, 1000 W.
Fall Church, Va.
1220 KC, 250 W.

730 KC, 1000 W.

WBCC AM & FM, Bethesda, Md.
1120 KC, 250 W.

WGAY Silver Spring, Md.
1050 KC, 1000 W.

WPIK Alexandria, Va.
320 KC, 1000 W.

For details, write or phone Jack Koste, Indie Sales, Inc., national reps., 60 E. 42nd St., N.Y.C.—Murphy Hill 2-4813; or J. Douglas Freeman, commercial manager, Munsey Bldg., 1359 E St. N.W., Washington, D.C.—Sterling 1772.
A word to time buyers:

WCUM puts Cumberland to bed...not to sleep!

And the good people of Cumberland were wide awake on the day that the City Furniture Company advertised some mattresses for sale! From one show—just one—they completely sold out the item! Just read this letter from the advertiser:

"This is to verify the fact that radio advertising on WCUM pays. I sponsor a program on WCUM in Cumberland Monday through Saturday at 9:45 A.M. One Tuesday we advertised mattresses and before the day was over we sold out completely the 50 mattresses we put on sale. It was through radio advertising on WCUM that we moved this item and many others."

(signed) Robert E. Friedland  
City Furniture Company

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

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

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

CUMBERLAND, MD.  
1490 on your dial  
FM 102.9 MC
First Choice for Philadelphia...the City

If you want to regularly reach 4 out of every 5 Philadelphia radio listeners...if you want to influence buying patterns for more than 1,800,000 people in the city's radio homes...if you want saturation coverage where it counts, in the point-of-sale area at the center of America's 3rd Market...then your first choice is WFIL, only Philadelphia station with a growing audience...day and night!
adelphia

...Hub of America's 3rd Market

WM. FULTON KURTZ, Philadelphia banker — He is president of The Pennsylvania Company for Banking and Trusts, one of 241 banking institutions in WFIL-adelphia with total assets of nearly 7 billions of dollars.

IMOGENE GLUCK, Wildwood housewife — She and other “chiefs” of the 14-County area’s 1,342,000 households supervise buying power that amounts to $5,345 per family per year. She’s a “regular,” a WFIL fan.

MILTON H. PAGEL, Norristown retailer — Pagel’s Men’s Store, and 57,000 other retail stores in America’s third largest market, account for $685,371,000 in general merchandise...much of it advertised on WFIL.

First Choice for the 14-County Market

More than half the 4,400,000 people in America’s 3rd Market live outside city limits...account for half the sales. And WFIL’s penetrating signal extends like a blanket far beyond this 14-County Retail Trading Area whose combined buying power is $6,638,759,000. This is where WFIL’s voice is strongest...where people spend the most. For consistent pulling power schedule WFIL.
NO PROMOTION
THIS SIDE OF THE OCEAN?
Don't you believe it! Here's a general breakdown of promotion received by KOMA clients during the month of April:

- 200 personal calls on food dealers
- 228 timeplay courtesy announcements
- 260 bus card transplants
- 550 jumbo postcard mailings
- 300 CBS radio Picture-News mailings
- 3 special display cards
- 2 dealer luncheons

You can avail yourself of this generous and aggressive merchandising by placing your next schedule on KOMA.

J. J. Bernard,
V. P. and General Manager

W. H. CASE, director and senior vice president Campbell-Ewald, N. Y., named to head agency's creative and TV staffs for all offices. FRANK W. TOWNSHEND, vice president, named manager of N. Y. office. Mr. Case, who will continue to headquarter in New York, will devote more time to supervision of the DuMont Labs account, with which he has been closely associated for many years.

Mr. Case

Mr. Townshend

THOMAS K. CARPENTER Jr., director of radio and TV commercials Kenyon & Eckhardt, N. Y., named vice president and copy chief.

JAMES ALBERT WALES, vice president Walter McCreery Inc., N. Y., to Chas. W. Hoyt Co., same city, as account executive.

M ARVIN LOUIS MANN was one of the first employees of Weiss & Geller Agency, Chicago, back in 1937. Now, as a new business and radio and television specialist, he is responsible for having brought Groucho Marx back to the air, originating the first two-hour teletack, giving Writer Cy Howard his first agency production and writing job, and developing shows which were the most expensive ever broadcast in their class.

A businessman with a penchant for show people and showmanship, Marvin Mann knows hundreds of stars in the talent field. Because of his business acumen, however, he bridges the usual gap between management and talent. He dipped into talent himself before venturing into business.

A native Chicagoan, he was graduated from Francis Parker High school and the U. of Michigan. He majored in business administration, and after graduation approached A. D. Lasker of Lord & Thomas for a job. He was advised to first get five years' advertising experience.

He got five years of experience, but not in an agency. For a while Mr. Mann worked on individual mortgages at a large Chicago investment firm, Edgar Greenbaum & Sons. Then he supervised sales promotion and advertising for a family business, ownership of six retail stores in Chicago. In 1937 he was ready for the complete transition to an agency, and was hired as one of the first employees of MacDougall & Weiss, now known as Weiss & Geller. Mr. Mann, who started working on new business and still does, also handles work of vice president, secretary, radio and television director and account executive.

Two accounts—Visking Corp. (meat casings) and Selby Shoe Co.—have been in the house 18 years. He began buying spot radio time in 1939. When the agency handled the Axton-Fisher tobacco account.

Mr. Mann built the Groucho Marx show for Elgin American (compacts, cigarette cases), keeping the star on three years. He also built the country's first two-hour telecast, aired on Thanksgiving Day 1948 for Elgin via ABC, on which George Jessel, Phil Regan, Phil Silvers and the Hartmans made their first TV appearances.

Weiss & Geller is believed to

(Continued on page 68)

WILLIAM C. STANNARD, senior account executive J. Walter Thompson Co., Montreal, appointed vice president Erwin, Wasey of Canada, Montreal; F. E. THOMAS senior account executive Erwin, Wasey of Canada, Toronto, named vice president at Toronto office.

WILLIAM P. GENT Adv. Co., Toronto, has been en-franchised by Canadian Assn. of Broadcasters.

IRENE HESS, O. L. Taylor Co., Chicago, to Ruthrauff & Ryan, same city as timebuying assistant to HOLLY SHIVELY.

RAY W. STULTZ to' Leo Burnett, Chicago, as manager of personnel department.

ROBERT F. STEINHOFF, BBDO, Chicago, to Needham, Louis & Broady, same city, as account executive on Nesco.

JACK H. LEWIS announces formation of new advertising firm the J. H. Lewis Adv. Agency, Mobile. Mr. Lewis was associated with Morris Timbes Inc., Mobile, before opening his own agency. Offices are located in First National Bank Building.


RANDY SMITH, advertising and promotion manager KNBC San Francisco, to West-Holiday Co., S. F., as promotion manager effective June 1.

HARRY BETTERIDGE announces formation of advertising and public relations firm to be known as Betteridge & Co., Detroit. Mr. Betteridge was cofounder and executive vice president Demman & Betteridge Inc., Detroit.


ALFRED HANSON, account executive J. Walter Thompson, Chicago, to Blowe Co., N. Y., as supervisor of account operation on Eversharp, Ansco and Whitehall.

JOHN LILBACH, copy chief and radio-TV director Cox & Tanz Adv. Agency, Phila., recalled to active duty with Air Forces.


JEAN FERGUSON appointed account executive Mervin & Jesse Levine Inc., N. Y. She was with Sterling Adv., N. Y.

W. C. (Andy) ANDERSON, advertising department Purity Stores, S. F., to Foote, Cone & Belding, S. F., as assistant account executive.

DEUTSCH & SHEA Inc., N. Y., moves to larger quarters at 230 W. 41st St. Phone remains Longacre 4-5900.

ALFRED F. CALABRO, assistant traffic manager Marschalk & Pratt Co., N. Y., named traffic manager.

ROBERT PRIES, production department Foote, Cone & Belding, S. F., elected president of Production Managers Club of Northern California.


JAFFE Agency, Hollywood, opens New York office. PAUL RADIN is vice president in charge of N. Y. quarters at 58 E. 57th St. Mr. Radin was vice president Buchanan & Co. for 10 years.

BEAT

ARThur E. Taylor

Mr. Taylor

THE ONLY FENCE
KNOWN AT SIGHT...RED BRAND
Made in PEORIA by KEYSTONE STEEL & WIRE CO.

Farmers everywhere know Red Brand Fence. It's the only fence made with a trade mark recognizable at sight. . . a red top wire that's a familiar mark along the highways and byways that cross America's rich farmlands. This OBVIOUSLY OUTSTANDING merchandising job has been achieved by Peoria's Keystone Steel & Wire Co., large scale manufacturers of wire and wire products for agriculture and industry.

WMDB Dominates the Rich Peoria Area Market

OBVIOUSLY OUTSTANDING in Peoria area radio is WMDB. Value-minded time buyers and experienced advertisers know that WMDB reaches more listeners in ANY TIME PERIOD than the next two network stations combined! There's no mystery about this unusual dominance—the people at WMDB have unmatched experience in serving the radio preferences of Peoria area listeners. A staff of over 50 in programming, sales, engineering and promotion work as a team to make WMDB the No. 1 buy in the Midwest's No. 1 Test Market.

Milton BUDD, featured for years on many of WMDB's top five-talent shows, is one of Peoria's most popular entertainers. Loaded with personality, he attracts great segments of the Peoria audience as a disc jockey on the "Martial Clock" and as announcer and M.C. on several shows throughout the broadcasting day.

Charles C. CALEY, Vice President and General Manager

Don D. KYNASTON, Director of Sales

See Free & Peters...
It's an unshakeable fact—
BROADCASTING-Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations—Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by personal, over-the-desk interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles — as well as 26 advertising managers of the 50 largest radio sponsors — were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

We repeat—this is a completely impartial survey!

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms — Edward Retty Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

- American Horne Foods, Inc.
- Batten, Barton, Durstine & Osborn, Inc.
- Brandenberger Wheeler & Staff
- Cunningham & Walsh
- Don Brubaker Sales Co.
- Diamond Match Company
- Esso Standard Oil Company
- Ellington & Company
- General Foods Corporation
- Geyer, Gwendel & Cenger, Inc.
- Goldsmith & Schaffran
- Hill & Knowlton, Inc.
- J Walter Thompson Company
- Leo Flander & Company
- Marschalk & Pratt Company
- Mason, Inc.
- New York Herald Tribune
- Sales of Institutions Inc.
- The Brown Company
- This Week
The overwhelming majority of these agencies and advertisers prefer BROADCASTING • Telecasting

OR BUT'S!

Here are the questions asked... the answers given. In short, the facts.

1. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

   **BEST**

<table>
<thead>
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<th>Publication</th>
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<td>Broadcasting A</td>
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<td>17</td>
</tr>
<tr>
<td>Total mentions</td>
<td><strong>206</strong></td>
</tr>
</tbody>
</table>

   *Two voters ranked two magazines equally.*

2. In your experience which trade journal brings radio station advertising most effectively to your attention?

   **BEST**

<table>
<thead>
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<td><strong>34</strong></td>
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<td><strong>204</strong></td>
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</table>

What’s the conclusion? Just this...

BROADCASTING-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike.

The latest survey only adds further proof of BROADCASTING’s dominance—a dominance that is now greater than ever.

No if’s, and’s or but’s... if you want to reach the people who count in radio advertising—and be sure they see it—put your message in the pages of BROADCASTING-Telecasting.
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glassock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

Mr. SCHWIN

strictly business

"DO YOU KNOW what Household did? Their advertising man dropped in to see me with no warning today and before he left my office he had bought a package!"

This type of comment is common among radio station men all over the country. For Household Finance Corp. does not direct its advertising campaigns from an ivory tower of statistics, graphs, charts and business barometers. HFC believes that best results are obtained from working in the field, seeing stationmen personally and discussing face-to-face with them the most suitable medium.

That is why HFC emissaries are well known to radio and TV men from coast-to-coast in 29 states

(Continued on page 97)
"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY: 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". In its home county, WDAY was a whopping 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, Inc., Exclusive National Representatives
Sales Up 42%  
says Williams of Whiteland, suburban appliance dealer

More Proof that WISH DOMINATES ALL INDIANAPOLIS in the morning!

American Tobacco Co., N. Y. (Lucky Strike cigarettes), to sponsor three new five-minute programs on NBC and MBS: Kenneth Banghart and the News on NBC, Monday-Friday, 2:35-3 p.m., effective June 4; Mutual to carry MBS News (tentative title), Monday-Friday, 8:55-9 a.m., no newscaster specified as yet, and Talk Back (tentative title), starring Happy Felton, Monday-Friday, 10:55-11 a.m. Both MBS programs effective July 8, and all three will originate from New York. Agency: BBDO, N. Y.


General Mills, Minneapolis, renews Live Like a Millionaire on full NBC network from June 1 for 52 weeks. Now half-hour show, it will be cut to 25 minutes, 1:30-1:55 p.m. Agency: Knox-Reeves, Minneapolis.


Nash-Kelvinator Corp., Detroit, June 9 starts Paul Whitman TV Teen Club on ABC-TV, Sat., 8-9 p.m. Plans undecided for sponsor's Morton Downey series on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

Spot ... SCUDDER FOOD PRODUCTS, L. A. (Laura Scudder peanut butter, potato chips, etc.), planning special June radio-TV promotion campaign to celebrate firm's 25th anniversary. Present plans call for TV film spots on four L. A. stations—KLAC-TV, KFI-TV, KTTV, KTLA; two San Francisco stations—KPIX KRON-TV; and KFMB-TV San Diego; radio spots on KNX Hollywood and undetermined number of Coast stations. Agency: Davis & Co., L. A.

Agency Appointments ... ROLLEY Inc., S. F. (perfumes and cosmetics) appoints Buchanan & Co. Inc., S. F., to handle advertising for Sean & Ski, new lotion. Television will be used. MacAlan Gardner and Ruth Brown are account executives.

West Coast Soap Co., Oakland Pow-Wow Cleanser and White Navy Soap appoint Buchanan & Co., S. F. to handle advertising. Radio and TV are being considered.

Sinclair Oil Corp., N. Y., appoints Kenyon & Eckhardt, same city, as agency for its subsidiary, Sinclair Research Labs.

Zippo MFG. Co., Bradford, Pa., planning TV spots in 30 cities for its lighters. Agency: Geyer, Newell & Ganger, N. Y.

Adpeople ... MARSHALL N. TERRY, charge of television operations Crosley Broadcasting Corp., Cincinnati, appointed director of advertising The Trailmobile Co., Cincinnati.

WILLIAM J. FREUND, account executive Byer & Bowman Adv., Columbus, appointed advertising manager Neseo Inc., Chicago.

TOM ALYEA, sales promotion manager KOMA Oklahoma City, appointed advertising manager Hindeliter Tool Co., division of H. K. Porter Co. Inc., Tulsa.

We'd Like to Advertise Your Product just for the “SELL” of it!

WE GOT the market—WNAX’s 267 BMB-counties in Minnesota, the Dakotas, Nebraska and Iowa have an after-taxes purchasing power of $3.9-billion. Yes, Big Aggie Land has more spending money than San Francisco, Philadelphia or Washington, D. C.

WE GOT the listeners—A recent Diary Study conducted by Audience Surveys, Inc. reaffirms WNAX’s overwhelming domination. Of the 52 stations mentioned in the study, WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. Listeners like WNAX best 89% of all daytime quarter-hours...84% of all evening quarter-hours.

WE GOT sales success stories galore—Most likely there’s one for your type of product or service. Ask your Katz man today.

WE AIN’T GOT no tv in WNAX’s Big Aggie Land!

Your product or service should be on WNAX just for the “SELL” of it!

AFTER JUNE 15,
“THE MIDWEST ADDRESS OF CBS”
COLLECT all Summer long

At sea about where to spend this Summer? Stay in KMOX-land. You'll find Summertime here is a perfect season for collecting!

They shell out a lot of money. People in KMOX's 73-county territory spent just as much last Summer as they did every other season...more than $800,000,000!

And they're bound to spend even more this year. Because St. Louis, the nation's sixth industrial city, is working overtime filling $277,000,000 worth of new defense orders. Business, too, keeps going full blast all year round (with 750,000 employed). What's more, every Summer more than 3,000,000 tourists roll into Ozark vacation grounds (most of them in KMOX's primary area) and spend $200,000,000 during their stay.

They do a lot of listening. The Pulse of St. Louis shows that during the Summer months KMOX gets an average Monday-Friday daytime rating of 7.5...just as high as the average for other months of the year!

Don't get left high and dry this Summer. Just use KMOX and collect. For details call...

50,000 watts KMOX
Columbia Owned • "The Voice of St. Louis"
Represented by Radio Sales
Rate Cut Footnotes

EDITOR:

So radio’s on the way out, is it?
The enclosed picture was taken
Thursday, May 3, 1951, at Conven-
tion Hall, when Queen for a Day,
a radio show, played to a capacity
audience of 13,000.
The show was here Friday, the
next day, and we again played to
a capacity audience.
The only promotion used to pull
this crowd of 26,000 people in two
days was radio.
We at WIP do not think of re-
ducing our rates—quite the con-
trary, we raised them in February
of this year. Why AM broadcas-
ters should take a defeatist attitude
is more than I can understand.

Bought any pork lately?

Our listeners are mostly farmers. They
raise lots of hogs—sell them at prices that
bring millions of extra dollars into Kansas.
And they get the same high prices for every-
thing they raise.
Coming right on top of ten years of huge
crops and top prices, this makes Kansas
farm families and agricultural communi-
ties one of America’s most desirable markets.

EDITOR:

Along with current uproar about
network rate cuts I have this com-
ment to make from one indepen-
dent operator:
(1) Instead of cutting time rates
for network broadcasts, why not
squeeze some of the useless excess
charges out of talent and produc-
tion, geared to Hollywood or New
York names and usually not worth
the cost?
(2) It seems to me that if the
networks are determined to make a
rate cut stand, that the least that
could be expected is that all sales
will be made at the adjusted rate,
and no more deals, etc. Frankly,
I believe if networks and stations
would fix a fair rate, and then
HOLD IT they would make more
money in the long run than by
chiseling or dealing off a high rate
now. After all, it is the amount of
money they take home which pays
the bills.
(3) If a firm stand is not taken
by all stations, network or indies,
to cut the chiseling, the at-
ttempts by agencies and advertisers
will extend down into local spot
rates (as they already have been
started), and this problem will face
every station...

As an industry we have a weak
reputation for integrity of rates.
But those stations with a FAIR
RATE and the guts to HOLD IT
are doing MORE BUSINESS.
There is plenty of room for more
converts to this philosophy.

S. A. Gilder
Vice President, Operations
WKYW Louisville

EDITOR:

There’s no question in my
mind that the announcement of
rate cuts by the national networks
is and will continue to create a
great deal of instability in the
broadcasting business, but I believe
the positive point of view that you
have taken in BROADCASTING ...
Telecasting will serve as a level-
ing effect on all of us in this
business.
And in this connection maybe a
little good news once in a while
will be good for all of us, and so I
should like to report that at an
intermountain board of directors
meeting on Thursday, April 26,
1951, the writer made the following
report: April 1951 compared to
March 1951, gross sales up 6%.
May 1951 compared to March 1951,
gross sales up 20%.
First quarter 1951 compared to
first quarter of 1950, gross sales
up 21%.
April 1951 compared to 1950,
gross sales up 41%. May 1951
compared to May 1950, gross sales
up 18%.
May 1951 is, of course, a pro-
jected figure, but we have learned
through years of experience that
we can project monthly in advance
and come darn close to our pro-
jected figure.
Again congratulations on the
most encouraging point of view
that BROADCASTING • TEL-
ECASTING has taken over the past 60 days.
I am sure that with a continuance
of that policy advertisers through-
out the country will come to the
realization that AM radio is here

Kansas Radio Audience, 1950

WIBW
SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW - TOPEKA, KANSAS - WIBW-FM

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BROADCASTING • Telecasting
The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television...in TV stations...in laboratories...in TV receiver production. These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.

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

In Canada: RCA Victor Company Limited, Montreal
These Hoopers prove KWKH's tremendous popularity in Shreveport. In the morning, KWKH gets 265% as many listeners as the next station—actually gets more listeners than all other stations combined! In the afternoon, KWKH gets 195% as many listeners as the next station—barely misses getting as many listeners as all other stations combined!

But KWKH's 50,000-watt signal reaches far more people outside of Shreveport than inside. KWKH gets a Daytime BMB Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 of these families—or 75.0%—are "average daily listeners" to KWKH.

Write direct or ask The Branham Company for all the facts on this powerful, 25-year-old CBS affiliate.
NEGOTIATIONS for the sale of ABC took a complicated turn last week as the giant communications empire, International Telephone & Telegraph Co., and the nationwide theatrical chain, United Paramount Theatres, began spirited bidding against each other and CBS.

At the time this story went to press, Edward J. Noble, chairman of the board and majority stockholder of ABC, was negotiating with all three. It was impossible to forecast with certainty which of the three would emerge as the buyer, but authoritative sources felt sure that within days Mr. Noble would close a deal.

As one executive close to the negotiations put it: "ABC is up for grabs."

All three prospective buyers, as of last Friday, were said to be negotiating on a basis of an exchange of their own stock for ABC’s, a situation that developed after IT&T and United Paramount entered the bidding.

It was learned that CBS, which began negotiating with Mr. Noble at least a month ago [CLOSED CURTAIN, April 23], had hoped to acquire ABC by offering a combination of CBS stock and cash or debentures.

Wants Stock Sale

It was understood that Mr. Noble wanted a 100% stock transaction, without cash or debentures. Such a deal, it was said, not only would put him in a better tax position than would a sale involving cash, but also would provide him with a steady flow of income.

Mr. Noble’s history is that of a successful speculator in securities. CBS was negotiating for ABC, with General Tire & Rubber Co., owner of Don Lee and Yankee networks and the biggest stockholder in MBS, as a third party.

If that deal went through, General Tire would fall heir to ABC as a network, and to those ABC properties that CBS could not absorb, owing to FCC limitations on the number of stations that can be held under common ownership.

General Tire would sell its Don Lee and Yankee interests, thus stepping back. Mutual, as in the case of ABC, less three TV properties in Chicago, Detroit, and possibly San Francisco, that CBS would pick up, with the Boston TV outlet continuing to be operated by General Tire added to the ABC lineup. CBS would take the Chicago and Detroit ABC TV stations, and probably San Francisco too.

IT&T and United Paramount Theatres were going it alone in the negotiations, without third parties. IT&T owns no broadcasting properties and hence would take over ABC intact. United Paramount would also take over the entire organization, except in Chicago where it already owns a TV station, WKBW. It would have to sell off the ABC Chicago TV station.

Competent observers felt that the prolonging of the negotiations for the sale of ABC was intended not only as a means of forcing a higher price out of the competitive bidders but also to give Mr. Noble an opportunity to improve the present and future values of CBS, IT&T and United Paramount stock.

It was believed, however, that he would reach a decision soon. It was pointed out that the present negotiations were the first ever to be admitted by ABC. Although it has been authoritatively reported on numerous other occasions that Mr. Noble had considered selling ABC, neither he nor any of his top executives would confirm it.

A week ago ABC officially announced that it was negotiating with CBS [BROADCASTING • TELECASTING, May 7]. It was after that word was out that IT&T and United Paramount entered the bidding.

Dropping Unlikely

Observers pointed out that having gone so far as he had in talking with three prospective buyers, Mr. Noble would find it awkward to call off the whole deal. It would be impossible for him to state in this instance, as he has in others, that ABC was not for sale.

A failure of the current negotiations would leave the ABC organization in turmoil, it was said. Morale of the ABC staff would be disturbed by uncertainty over the future, and beyond that the attitude of ABC affiliates would be profoundly influenced.

Last week several powerful ABC affiliates voiced indignation over the fact that no official word concerning the negotiations for the sale of the network had been passed to them. Some of them own stock in ABC, and they bitterly objected to any consummation of a deal without their consultation.

Stockholder suits against the corporation were threatened.

Edward Lamb, president of WTVN (TV) Columbus, Ohio, an ABC-TV affiliate; WIGU (TV) Erie Pa., affiliated with all four television networks, and W'TOD and WTRT (FM) Toledo, independents, notified Mr. Noble by letter that the CBS proposal "to purchase your stock and possibly that of others in ABC is giving great concern to the undersigned and would tend to lower the value of your stock in both companies."

Mr. Lamb said that as an ABC stockholder he was advising Mr. Noble there were "very serious problems." (Continued on page 89)

By JOHN OSBON

THE SPECTRE of serious disruption in new AM-FM broadcast station construction—and the prospect of curtailment in future station grants and equipment projects—loomed sharply over the industry horizon last week.

The government issued an amended order which removed radio and TV broadcasting stations from an exemption list dealing with erection of new facilities.

Under a new regulation, effective last Thursday, permittees who have not yet begun construction are required to obtain authorization from the National Production Authority. The action embraced all industrial facilities and public and private construction projects.

This would involve applying to the local NPA office which would refer them to the Construction Controls Division in Washington for decision.

While the new order does not per se constitute a flat ban on new construction merely restricts any building or other equipment project in the steel—authorities viewed the announcement with a mixture of confusion and alarm.

In some quarters, the action was regarded as tantamount to a construction freeze as FCC moved ahead with its steel ILA negotiations plan.

The new regulation apparently caught the FCC and certain NPA officials by surprise. It was indicated that neither the Commission nor authorities in NPA’s Electronics Products Division, broadcasters’ claimant agency, had been consulted in advance of the announcement.

Full Impact Unknown

It was emphasized, however, that broadcasters who already have commenced building prior to May 14 would be permitted to continue. The fate of others, who have been issued CPs or grants, however, still hung in the balance as FCC weighed the import of the order.

The order is expected to have far-reaching effects on such equipment as towers, studios, transmitters and related products where construction is involved.

The action also evoked a stew of protest from broadcasters, their attorneys and radio-TV equipment companies, many of whom deluged the Commission and NPA with requests for an interpretation of the controversial regulation.

It was not clear last week what course of action the FCC would chart in light of the order, which raised questions involving policy toward future AM-FM grants, cases in hearing and possible new yardsticks for the Commission in procedure on future broadcast applications.

It was held possible the FCC would find itself compelled to adopt new standards to supplement the precept of “public interest, convenience and necessity.”

Under the NPA edict, one ground for consideration of any authorization would be the “type and quantity of materials on hand, and needed for the facility, and the effect on the community at large if the authorization were denied.”

Government authorities made plain, however, that permits would be issued on the “merits of individual cases” in each community and stressed that authorization in any case would not automatically entail priorities for materials.

On the basis of the best thinking (Continued on page 21)
GOP COVERAGE

"52 Convention Plans Mapped

GROUNDWORK for broadcast coverage of the Republican national convention next year was to be laid at a special meeting of the GOP National Committee in Tulsa last Friday and Saturday.

Radio and television requirements for use of working booths, workrooms, studios and accredi- tations were to be submitted to Republican leaders by Bill Henry, chairman of the Radio Correspondents Assn. convention committee.

GOP officials convened over the weekend to select a convention site and date for 1952, with the choice resting between Chicago and Philadelphia. At press time a subcom- mittee had voted unanimously to recommend the convention be held in Chicago on July 21.

In any event, coast-to-coast radio and television coverage of both the Republican and Democratic national meets is assured, with particular emphasis on TV [Broadcasting • Telecasting, May 7]. Both cities possess comparable broadcast facilities.

Meanwhile, the Democratic National Committee announced a se- ries of national and regional meet- ings will be held in Denver May 23-25. The committee is expected to follow the suit of Republican leaders as to convention site. Use of facilities in one city by both parties will save an estimated $30,000, it was understood. Site and date will be announced May 25.

Mr. Henry reportedly will proceed to Denver where he will submit similar radio-TV plans to Democratic committee officials. Plans for broadcast coverage of speeches by administration leaders are expected to be completed during the Denver meeting. Ken Fry, radio-TV director for the national committee, hopes to announce a schedule sometime in the next fort- night. Officials from 24 states will attend the Denver session.

The question of sponsorship of the conventions also is expected to arise on both the GOP and Demo- cratic party fronts, though local committees might tackle the prob- lem in some instances.

HOLLINGBERY

All Salesmen Are Made Part Owners

ALL SALESMEN of George P. Hollingbery Co., station representative firm, have been made part owners, the company's founder, George P. Hollingbery, announced last week.

In taking this action, he said, the company will incorporate, thus giving every member of the sales staff a stake in the business.

Officers of the new corporation, under this plan, are Mr. Holling- berry, president and active head; F. Edward Spencer Jr., executive vice president, New York; Fred F. Hague, eastern sales manager and vice president, New York; Frank McCarthy, midwest sales manager and vice president, Chicago; Harry H. Wise Jr., vice president, Los Angeles; Knox LaRue, vice presi- dent, San Francisco; R. N. Hunter, vice president, Atlanta.

The company was founded in 1936 by Mr. Hollingbery. Four of the five original employees are still in the company. In all, 17 salesmen share in the ownership. The firm represents 36 AM and 3 TV sta- tions. Headquarters are at 307 N. Michigan Ave., Chicago. New York headquarters are at 500 Fifth Ave.

MAGAZINE SPOTS

ABC Sets 'Journal' Drive

IN A sponsorship deal with a unique twist, ABC reported last week it had placed a Ladies' Home Journal spot campaign on its Mary Margaret McBride cooperative program, with stations to handle billings and national representatives to get customary commissions.

The contract originated when the Curtis Circulation Co., Journal dis- tributor, wanted to proceed immedi- ately without a campaign. Ernest Lee Jahncke, ABC vice president in charge of radio, who completed arrangements by telephone and had the first commercial on the air on the next day's program (May 4), hailed the accomplishment as a clear demonstration of radio's su- periority in speed and flexibility.

RIPE TO WLAW

Is Named General Manager

WILLIAM A. RIPLE, vice president and general manager of WTRY, Troy, N. Y., has resigned to become general manager at WLAW, the new ABC outlet for the Boston area, effective June 1. At the same time he resigned as vice president and director of the Connecticut Radio Foundation, oper- ator of WEJ New Haven.

Mr. Riple is a radio veteran since 1932, joined WTRY in 1940, supervising construction of the station's new 5 kw transmitter building and tower. He also supervised the merger of several companies as Connecticut Radio Foundation.

WOAI's Rate Answer

IN STUD-HORSE type, WOAI San Antonio 50 kw NBC outlet, shunts its an- swer to Assn. of National Advertisers and networks on rate cuts. Operator of one of two TV stations in its market, WOAI states in full page ad that since 1942 its percentage of increase in radio families is 108%, while increase in its hour rate has been only 13%. Instead of cutting rate by 5%, as ANA recommended, rate might logical increase 84%, it ar- gued. Ad is the first of a series telling WOAI's story, and why no decrease is justi- fied, either spot or network. Campaign, it was thought, might lead the way in en- couraging other stations which can show by fact and figures that increases rather than cuts are indicated, to join in resistance.

BROADCASTING • Telecasting
EDUCATORS SEEK FORD FUNDS

By EDWIN H. JAMES
THE VAST TREASURY of the Ford Foundation, most richly endowed with philanthropy in the U. S. and perhaps the world, may be tapped for hitherto unforeseen sums to finance educational television.

Broadcasting Telecasting learned last week that James Webb, Young, a former consultant to J. Walter Thompson Co. and consultant to the Ford Foundation, has been making a painstaking study of TV on which he hopes to base recommendations for grants by the foundation.

First indications that such a study was underway were given April 13 by Sen. William Benton (D-Conn.), former partner in Benton & Bowles. When he introduced a resolution calling for senatorial investigation of educational TV.

Sen. Benton, without identifying who the parties were, said at that time that "one of America's most distinguished advertising leaders" was "making a study of television for one of our great philanthropic foundations."

Last week it was learned that the advertising leader was Mr. Young and the foundation was Ford.

Mr. Young, who has been dividing his time between his New Mexico ranch and Ford Foundation headquarters in Pasadena, Calif., serves not only as a consultant to the foundation but also as a member of the board of directors of two corporations that the Foundation has recently established—the Fund for the Advancement of Education Inc., which has an interim grant of $7,154,000 from Ford, and the Fund for Adult Education, which has $5 million of Ford money in its pocket.

Previous Grants

The Fund for Adult Education has already made grants totaling $680,000 for educational TV and radio; $90,000 to the Joint Committee on Educational Television, to be spent in stimulating educators' interest in TV; $225,000 to Iowa State U., owner of WOI-TV Ames, Iowa, for experimental TV programming; and $300,000 to Lowell Institute, Boston, for the production of five series of educational radio programs, to be produced by the National Assn. of Educational Broadcasters.

Indications are that these grants are just the beginning. Lowell Institute's Cooperative Broadcast Council, whose members include Harvard U., Boston U., Massachusetts Institute of Technology, Northeastern U., Tufts College and the Boston Symphony Orchestra Assn., was reported in informed quarters last week to have prospects of obtaining a substantial Ford Foundation grant for television operations.

Lowell's spokesman last week said that he had no statement to make regarding the report of a possible Ford grant. Ford Foundation executives, on the other hand, said as others pertaining to future appropriations, were understandably unavailable. Ford operates under so strict a desire for anonymity that it does not even announce grants after they are made. It leaves the breaking of such news up to the discre- tion of recipients.

Presumably Lowell Institute would use a Ford grant, if such were forthcoming, to operate a station on channel 2 in Boston, which under the FCC's proposed allocations is reserved for education. Whether the funds would be used both for construction and operation of a station was not known, although it was said to have formed quarters that Ford probably would adopt a policy of making grants only to assist in operating stations that somebody else's money is helping to build.

Supported Boston Reservation

Last week Lowell Institute's Co-operative Broadcasting Council filed a comment with the FCC applauding the reservation of Channel 2 in Boston. The Council did not say how it would use the money. But if the Council's position is accepted, it is highly probable that Lowell would use the grant to build a station that would provide the kind of programming that Lowell has already demonstrated on its TV experiments in Indiana.

BUFFALO'S TV REQUESTS

BUFFALO'S TV REQUESTS

HALF the battle for supporters of the "fees and charges" proposal before Congress apparently had been won last week.

This is the legislation that would allow special services rendered [Broadcasting Telecasting, May 7]. This proposal has been called the "license fee" request in broadcast circles.

Written into the appropriations bill (HR 8880) for independent offices covering fiscal 1962, which starts this July 1, the section on fees and charges would permit any government agency to set a "charge, fee or price" as may be determined feasible.

The section was passed by voice vote with no objection raised in the House. It now awaits approval by the Senate Appropriations Committee, where the funds bill rests.

If passed by the Senate and signed into law by the President, proponents of the FCC could charge broadcasters for specified services rendered, after interpretation so determined. The government, it is understood, would regard the law as a "chargeable item."

While this section remains unscathed by an economy-minded House, the actual budget for FCC operation suffered a deep cut. Leading the floor fight for this slight was Democratic Rep. Eugene Cox of Georgia and John Rankin of Mississippi. The Congressmen

LICENSE FEE REQUEST

LICENSE FEE REQUEST

Now Up to Senate

Sidney R. Yates (D-Ill.), a member of the House Appropriations Committee, who worked closely on the funds bill.

"Taxpayers," he told the House, "pay every dollar of the charges and of the costs that go into" hearings held by the FCC. He said the Commission conducts extensive hearings "first in connection with a construction permit; secondly, on the question as to the allocation of the position of a particular broadcaster in the spectrum of megacycles over which the FCC has control."

Rep. Yates declared, "The companies pay nothing other than taxes, and I think it is only fair that in exchange for the franchise that pays every dollar of the broadcasting company and the protection which the government affords to such broadcasting company, it assures it freedom from interference and the operation of its broadcasting facilities in the particular point of the spectrum which it occupies, that it should pay some of the costs of the hearings."

"It is perfectly proper that the franchised company make a profit, and there has been much profit making. Such companies should assume a greater share of the costs, because, regulation is necessary."

May 14, 1951 • Page 25
BAB’S BIG CHANCE

By FRANK E. PELLEGRIN
V.P. & TREASURER, NEW YORK REP.

WE ARE surrounded by threatened calamity in the radio industry, and our trade journals and other information sources are chock full of responsible spokesmen who are calling the present rate cut a most serious crisis to confront the industry in 25 years. Everybody is bemoaning the fact that there is no one to do something about it. The BAB could leap to the pinnacles by giving this problem No. 1 priority.

(1) I believe the root of the entire problem lies in the fact that for 25 years radio has outdone itself in research which pinpoints the actual listeners to a given program or commercial, rather than to measurements of “gross or potential” reach or of principal competitors, the newspapers and magazines, have done just the opposite. As a result, we are in trouble and they are not.

Advertisers and agencies long ago refused to accept the staggering figures of “radio homes” or “radio sets”—which is our closest parallel to the “circulation” figures of newspapers and magazines. Instead, they insisted that we provide figures on actual listening, minute by minute, rate by rate, and correspondingly demand from newspapers and magazines actual readership figures, page by page.

Why not? If a minute-by-minute count of listeners is fair for radio, why is not a page-by-page, column-by-column, inch-by-inch measurement equally fair for newspapers and magazines, and equally important and informative to advertisers?

Gauge to Be Applied

What is the common denominator of radio and newspapers-magazines? I think it is a minute of listening to radio, and a minute of reading in space media; stated more simply, why isn’t it a minute use inch?

Therefore, comparable research should be demanded of all media.

(2) Radio cooperated to its own downfall by acceding to the listener-research demanded by advertisers, but it didn’t push hard enough about demand and require that competitive media cooperate in like manner. Radio has spent over $57,000,000 in research, but it didn’t limit its “circulation”, whereas newspapers and magazines combined have spent only a paltry $6,000,000 to count and certify its total “circulation”, which says not one thing about inch-by-inch readership.

Isn’t radio to blame for thus permitting its competitors to get away with murder for the past 25 years?

(3) The present rate-cut stamina is induced by radio’s hysteria over television. Television is no more competitive to radio per se than is any other space-time activity, including bowling or lawn tennis or making love. Television is a competitor to newspaper and magazine reading as it is to radio listening. We know this, but we seldom talk about it. We should start to do so immediately.

(4) The Research Services which radio has so richly supported have done most to create this radio-vs-television miasma, because every radio audience measurement hurried to put itself in the television measurement field also, and from the very beginning, compared television only to radio. This is history’s most classic and tragic example of biting the hand that feeds.

(5) A few efforts have been made to measure “readership” of space media. The Continuing Survey of Reading and the Starach and Roper magazine studies are examples. But how pitifully few and thin these are, when arrayed against the staggering phalanx of the Hoard Pulsar, Nielsen, Conlans, CABs, Video-dexes and the rest of the innumerable host of radio-TV researchers!

(6) Staggeringly, the newspapers and magazine surveys of “readership”! How many people ever see them?

Radio research studies are distributed as widely as possible among agencies, advertisers, networks and stations. Network and station salesmen and representatives carry them in their pockets, show them to everybody on any and every excuse. By contrast, the few “readership” studies are carefully hidden, never talked about, never compared in competitive advertising. Why have we permitted this to be the general practice?

Why do we not start now to beam light into this publicity on this fact? Why do we not demand equal distribution of comparable studies?

For example, a Continuing Study of Newspaper Readership was made in 1950, according to a newspaper over five years ago. When I was managing a radio station in St. Louis and calling on the local agencies and advertisers there, I did not find a single one who had ever seen or heard of this newspaper readership study—yet every one was fully informed on the local Hooper and Walla Walla and Roper data!

This newspaper, it appears, had done a beautiful job of hiding its readership facts during all these years while the radio salesmen had knocked each other silly with our competitive listening research!

A RESOLUTION

The resolution follows in full text:

WHEREAS, the networks of the great American system of broadcasting have
WHEREAS everyone remotely connected with the great American system of broadcasting has experienced direct evidence of these jitters in their income,
WHEREAS mass desertion of blank screens within network ranks is further evidence of jitters,
THEREFORE, we of the great altruistic Washington State Assn. of Broadcasters do hereby create the organization which shall henceforth be known as "the Washington State Assn. of Broadcasters for the Relief of Networks," We hereby invite all broadcasters and the great American public to join with us in forwarding to those "disabilliated* persons any contributions of food, clothes and other materials so that they may survive to maintain our great system of free democratic broadcasting.

*Source—WSAB

TRIO of key broadcasting industry leaders were among 11 recipients of honorary degrees presented during an Ithaca College mid-century convocation dedicated to the promotion of "international understanding and world peace." Slated to receive LL.D degrees last Saturday from Dr. Leonard Job, college president, were (l to r) Justin Miller, NARTB president and general counsel and board chairman elect; Mark Woods, vice chairman of the board of ABC; and Michael R. Hanna, general manager of WHCU Ithaca and Rural Radio (FM) Network. Accompanying the degrees were citations noting Judge Miller as "outstanding jurist, university president and dean, administrator and counselor, executive head of one of the world's largest communication organization;" Mr. Woods as "accountant, economist and administrator of a large radio executive:" and Mr. Hanna as "first teacher of radio classes at Ithaca College, radio station executive, student of the thinking people in other lands, national consultant in radio communication, vigorous friend and supporter of Ithaca College, author of the two-day convocation on many arts was George V. Denny, founder and moderator of America's Town Meeting of the Air.

BROADCASTING • Telecasting
BROADCASTING  •  Telecasting

By RUFUS CRATER

THE incendiary radio rate question, overshadowed momentarily in network minds by CBS' bid for ABC (story page 23), moves toward its showdown area this week when the specially constituted Affiliates Committee meets in New York to chart its own future.

Technically, the first question to be settled by the Committee when it convenes tomorrow afternoon is whether to disband or to organize for a continuing campaign to kill radio and bolster its rate structures in the face of cuts already announced by CBS and NBC and imminently expected from ABC and Mutual.

This technicality appeared to industry leaders to have been answered already by the fact that before the end of last week 165 stations had contributed an estimated $10,600 to the committee's war chest for a permanent organizer.

Returns were still coming.

The committee's thinking on the subject was reflected in their scheduling the meeting to last only one day. There will be hearings Thursday and Friday. The network's general views were disclosed to members of the ABC Stations Panel at the request of the committee by telephone. In these conversations ABC officials found no disposition among the SPAC members to attend a special meeting on the subject, presumably in the theory that they would fare no better than did the Affiliates' Committee of CBS and NBC in attempting to dissuade those networks from reducing rates.

ABC, which officially has said only that it will "meet the competition," is expected at least to match the approximately 10-15% reductions which both CBS and NBC ordered into effect with respect to time periods after 1 p.m. (Broadcasting • Telecasting, May 7, April 16). Mutual, equally, is said to expect to follow suit.

Los Angeles area radio stations, both network affiliates and leading independents, are maintaining their rate structures despite reductions announced by CBS and NBC, according to announcements by Southern California Broadcasters Assn. KNX Hollywood, owned and operated by CBS and KFI Los Angeles, affiliate of NBC, are not reducing rates, but because of local national spot contracts, it was said.

Radio Delivers More

Radio advertising today delivers more circulation in Southern California at less cost than ever before, it was pointed out last Friday by Robert J. McAndrews, managing director of four Los Angeles radio stations, Los Angeles County alone has had an increase of 27% in radio homes since 1946, with no general increase in station rates, he said.

"Sales of extra sets have brought the current total to 5,265,000 sets in the county, located in 1,394,557 homes, 184,250 business establishments and 1,241,595 automobiles," he said.

Mr. McAndrews pointed out that the average radio listening per home per day, while down slightly from previous years, is still over four hours. Los Angeles County alone in Los Angeles County each day, in view of heavy population growth, is 39% above 1946.

FCC reports show that the 27 radio stations in Los Angeles Metropolitan District registered a 9.5% increase in revenue in 1960 over 1949. This is greater than the rate increase of the other 10 leading metropolitan districts, whose average raise was only 4.4 percent above SCBA.

"Our advertisers are receiving more benefit from advertising on KLRA than they have ever before," Mr. Hutt said. "Increased listening has reflected itself in increased sales. Virtually every local client we have contacted thus far assures that a rate increase is entirely justified because we and our clients are the best judges of the worth of KLRA advertising."

The uncertainty of the entire rate question, authorities noted, has been reflected in a marked lack of activity in network time buying in particular.

Both CBS and NBC, it was reported, have yet to make their final new rates on their new rates, which are slated to go into effect July 1.

The special Affiliates Committee, set up a spontaneous meeting held during the NARTB's mid-April convention in protest against Columbia's just-announced rate reduction, is expected to incorporate if it decides to organize for a continuing campaign.

That decision is being formed by affiliates of all four networks, who were asked to submit checks to Mr. Ward (Continued on page 106).

MARCH TIME SALES

Network Gross Down 2.4%

GROSS time sales of the four nationwide radio networks totaled $404,840,500 in March, 1961 and $462,812,847 during the first quarter of this year, according to figures compiled by Publishers Information Bureau and released last week to Broadcasting • Telecasting. Both the March and the quarter gross represent a loss of 2.4% from the figures for the month and three-month periods of a year ago.

P&G Tops

Procter & Gamble Co. maintained its leadership among network advertisers easily in March, spending $1,634,194, at gross rates, below discounts, for time network, more than twice the $860,249 gross network

work time expenditures of second-place General Foods Corp. (Table on page 27)

TABLE I

Top Ten Network Advertisers In March, 1951

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Sales 1951</th>
<th>Sales 1950</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,634,194</td>
<td>$860,249</td>
<td>+93%</td>
</tr>
<tr>
<td>2</td>
<td>Coca-Cola-Palmolive-Co.</td>
<td>$525,619</td>
<td>$550,557</td>
<td>-4.5%</td>
</tr>
<tr>
<td>3</td>
<td>General Mills</td>
<td>$405,219</td>
<td>$405,219</td>
<td>-0.0%</td>
</tr>
<tr>
<td>4</td>
<td>Lever Bros., Inc.</td>
<td>$370,630</td>
<td>$370,630</td>
<td>-0.0%</td>
</tr>
<tr>
<td>5</td>
<td>American Home Products</td>
<td>$355,557</td>
<td>$355,557</td>
<td>-0.0%</td>
</tr>
<tr>
<td>6</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>$325,619</td>
<td>$325,619</td>
<td>-0.0%</td>
</tr>
<tr>
<td>7</td>
<td>Calco-Palmolive-Food Co.</td>
<td>$314,568</td>
<td>$314,568</td>
<td>-0.0%</td>
</tr>
<tr>
<td>8</td>
<td>Campbell Soup Co.</td>
<td>$286,509</td>
<td>$286,509</td>
<td>-0.0%</td>
</tr>
</tbody>
</table>

TABLE II

LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MARCH 1951

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Network Advertiser</th>
<th>1951 Sales</th>
<th>1950 Sales</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farm Products</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>$1,418,658</td>
<td>$1,518,266</td>
<td>-6.9%</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Pedersen Mfg. Co.</td>
<td>$256,192</td>
<td>$318,192</td>
<td>-19.0%</td>
</tr>
<tr>
<td>Aviation, Aviation Access. &amp; Equip.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$135,922</td>
<td>$170,361</td>
<td>-20.2%</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>J. H. Best Co.</td>
<td>$107,361</td>
<td>$154,361</td>
<td>-23.8%</td>
</tr>
<tr>
<td>Beauty, Cosmetics &amp; Hygiene</td>
<td>American Tobacco Co.</td>
<td>$166,355</td>
<td>$265,355</td>
<td>-36.8%</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Coca-Cola-Palmolive-Co.</td>
<td>$355,557</td>
<td>$355,557</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Consumer Service &amp; Personal Goods</td>
<td>Procter &amp; Gamble Co.</td>
<td>$186,006</td>
<td>$275,006</td>
<td>-33.0%</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>$214,345</td>
<td>$214,345</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>Procter &amp; Gamble Co.</td>
<td>$233,345</td>
<td>$233,345</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Standard Oil of Indiana</td>
<td>$133,499</td>
<td>$133,499</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Procter &amp; Gamble Co.</td>
<td>$156,526</td>
<td>$156,526</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Industrial Supplies</td>
<td>Procter &amp; Gamble Co.</td>
<td>$44,926</td>
<td>$44,926</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Procter &amp; Gamble Co.</td>
<td>$107,540</td>
<td>$107,540</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Procter &amp; Gamble Co.</td>
<td>$118,323</td>
<td>$118,323</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Tires, Tires &amp; Tire Goods</td>
<td>Procter &amp; Gamble Co.</td>
<td>$100,749</td>
<td>$100,749</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>Procter &amp; Gamble Co.</td>
<td>$80,458</td>
<td>$80,458</td>
<td>-0.0%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Procter &amp; Gamble Co.</td>
<td>$75,569</td>
<td>$75,569</td>
<td>-0.0%</td>
</tr>
</tbody>
</table>

MARCH 1951

Media Test

ARBI Offers Three Plans

THREE different plans designed to show radio's effectiveness as compared with other media have been submitted to the Affiliates Committee by Joseph B. Ward, managing director of Advertising Research Bureau Inc. (see rate story above).

Mr. Ward proposes to collect sales data at point-of-sale, working with national advertisers.

ARBI has been conducting a series of studies on media effectiveness (Broadcasting • Telecasting, May 7, Feb. 26).

Three alternative plans, as submitted by Mr. Ward, propose:

1.—National study of individual product on scale projectable nationally, with advertiser selecting product and number of markets. Cost dependent on number of markets. Advertiser probably would supply premium. Assurance would be obtained from ANA that study would be considered conclusive for purpose.

2.—Series of smaller individual studies. For example, sales of Tide could be checked in several markets at same time. Plans was checked in others. Combined data would supply reaction on media effectiveness. Each study of one product would cost about $5,000.

3.—Comparison study of minimum of three allied products, such as drug or grocery items; sales to be checked in any number of markets; cost per market about $2,000.
To Harvest Farm Dollars

Best Tool Is Radio

Radio, as essential to the farmer as any piece of equipment he owns, is being used with conspicuous success to sell everything from tractors to ideas in the agricultural areas of the country.

Take these three examples:

- The Howard County Farm Bureau Co-op Inc., sponsor of two six-week, 15-minute programs on WIOU Kokomo, Ind.
- Aubrey & Co. Feed Mills, sponsor of the five-week, 10-minute Market Digest on WHAS Louisville.
- Aluminum Co. of America, Louisville, Tenn., sponsor of the Tuesday, Thursday, Saturday, 15-minute Voice From the Farm on WNOX Knoxville.

The Howard County Co-op is owned and controlled by farmers and sells farm supplies, feed and implements. Its sales records, since it began using WIOU Feb. 1, 1950, are among the more spectacular radio stories in recent years.

In the nine months after it began sponsoring its WIOU show, Indiana Farm Journal of the Air, 6:30-6:45 a.m. Monday-Saturday, the co-op's gross sales jumped more than $250,000 over sales for the corresponding period of the year before. Its radio expenditures were less than 1½% of the sales increase.

After its sales boost in the first nine months of its radio campaign, the co-op added another WIOU program, 10U Farm Service, 12:15-12:30 p.m. Monday-Saturday. Both programs are conducted by Dix Harper, WIOU farm service director.

Since Oct. 31, 1950, when the second program was added, the Howard County Co-op's sales have been running 94½% bigger than for corresponding months a year before.

Some items of merchandise that were moved by the radio advertising for the co-op included:

- Implement sales in Howard county went up 15½% in 1950 over 1949. Some 1.2 million gallons of fuel were sold—a 22½% gain over 1949.

Uses One-Week Drive For Spring Orders

In a one-week campaign last December the Co-op's radio commercials urged farmers to place orders for spring supplies of fertilizer. The state co-op had set the Howard county quota at 700 tons, based on previous years' buying and an expected increase in demand.

But as a result of the radio campaign, the Howard County Co-op booked orders for 1,803 tons in four days and had to stop taking orders because the entire fertilizer supply available for the next two and a half months had been sold.

The Co-op Hatchery sold 200,000 baby chicks during 1950 and by January 1, 1951, had booked orders for 65,000 chicks for spring delivery. That was 4,000 more than their quota and the first time the hatchery had reached its quota since it started operation in 1938.

The WIOU farm department prepares and airs more than two hours of farm program material daily and its success is attested by having received National Safety Council awards for distinguished service to safety on the farm in 1948 and the Public Interest Award for Exceptional Service to Safety on the Farm in 1948 and 1949. The Indiana Farm Journal of the Air received the first award in agricultural broadcasting at the Fourteenth American Exhibition of Educational Radio Programs at Ohio State U. in May, 1950.

The early morning program sponsored by the Howard County Co-op regularly features market news, local farm news, recorded interviews with farmers or county agents, and recorded music. The lunchtime ("dinnertime" in the farm belt) show includes a weather summary, full market reports, and notices of meetings of interest to farmers.

Mr. Harper, the station's farm service director who conducts both programs, is 28, raised on a farm and is a graduate of Iowa State College, where he majored in agricultural education.

Aubrey Buys First On WHAS in 1948

Aubrey & Co. Feed Mills, of Louisville, which distributes feed for livestock and poultry from Indiana south to Miami, east to Virginia and west to the Mississippi, was a solidly established enterprise before it bought its program on WHAS in December, 1948.

But radio gave it a startling sales boost. Since Aubrey began using the 6:35-6:45 a.m. Market Digest, conducted by Frank Cooley, WHAS farm program director, its gross sales have soared 225%.

In the same period, the company added 200 dealers, a 25% increase (Continued on page 93)

Getting a local tie-in on farm news stories, Dix Harper (l), WIOU farm service director, discusses the situation with a Howard County farmer, Edith Comstock. Notice the radio on Mr. Matlock's tractor!
CENSORSHIP TRENDS

AMERICAN LIBERTY stands upon three giant pillars of the spoken word, the printed word and pictures, Brig. Gen. David Sarnoff, chairman of RCA, said in a statement to a "trends in censorship" meeting sponsored by the National Council of Freedom from Censorship and the American Civil Liberties Union in New York last Wednesday night.

"Since the advent of radio broadcasting," he continued, "a new pillar has been erected—freedom to listen. In this age of television, another new pillar has been established—freedom to look. The structure of American liberty is supported by these giant pillars of public information—the spoken word, the printed word, and pictures.

"Wherever people are kept uninformed or misinformed, Gen. Sarnoff said, "they live in the dark and are denied the attributes of freedom which require light to grow as a plant requires sunshine. Freedom is the sunlight which gives strength to the press, to speech and to radio and television in America."

In another statement to the meeting, CBS Civil Liberties Unit, said that "to speak one's own thoughts, free from governmental reprisal, is a fundamental right of a free people. The preservation of this right requires free and open broadcasting, as well as free and open press. As long as we are denied this freedom, we must assure that all sides of controversial issues are fully and fairly represented.

"The Commission," the chairman continued, "considers this as a most important point in deciding applications for renewal of license of broadcasting stations. In reaching such a decision, the Commission is guided by the station's overall operation during the period of its license..."

FCC's Viewpoint

FCC Chairman Wayne Coy, in his statement, said, "that the tremendous revenues which broadcasting, consisting now of 3,000 aural stations and 100 television stations, will not realize its potential unless we are assured of freedom of speech unless we are safeguarded against the public interest, particularly in times of emergency or crisis."

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CITES NBC

Mr. Brown referred to "the NBC attempt to control these affiliates rates" of last winter. He added that the "failed" suit shows NBC was "lost in its fight to preserve our precious liberty of freedom of speech."

A hope that "all barriers will be torn away and that there eventually will be true mass communication among free men everywhere" was expressed in a statement of Joseph H. McConnell, NBC president.

ABC Vice President Robert Sauder said that "freedom of expression is the foundation stone of this network in the field of controversial issues. We do not believe in censorship excepting where duly constituted authority exercises it for purposes of national security where liberty is not endangered by the publication of certain types of information. This latter concession would seem to include the possibility of armed strife, in which the United States or its military forces are involved; and it would be our general view that even such cases should be kept in mind in the critical period only."

Real's Relief

AFRA National Executive Secretary A. Frank Reel expressed the belief that "any people, anywhere in the world, can be trusted to act intelligently if they are aware of the facts. I have come to the conclusion that the greatest single obstacle to world peace today is the existence of the Communists' 'Iron Curtain.' It seems obvious that we cannot fight the enemy's iron curtain by establishing one ourselves. Full freedom of expression, therefore, is as vital today as it was in 1776. It is the most important of those basic principles that must be preserved."

H. V. Kaltenborn, veteran commentator who recently celebrated his thirtieth year in radio with publication of his recollections, said, he believed, that the very little censorship existed in radio today. Mentioning the G. A. Richards case, Mr. Kaltenborn expressed the hope that Mr. Richards has been rightly accused and said he was glad that FCC had prosecuted the matter.

Elmer Rice, playwright, struck out at all minority groups seeking to restrict free expression, reminding his audience that all its members were of minorities and urging theirtoleration as one of the prices of enjoying freedom. Red Channels, a listing of radio-TV performers allegedly having pro-communist or communist affiliations, Mr. Rice said, had deprived hundreds of performers of employment without their having had a chance to defend themselves.

The meeting, which was attended and supported by leading figures in radio, television, the theatre, films, publishing, art and industry, heard discussions of censorship trends in each of the fields represented.

WFDR New York made a tape recording of the meeting and scheduled it for broadcasting the following night.

BROWN ATTACK

Files Further Network Charges With House

GORDON P. BROWN, owner of WSAY Rochester, N. Y., has fired another broadside against alleged coercive and anti-trust practices of the major networks.

"The broadcast, outspoken foe of further statement to the House Interstate & Foreign Commerce Committee. In it he supplements his previous testimony before the Committee on the McFarland Bill (S. 658) [Broadcasting • Telecasting, April 9]. Committee has indicated it will accept the addenda.

Mr. Brown's four-point supplement based on "four situations" he raised last month, leads off with charge that the recent CBS rate cut is an attempt to "control" rates charged by all stations.

"The radio networks are about to exercise complete control of the radio industry to the extent of its possible ruination," he said.

Cites NBC

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FCC POSTS

Division Selections Pending

SELECTION of top personnel to serve under FCC Broadcast Bureau Chief Cartia Plummer was still pending last weekend. The newly-appointed head under the complet-ed reorganization of the Commission along functional lines [Broadcasting • Telecasting, May 9], was away from his office all last week on a trip to Colorado.

It's expected that he will make the final selections at the week-ends shortly, with an eye to effective starting date of June 4 for Bureau operations.

Pottkin named top director as well as heads of the divisions under the Bureau will probably call for GS 15 government ratings which provide for a minimum base of $10,000 per year. Bureau Chief is understood to be one grade higher.

Divisions are Aural Facilities, Television Facilities, Renewal and Transfer Hearing, and Rules and Standards.

Speculation last week again centered on the possibility of Harry Pottkin, assistant general counsel in charge of the broadcast operations, moving into the post of deputy director of the Bureau. Slight, if any, increase in salary would be rendered in Mr. Pottkin's long service in his present grade.

Questioned shortly after the announced reorganization as to the possibility of his becoming a special assistant to the Commission, Mr. Pottkin refused to comment. Likewise, the Chairman's office would make no statement.

FM SETS Sought

Heavy Demand in N. C.

PLEA for more FM-AM table radios to meet demand in North Carolina was made to General Electric Co. last week by Josh Horne, president of WECE-WFMA (FM) in Greensboro.

In a letter to Ernest H. Vogel, manager of marketing, General Electric Co., Mr. Horne said 700 of a consignment of 1,000 FM-AM sets delivered April 15 had been sold. He said the remaining 300 could be sold promptly.

The letter voiced concern over fear that GE would not produce any more FM-AM sets until mid-July. He contended that the demand should go up because of severe static and interference during the warm months.

May 14, 1951 • Page 29
FCC ‘PINKO’ PROBE

Kearney Leads Faction

AMMUNITION for a proposed, so-called “pinko” probe of the FCC was being collected last week by at least one faction in Congress. It was apparent that this Congressional group, led by Rep. Bernard W. (Pat) Kearney (R.-N. Y.), is attempting to declare open season on Capitol Hill for hunting alleged “pink” elements in the FCC.

Rep. Kearney, who has introduced a resolution in the House (H.R. 6357) to set up a subcommittee to investigate the organization, personnel and activities of the FCC [BROADCASTING • TELECASTING, May 7], may receive strong support in the House Rules Committee from Rep. Eugene Cox (D.-Ga.).


Whether these scorching attacks on the FCC will dovetail with Kearney’s probe is moot. Rep. Cox told BROADCASTING • TELECASTING that he has not yet taken a position on the Kearney Resolution.

Rep. Cox, who fathered a probe of FCC during 1943-44, said the Kearney resolution would have to be considered as a request for “an entirely new investigation in an entirely new atmosphere.”

It was learned that Rep. Harris Erellsworth (R.- Ore.), part-interest holder in KRRN Roseburg, Ore., has quizzed Rep. Kearney about his proposal.

While Rep. Kearney has been holding back on making an “official” and detailed statement on the purpose of his probe, evidence in the formation of his resolution is known to form a general outline of what the Congressman would hope to accomplish.

Interested in Personnel

Primarily, it is interested in FCC personnel. It is understood that Rep. Kearney believes he has information which indicates alleged “leftish and pinkish” tendencies both in “ideas and thinking” within the Commission.

He thinks that such an important agency in the government should be screened carefully. Rep. Kearney apparently wants “heart-to-heart talks with members of the Commission and the FCC’s key personnel.”

It is further known that the New Yorker wishes to know more about the granting of licenses to certain stations. It is felt that is the opinion that “undue influence” was extended within the FCC. He is known to have “correspondence” in his possession dealing with the general situation.

Other factors have been pointed out. Rep. Kearney is second ranking GOP member of the House Un-American Activities Committee.

Congress is of an investigative mood due to mounting into FCC personnel and activities, with a search for alleged communist sympathizers, would possibly fit into the political pattern. It could well cast a shadow in anticipation of the national elections in 1952.

Rep. Cox set off the one-day anti-FCC crusade, which succeeded in its purpose of defunding the FCC’s overhead funds for fiscal 1952, by saying the agency “because of its mischievous behavior [has been] one of the most dangerous.” He called the Commission “an aggregation which with few exceptions has been for the past 10 or 12 years made up of pinkos and reds and it has been operating in an unsafe, irresponsible manner. What would be expected of hired agents of Moscow?”

Alluding to the ill-remembered American Legion, Mr. Cox declared “there must have existed in the Communications Commission a Communist cell in order for Amerasia to have obtained the highly important documents it got from that source.”

An almost equally antiques case—that of Metropolitan Broadcasting Corp., which operated WQWQ Washington, which was dusted off by Rep. Cox. The corporation has since been reorganized and the stock has changed hands.

Charging that the FCC’s “legal department has for years controlled the Commission,” Rep. Cox accused the FCC of running a “grocery operation in an endeavor to develop broadcasting, has sought to dominate, to control, and to terrorize the communication operators everywhere.”

Cox Attacks Coy

Directing his fire at Chairman Wayne Coy, Rep. Cox alleged FCC as being “dominated” by The Washington Post. In support of this allegation, the Georgian talked of Chairman Coy when he was vice president in charge of the Post’s radio operations (WINX). He asserted that after Mr. Cox became chairman, “in 1948 ... Eugene Meyer and The Washington Post were permitted” to purchase majority stock in WTOP-AM-FM-TV from CBS.

Rep. Cox stated flatly: “As a matter of fact, all of the agencies of the Government, this is the line about which Congress should busy itself in the interest of purging and set it up in its stead a new agency that will be imbued with the love of its own country.”

From Rep. Rankin came the observation that Rep. Cox’s statement “shows that this outfit is literally honey-combed with Communist or fellow travelers.”

In reference to his committee probe of FCC in the early forties, Rep. Cox asserted that the “White House, then presided over by President Roosevelt, intervened” and “impounded” files of the FCC that armed forces, as well as of the Budget Bureau. “... Insofar as I know there they still are,” he said.

Chairman Albert Thomas (D.-Tex.) of the House Appropriations Subcommittee on Independent Offices, awn to FCC’s defense. It was his committee that had commandeered the job FCC has accomplished in its functional reorganization [BROADCASTING • TELECASTING, May 7].

Rankin ‘Has Forgotten’

Confronting Rep. Rankin, the Texan said Rep. Rankin “has forgotten what the FCC does. I know the gentleman would not want to cut out the regulatory powers of that agency which holds down our long-distance and telephone rates...”

On personnel, Rep. Thomas said he could not agree with the arguments presented. Referring to Comr. Robert F. Jones, Rep. Thomas said: “He is no more a Communist than this table is. He is a loyal American, and the same applies to Wayne Coy, the able Chairman, and to other members of the Commission.” Later in debate he named Comrs. George Sterling and Paul Walker as members of the Commission whom he considered had equal “character and integrity.”

He reminded his colleagues that FCC has a “tremendous load” and cited various cuts in personnel voted by the Congress in recent years.

NEW YORK timebuyers were guests at a buffet luncheon hosted by WRVA Richmond, Va., in the WRVA theatre where the station’s file-swung "Cooks" originates every Saturday morning. In the foreground are (l to r) Fred Cusick, Dancer-Fitzgerald-Sample, Gertrude Scanlan, BDD, and Henry Ustermeyer, CBS radio sales. Jack Stone, WRVA promotion manager, is at upper left.
REVIEWS of operating figures covering TV listening to remove confusion arising from comparisons with radio reports was announced last week by C. E. Hooper, head of the research firm bearing his name.

In a letter to Bill Michaels, station manager of KABC San Antonio, Mr. Michaels had contended that radio was prejudiced because audience research was computed on a percentage of all homes, whereas Hooping TV figures are based merely on percentage of TV homes.

In his reply, Mr. Hooper informed the committee "to the definite disadvantage of AM and advantage of TV."

Mr. Michaels wrote:

Ever since I can remember, until TV entered the picture, a Hooper rating indicated a specific percentage of overall population listening to a given program within a definite geographic area, subject to certain minor limitations to project on both television and non-television homes. To the best of my knowledge all calls were counted, and if radio was not included in a radio of a given group were unava-

The possibility of hearings involving radio and television personalities was advanced as the committee prepared to resume ses-
tions on its Hollywood entertainment probe tomorrow (Tuesday). It was understood, however, that the radio-TV phase would not be pursued exclusively until completion of the present hearings.

Leading weight to a possible broadcasting probe was the disclosure last week that at least one radio writer and one TV producer already have been subpoenaed from the Senate. Their identities were not revealed.

Chairman John Wood (D-Ga.) of the committee and Chief Counsel Frank Taverner Jr. were unavailable last week, with the result that no authoritative answer on the radio-TV query could be obtained.

But one committee member, a television executive, also expressed feeling that the current entertainment probe should not be limited to motion pictures but be extended to radio, television, motion pictures, and even radio. Sam Moore, former head of the Radio Writers Guild and a radio writer, already has testified before the committee and expressed a desire to be included in the new, additional monies for new transmitter facilities during hearings on the department's regular 1951-52 budget. The Voice supplement was cut 90%.

At the same time the upper chamber also backed up substan-
tially the recommendations of the Senate Appropriations Committee and, earlier, the House. But State Dept. officials were to have received agreement of the House Finance Committee for additional monies for new transmitter facilities during hearings on the department's regular 1951-52 budget. The Voice supplement was cut 90%.

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SET TARIFFS CUT
Import Levy down 25 to 50%.

LEVIES on the import of radio and television sets, as well as a host of musical instruments, will be pared drastically—from 25% to 50%—under an agreement reached at a 30-country tariff conference held in Torquay, England. The reduced tariffs are expected to become effective upon ratification by each country, sometime within the next six months.

At the same time it was agreed that duties on zine, aluminum, lead and other raw materials—all vital for electronic manufacture—will be cut anywhere from 20% to 30%. Countries involved in the agreement include England, France, Canada, Italy, Germany, Norway, Turkey and Sweden, all of whom will, in turn, cut their levies on import of U. S. goods.

On the American radio-TV and other equipment producers is likely to be price cuts in a number of items, possibly radio-TV sets and phonographs, and thus stiffen competition in the United States—providing price boosts don’t nullify the lowered imports.

Export demand for radio receiving tubes and receivers is increased steadily in recent months. Dollar value of tubes covered by export licenses during the first quarter of 1951, for example, has almost equaled total exports to many countries for all of 1950.

Mounting export demand for tubes is attributed to expanded defense programs, greater dollar availability, TV developments, need for replacement tubes, advance buying and duplication of orders. Because of these demands, an Electronic Equipment Advisory Committee has advised the Commerce Dept., International Trade Office, priority assistance is greatly needed to further mutual defense efforts.

Top exporters of all electronic equipment dollarwise for the first quarter of 1951 were Italy, Belgium, France, Sweden, Switzerland and Spain. Export applications approved for that period total $1,567,000, compared to $1,556,800 for the 12 months of last year.

AFRA CONTRACT
HCL Negotiations Opened
LOS ANGELES Local, American Federation of Radio Artists, is slated to open contract negotiations this week with 13 independent stations for cost-of-living increases for staff announcers. The union’s reopening contract was signed with the Mutual Broadcasting System.

In accordance with a clause contained therein, the contract could be reopened in six months, if the cost of living rises 10%. The stations negotiating are KFAC(KFWB KCDF KMPG KFGF KRKD KLAC Los Angeles; KXLA KWKW KALI Pasadena; KGOR and KOFX Long Beach, and KIEV Glendale.

PREPARATIONS for the 47th annual convention of the Advertising Federation of America in St. Louis, June 10-13, are in top convention bureau. Three departmental sessions will be held June 10-13 at the Chase Hotel, St. Louis, with the convention theme of “Advertising’s Opportunities in a Mobilization Economy.”


Other Highlights

Other agenda highlights:

Tuesday morning general session, on “Special Advertising Problems in 1951,” will include reports on “Prospect and Consumer Service” by Roger Barton, editor, Advertising Agency; “Government Regulations” by Ralph F. Hardy, government relations director, NARTB; “Government Taxes” by J. K. Lasser, tax consultant, and “Future of Our Economy” by Dr. Paul Nystrom, Columbia University professor of marketing. Fairfax M. Cone, board chairman, Foote, Cone & Belding, will be the luncheon speaker.

Millard Caldwell, Civil Defense Administrator, will address the general club session Monday afternoon. Tuesday afternoon will be devoted to the annual AFRA business meeting. Three departmental sessions will be held Monday morning, including one on television, at which John A. Thomas, head of TV account service for BBDO; Elton G. Barton, AFRA president, and Eugene S. Thomas, general manager, WOR-TV New York. All are scheduled to speak at the convention.

BOYD RESIGNS
PRB Being Dissolved
P.R.B. Inc., New York program packaging firm, is being dissolved, it was announced last week. Malcolm (Mal) Boyd, vice president and general manager, has resigned to commence theological studies toward priesthood in the Protestant Episcopal Church.

Originally formed the fall of 1949, P.R.B. Inc. is equally owned by Buddy Rogers as president, his wife Mary Pickford as director and Mr. Boyd. Home of the National Society of Television Producers, Mr. Boyd continues membership in American Television Society of New York, Academy of Television Arts & Sciences, and Hollywood Ad Club.

P.R.B.’s dissolution will not affect applications of Miss Pickford for TV facilities in Winston-Salem and Durham, N. C. [Broadcasting • Telecasting, April 25, 1949]. Special day is arranged for the first time that Miss Pickford will vigorously pursue these applications as soon as the TV freeze is lifted.

KOWL SUED
Pastor Asks $100,000
SUIT for $100,000 damages has been filed in Los Angeles Federal Court for a complaint by Mrs. K G. Joseph, Missionary of Santa Monica, Calif., by Rev. Clayton D. Russell who charges his reputation was injured by intimations that he was favorable to Communism.

Rev. Russell, a member of the People’s Independent Church of Christ, Los Angeles, according to the complaint, broadcast his sermons and religious services weekly to KOWL until Oct. 24 last, when they were suddenly cancelled. In explanation of the termination, the pastor charges, KOWL released a statement declaring the broadcasts appeared on lists of persons “supposed to be friendly to Communist front organizations.”

However, the station added: “We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think of him as a Communist. But we don’t want to take any chances.” In addition to damages, Rev. Russell asks the court to compel KOWL to restore his broadcasts.

STORE JINGLES
WBS Reports Sales Upsurge
UPSURGE in buying of commercial jingles by department store and menswear establishments was reported by WBS, Western Broadcasting System. Many of the local buyers, it said, were using radio for the first time.

WBS, however, was reported to feel that such firms were “wide open” for being sold radio time “when presented with the right tool to do a selling job in their communities,” although no general trend was seen. World affiliates during April reported 28 contracts for 26-or-more weeks with such sponsors.
NARTB Objects To Amendment

House Judiciary subcommittee on broadcasting to broaden protection of authors of dramatic works.

A majority of $250 at the minimum. Consequently the station could be excused into taking the license, not as payment for something which it intends to utilize in its broadcasts, but more as an insurance policy.

The Authors League of America said it regretted that Congress did not foresee radio, TV and long-playing records when it drafted the 1976 Copyright Act. John Schuman, the league’s general counsel, spoke in favor of the measure, asking Congress to stop the presentation of copyrighted novels or poems.

For the broadcast of these literary works, Mr. Schuman declared, the authors collect no royalties.

The American Book Publishers Council in a statement entered in the record echoed this sentiment.

Another group testifying was the American Society of Composers, Authors and Publishers. Herman Finkelestein, general attorney, pointed out that today long-playing records can condense a novel into a single reading. These developments, he said, have been brought about to the phonograph record manufacturers and to the recording artists but no comparable return to the author. This would apply to the broadcast of these records as well as to live performances.

AP’s NEWS FILM

Shows Income Potential

A COLOR film about public interest in radio news and news presentations was called “Revenue Potential,” was shown at the spring meeting of the Kansas Assn. of Associated Press Broadcasters in Wichita April 29, AP reported last week.

The film was shown to 36 broadcasters and five AP representatives attending the meeting by Oliver Gramling, AP assistant general manager.

A monthly contest for the best news story turned in by a radio member was voted by the association, which discussed plans for radio members protecting AP on news breaks, and elected as vice chairman Thad Sandstrom, of KSEP, Pittsburg, Kan. The term of Chairman George Gow of KANS Wichita has six months to run.

LABOR DISPUTE

AFL, CIO Compete in L. A.

AFL’s IBEW and IATSE planned further steps this week to check the “invasion” by CIO’s NABET into the radio and television fields.

Nine Los Angeles representatives of all local AFL entertainment unions were slated to meet early this week to consider plans drawn up by a special sub-committee. The recently appointed sub-committee, made up of representatives of eight AFL unions, has been meeting to plan the organization of radio and TV technicians and engineers in the Los Angeles area.

First step in the AFL plan to maintain its foothold was the signing of renewal contracts two weeks ago with seven stations covering broadcast engineers. The stations were KGJF KVDF KFAC and KKKD Los Angeles; KKW and KAIL Pasadena and KGER Long Beach.

At present IBEW represents television workers locally at KTLA KLAC-TV KTTV; NABET represents at KNBH (TV) and KECA- TV; IATSE at KTLA and KFPTV, NABET advocates setting up one union for all engineers and technicians.

April Board Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2374</td>
<td>688</td>
<td>109</td>
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<tr>
<td>2204</td>
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<td>2</td>
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</tbody>
</table>

CAMPAIGN

HOLLIS SEAVER (II), MBS director of Washing operations, accepts a plaque for Gabriel Heather, MBS commentator, and Daryl Nixon (R-Cali.). The award, from the Santa Ana Detachment of the Marine Corps League, was made to Mr. Heather for his “theatrical aid and assistance to the league.”
Building Bottleneck

(Continued from page 23)

in authoritative legal and government circles last week, it appeared that the issuance of authorizations would be made in batches, depending upon time available and the willingness of the FCC to work within the constraints of the NPA's Controlled Materials Plan.

Grants or permits already issued by the Commission would be taken into consideration by NPA before recommendations are made.

The existence of current AFM-FM-TV facilities in any one community would be studied.

In the latter instance, the view of competent authorities is that authorization for, say, an AM station facility in a city already claiming four or five such facilities, would be denied.

A request to commence FM station construction in a market with few or no such stations, on the other hand, probably would be allowed, it was speculated.

In cases where AM or FM facilities are virtually non-existent, permits might be authorized to facilitate "hardship," and not deprive the community of a vital service.

The NPA order also specifies construction of television stations, but this is regarded as an academic view in view of the unrealized new TV station grants. Manufacturers of radio-TV equipment—the regulation spells out "building, structure, or project" and not affected save those who would seek to expand present plans, it was explained.

Interpretations Offered

The regulation poses various situations involving station construction in various steps. NPA's general counsel office offered these interpretations, ruling that authorizations would be needed where:

1. A broadcaster has been granted a CP but has made no effort to file construction or site clearance.

2. A broadcaster may have obligated "moderate or reasonable funds" for equipment but has done nothing towards the subsequent construction or site clearance.

In the latter instance, NPA authorities felt that any such authorization would be granted if filed.

Broadcasters who already have completed certain construction phases on designated sites—like the sinking of pilings—would not be required to file for clearance. But the order provides that "no person shall accept an order for, sell, deliver ... material, equipment or supplies (transmitters, steel towers, etc.) which he knows, or has reason to believe, will be used in violation of ... the order."

Commencement of construction was defined to include "substantial site clearance (including demolition of buildings or structures), preliminary to the start of or incident to the work on new building, structure, or project; or to incorporate into a building, structure, or project, substantial quantities of materials which are to be an integral and permanent part of such building, structure, or project.

The new regulation, which amends an earlier order exempting radio and television broadcasting [BROADCASTING • TELECASTING, Jan. 22], to include newspaper printing and duplicating plants. In that respect, industry authorities felt that it is a "moderate" and in fact includes all industrial facilities.

It was recalled that as far back as last October, when NPA first issued its construction order, the order warned that anyone starting construction not on its prohibited list but which "does not further the defense effort," would run the risk of being unable to finish construction [BROADCASTING • TELECASTING, Oct. 30, 1950].

A breakdown on outstanding grants for which authorizations will be needed was not available last week. FCC currently has on record, however, an estimated 264 AM and 12 FM applications pending, and 139 AM and 4 FM in hearing. CPs have been issued for 142 new AM and 150 FM outlets, which are involved in varying degrees of contract obligation or actual construction.

Observers raised the issue of cases now in hearing before the Commission—whether FCC will proceed with actual hearings. The Commission had adopted no policy as of last Thursday.

NARTB legal and government officials last week maintained close contact with NPA and the FCC as they attempted to weigh the import of the agency's action on new construction in the broadcast field. NPA also provided in its order that reconstruction of facilities damaged in a disaster or any "Act of God" would be permitted after area discriminatory" and as well alteration and additions within the limits of $5,000 for any 12-month period. The $5,000 figure includes only actual construction costs. And a limitation of 25 tons of steel is imposed.

The chain of procedure for applying for authorization, as tentatively seen last week, would be along these lines:

Broadcasters are instructed to apply on NPAF-24 to their nearest Dept. of Commerce regional office in the area where construction is desired. The local office would then process the applications to NPA, which would then channel them to the agency's Construction Controls Division in Washington. Applications must be accompanied by complete, detailed plans and specifications, as well as a list of the materials to be used.

Authorities in the Construction Controls Division indicated last week that they probably would consult with NPA's Electronics Products Division and also FCC on occasion. The division then would submit its recommendations to NPA Administrator Manly Fleischmann for final determination.

Cotton is Liaison

FCC General Counsel Benedict Cotton has been serving as liaison for the Commission in its contacts with NPA. Mr. Cotton said last week he had attended some preliminary meetings with the agency but expressed surprise at the order. He added that no specific procedure has been evolved relating to FCC-NPA liaison.

Officials emphasized that requests will be decided on the merits of individual cases" on the basis of types of materials needed and the possible hardship a denial of the request would have on the respective community. This is the primary criterion on which the government will act, it was stressed. Other considerations will include furthering "of the defense effort" and essentiality "to maintenance of public health, safety and welfare."

In issuing the regulation, NPA said the action was taken to "promote further conservation of steel and other construction materials in the interest of the defense program and to coordinate requirements of the industry with NPA's Controlled Materials Plan."

At the same time officials expressed hope that the new program also will help save vital supplies of copper and aluminum which, together with steel, will be allocated under NPA's Controlled Materials Plan beginning July 1. The order is aimed primarily at use of structural steel, which may become more plentiful in the next few months.

As of now, further radio-TV construction is "less essential" alongside of defense and defense-supporting programs, it was held. Falling under the order would be proposed radio and television centers and other projects. The original order was directed at new buildings for amusement, recreational or entertainment purposes.

The order was issued following a meeting of NPA officials with a Construction Industry Advisory Committee. Broadcast industry advisory representatives were not consulted, nor were publishers' industry representatives. The new order was not taken without previous consultation with Electronics Products Division and its chief, John G. Daley.

Follows Equipment Order

The virtual construction ban came down, though, only a week after NPA had tabbed commercial radio and TV equipment (transmitters, amplifiers, radio receiving tubes and other equipment for replacement) for replacement. It was held, Allocations of steel, copper and aluminum for the industry. The earlier order made no such provision for replacement of equipment.

Meanwhile, the government did take steps last week to assure a supply of nickel for use by the receiving tube industry during May and June. NPA allocated 200,000 pounds and 180,000 pounds for those respective months, but pointed out that even this sum represents a reduction of the "minimum nickel requirements" given by an industry advisory committee.

These quantities should, however, allow the industry over on a minimum operating basis, in light of industry conservation programs and the increasing scarcity of the metal.

The tube industry had assured government officials earlier that adequate supplies of tubes would be channeled through tube distributors for replacement purposes.

NPA also noted that for new home radio and television sets will be available "only after all other needs have been met."

In a blanket move aimed at maintaining tube supplies, NPA clamped a limitation on deliveries for May, cutting them to 15% of

(Continued on page 38)
FALL, WINTER, SPRING, SUMMER,

LISTENERS (NOT SEASONS)

MAKE THE AUDIENCE!

By now, almost everyone agrees that Summertime radio provides as many (if not more) listeners than any other season.

This fact has been proven by many surveys and just plain common sense. Less than 7 percent of the nation’s people are on vacation at any one time. And when they go, today’s vacationers take their radios with them. Iowa Radio Audience Surveys show that even during the past two years there has been a tremendous increase in sets used during the summer. Families owning portable sets has increased by 66,019 — families owning radio-equipped autos has increased 145,462 since 1948.

In Summer, radios flock to the beaches, mountains and lakes; on family picnics; they take weekend trips and week-night drives, they’re practically “standard equipment” in automobiles and summer cottages. (The 1949 Iowa Radio Audience Survey found that 80.5% of the men and 63% of the women listened to their auto radios when traveling more than 100 miles.)

Radios are as much a part of the summertime American scene as bathing suits, picnics and “two-weeks-with-pay”. Actually, people are more dependent on radio when vacationing than when at home. If you want further facts, ask us or Free & Peters!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
Spirited Bidding
(Continued from page 22)

DANGERS in any attempt to dissipate the assets of ABC and that "legal action will be taken against the officials of CBS and ABC if properties of ABC are thrown on the market as a result of such agreement."

"We feel constrained to advise you in behalf of shareholders of ABC and CBS as well as the contractors having contracts with each of these companies that we will oppose before all governmental agencies and in the courts any attempt to merge these operations," Mr. Lamb wrote.

Mr. Lamb sent a copy of his letter to William S. Paley, CBS chairman of the board.

The CBS proposal involved the acquisition by that network of ABC stock at $11 or $15 per share. Total ABC shares outstanding as of last Jan. 1 was 1,690,017, of which Mr. Noble, his family and the Noble Foundation held about 900,000, or 57%.

Assuming CBS were able to buy the entire outstanding stock of ABC, a not inconceivable problem in view of the fact that much of the minority bloc is held by small shareholders, the post-ABC stock would be about $25,000,000.

Under the CBS proposal, that network would take ownership of WENR-TV Chicago, WXYZ-TV Detroit and possibly KGO-TV San Francisco, all of which ABC wholly owns.

The rest of the ABC properties, embracing WJZ-AM-FM-TV New York, WABC-TV and the Haltime clear channel outlet in Chicago; WXYZ Detroit, KGO San Francisco, and KPCA-AM-FM-TV Los Angeles, would be acquired by General Tire at a figure of $12, $15, $20 million, assuming that the total transaction involved 100% of the ABC stock.

Total Price

That would mean that CBS had paid some $13 million for the three ABC TV stations it picked up in the transaction, with the prices per station estimated at approximately $5 million for WENR-TV Chicago, and between $3 and $5 million each for KGO-TV San Francisco and WXYZ-TV Detroit.

It was understood that the plan of General Tire was to dispose of both Don Lee and Yankee networks, including six of the seven AM stations it now owns. Exceptions would be the seventh AM station, WNAC Boston and its only television station, WNAC-TV.

DUNCAN ROSS, assistant advertising manager, National Dairy Products Corp., was honored guest last month at a Spot Radio Clinic luncheon in the Biltmore Hotel, New York, sponsored by the National Assn. of Radio & Television Station Representatives Inc. Among those attending were (1 to r) Louis Moore, Robert Meecker Assoc., Inc.; John Peck, Paul H. Raymer Co.; Howard Lyons, chairman, Weed & Co.; Mr. Ross; Arthur McCoy, Averly-Kindel Inc., and Thomas Campbell, The Bromham Co.


gible third party in an ABC-CBS deal.

Like IT&T, United Paramount had previously dickered with Mr. Noble to no avail. Controlled by the Balaban organization, United Paramount is the licensee of WBBK (TV) Chicago, its only TV property.

If it consummated a deal with ABC, United Paramount would be obliged to sell either WBKB (TV) or the Chicago Plant which it would acquire. It would probably find a ready buyer for either of these properties in CBS.

Universal was separated from Paramount Famous Players, the company that produces films, after the motion picture consent decree which forced partition of production and exhibition organizations.

WILCOX-GAY
Firm Leases Calif. Plant

LEASING of a Burbank, Calif., plant for manufacture of major television and radio receiver sets and Wilcox-Gay Records for West Coast distribution has been completed with Wilcox-Gay Corp., Charlotte, Mich.

Operation of the plant, which has 85,000 square feet of floor space and is said to have been designed to straight-line mass production, is scheduled to begin within 30 days.

Coincident with the announcement, Universal reported the largest quarterly earnings in its history. Net earnings after taxes were $355,787 for January through March 1951; and net sales for the same period amounted to $3,707,658. For the same period a year ago, a net loss of $227,234 on sales of $1,320,660 was reported.

Regan to CBS

THE Phil Regan Show, sponsored by Pepsi-Cola Co. and featuring Phil Regan in a tour of armed forces and defense plants, will move from NBC to CBS, beginning with the broadcast of June 3, 5:30-6:35 p.m. Agency is Blow Co., New York.

AFCCE ELECTIONS

Davis Voted President

GEORGE C. DAVIS, Washington consulting engineer, was elected president of the Assn. of Federal Communications Consulting Engineers at annual elections in the Occidental Hotel in Washington April 30.

In addition to elections, the members discussed possibilities of modernizing the government's engineering practices which, said Mr. Davis, have been changed little since 1939. Other officers elected were:

James C. McNary, vice president; Dr. Frank G. Kear, secretary; Frank H. McIntosh, treasurer, and Lester E. McVittie, assistant advertising manager, National Dairy Products Corp., was honored guest last month at a Spot Radio Clinic luncheon in the Biltmore Hotel, New York, sponsored by the National Assn. of Radio & Television Station Representatives Inc. Among those attending were (1 to r) Louis Moore, Robert Meecker Assoc., Inc.; John Peck, Paul H. Raymer Co.; Howard Lyons, chairman, Weed & Co.; Mr. Ross; Arthur McCoy, Averly-Kindel Inc., and Thomas Campbell, The Bromham Co.
WOAI'S ANSWER TO ANA!

(George Duram Please Note)

Here's WOAI coverage and cost for which the ANA recommends a 5% decrease—

<table>
<thead>
<tr>
<th>1942</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td>349,610*</td>
</tr>
<tr>
<td>Minus TV Families</td>
<td>767,365**</td>
</tr>
<tr>
<td>(on the basis used by the ANA)</td>
<td>41,500***</td>
</tr>
<tr>
<td>Net &quot;Radio-only&quot; Families</td>
<td>349,610</td>
</tr>
<tr>
<td>Basic hour rate</td>
<td>$300.</td>
</tr>
<tr>
<td>% Increase radio families</td>
<td>+108%</td>
</tr>
<tr>
<td>% Increase hour rate</td>
<td>+ 13%</td>
</tr>
<tr>
<td>If rate were adjusted to audience increase, WOAI'S rate should be</td>
<td>$624</td>
</tr>
</tbody>
</table>

*NBC Survey, 1942: **BMB — 1949 + 3.6% adjustment to 1951: ***NBC Estimate, March 1951

WOAI INSTEAD OF CUTTING RATE MIGHT LOGICALLY INCREASE FROM $340 TO $624 OR 84%

WOAI STILL serves the Southwest at $340 an Hour

Represented Nationally by Edward Petry & Company, Inc.
New York, Chicago, Los Angeles, St. Louis, Dallas, San Francisco, Detroit
ADWOMEN ELECTIONS

Helen Berg Renamed Pres.

HELEN BERG, vice president and director, Her Majesty Underwear Co., was re-elected president and Madine Miller, director of press and public relations, C. E. Hoover Inc. was chosen vice president of the Advertising Women of New York at the club's annual business meeting at the Waldorf-Astoria Hotel last Tuesday.

Other new officers are: Ruth Volckmann, office manager of Sawyer-Ferguson-Walker Co., treasurer; Hilda Klomne, educational director of public health committee, Paper Cup & Container Institute, corresponding secretary; Marjorie Reitman, assistant news editor, Printers Ink, recording secretary. Grace Johnson, ABC director of continuity acceptance; Jean Wade Rindlaub, BBDO vice president, and Dorothy Kemble, MBS director of continuity acceptance, were re-elected to the board of directors. The new officers will be installed at a dinner at the Waldorf-Astoria tomorrow (Tuesday).

Building Bottleneck

(Continued from page 24)

each firm's average during the first six months of 1960. Users of the metal for electronic and other purposes can continue to use up their stocks in a larger way. Assistant secretary: Marjorie Reitman, assistant news editor, Printers Ink, recording secretary. Grace Johnson, ABC director of continuity acceptance; Jean Wade Rindlaub, BBDO vice president, and Dorothy Kemble, MBS director of continuity acceptance, were re-elected to the board of directors. The new officers will be installed at a dinner at the Waldorf-Astoria tomorrow (Tuesday).

A CHICAGO sponsor who has used only one participation spot during the past year, since mid-January on an independent station in one market is so thoroughly sold on radio's delivery per dollar that he's made it a must for future distribution and research.

The story of Thure (Terry) Anderson of suburban Park Ridge started three years ago when he ventured into the packaged food business. Many years ago, Mr. Anderson had known for a long time that beef has "more universal acceptance" than any other meat. "It is decided to experiment, and set up a cooking and slicing production line in the basement of his home. He borrowed a barbecue sauce recipe from his mother-in-law, drafted a master plan of his family for the work, and in a year and a half produced 25,000 pounds. In the meantime, he had bought a hop suy to his line of beef with honey, gravy and sliced beef barbecue— and had frozen-packaged all of them. When the pound volume needed to be increased, he leased a plant nearby. Now, on an early-morning disc show starring Bill Evans and broadcast five times weekly on WBBM, he's seen formerly unknown products are creating customer demand and building distribution—all this for $26.50 daily or $192.50 weekly.

The sponsor terms result un-believable and startling, and says it in a quiet voice. During Lent, for example, when meat products traditionally hit the bottom of the barrel sales-wise, Terry Foods Inc. saw a 9% greater volume than in December and January. This return was possible also because there were fewer shipping days during February. Mr. Anderson figures radio alone is responsible for sale of 9% of the total, and actually sees the increase as between 39% and 43%, inasmuch as his volume normally drops from 30 to 35% during Lent. Sales were sustained even during the post-Lenten season, when meat sales usually hit a low-level also, Mr. Anderson said. He has earmarked a standing 5% of his ad set to advertising, almost all of which will continue to be used on radio.

The company, a family corporation, distributes now in about 2,000 markets, two-thirds of which are large supermarket accounts, and 200 small accounts. Mr. Anderson borrowed a solver and started his business three years ago, he gained distribution in only about 300 supermarkets. Among the first to fold in the first year. Retailers in towns outside Chicago have ordered Terry Foods in response to customer request, as the WBBM signal reaches many markets in the state also. Mr. Anderson has for Terry Foods participation in other markets later. The company is now making plans to get a federal permit for interstate shipment.

University Elections

THOMAS D. RISHWORTH, director, Radio House, U. of Texas, has been elected president of the University Assn. for Educational Radio Education. Elections were held in conjunction with Institute for Education by Radio-Television sessions in Columbus, May 3-4. Others elected were: Leo Martin, U. of Alabama, vice president; Samuel B. Gould, Boston U., secretary-treasurer; Joe Calloway, Michigan State; Robert Hudson, U. of Illinois, and Mr. Martin, directors. Ralph Hardy, U. of Wisconsin, was named industry representative. The U. of Kentucky was elected to full membership—18th university to be accepted in the association.
A SURVEY OF THE RICHEST FARM REGION OF THE UPPER MIDWEST

KELO is FIRST...in listening

Distribution of Listening Homes Among Stations:

<table>
<thead>
<tr>
<th></th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>KELO</td>
<td>20.5%</td>
<td>22.2%</td>
<td>29.1%</td>
<td>24.8%</td>
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<tr>
<td>STATION A</td>
<td>11.6</td>
<td>13.1</td>
<td>11.4</td>
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<tr>
<td>STATION B</td>
<td>5.3</td>
<td>4.9</td>
<td>3.0</td>
<td>4.2</td>
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<tr>
<td>STATION C</td>
<td>.3</td>
<td>.4</td>
<td>.1</td>
<td>.2</td>
</tr>
<tr>
<td>STATION D</td>
<td>.8</td>
<td>.6</td>
<td>.5</td>
<td>.6</td>
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<td>.9</td>
</tr>
<tr>
<td>STATION I</td>
<td>14.6</td>
<td>12.6</td>
<td>23.9</td>
<td>17.8</td>
</tr>
<tr>
<td>STATION J</td>
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<td>1.3</td>
<td>1.6</td>
<td>1.5</td>
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<td>STATION K</td>
<td>17.6</td>
<td>17.2</td>
<td>23.1</td>
<td>19.8</td>
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<tr>
<td>STATION L</td>
<td>.5</td>
<td>.6</td>
<td>.6</td>
<td>.6</td>
</tr>
<tr>
<td>Other</td>
<td>4.2 &amp; 6.4</td>
<td>5.7 &amp; 5.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Indicates Limited Time Operation

Survey Periods: Monday through Saturday 8:00 A.M. to 10:30 P.M.
—Sunday 12:00 Noon to 10:00 P.M.

THE ONLY HUNDRED MILLION DOLLAR MARKET IN THE DAKOTAS

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

May 14, 1951 • Page 39
**DEFENSE ROLE OUTLINED**

TWO-PLY role of radio-TV stations as educators and sentinels in the nation's civil defense—to disseminate vital information to the public and to alert local community planners—was outlined to state and city groups last week.

Status of current national planning was outlined during a civil defense conference of national organizations, held at the Hotel Statler, Washington, D. C., last Monday and Tuesday.

Additionally, radio and TV outlets publicized the sessions with coverage of President Truman's address Monday evening and a lunch-eon speech by Gov. Earl Warren of California Tuesday, which rounded out a series of panel discussions. NBC-TV telecast the Chief Executive's talk, which also was aired by all major radio networks save ABC. Gov. Warren's address was scheduled by MBS and LBS, with tape recordings made by NBC.

A feature of the conference was a comprehensive exhibit of materials supplied by the Audio-Visual Division of the Federal Civil Defense Administration. Included in the display was a series of broadcast scripts, details on the New Jersey and New York civil defense radio networks, maps, booklets detailing various CD aspects, and a TV film showing of Survival Under Atomic Attack with narration by CBS Commentator Edward R. Murrow. Sample scripts were used on CBS-TV The Facts We Face and DuMont TV Network's Johns Hopkins Science Review.

**FCDA Material**

Delegates were told that FCDA's Public Affairs Office is supplying networks and stations with scripts, visual material (films, film strips, slides). Aids are in the form of questions and answers, public addresses, forums, and one-minute and 20-second spot announcements. The office also arranges for appearance of FCDA speakers, assisting networks in covering special civil defense events and maintaining liaison with advertising agencies, networks and various associations.

FCDA officials indicated that the agency hopes to map a recommended plan patterned after the New Jersey and New York state communication networks. Latter carries a special CD program each Wednesday at 11:30 p.m. when New York stations hold special dress rehearsals. WOR, WCBS and other station participation was recounted. A similar plan is under preparation in Minneapolis, it was revealed.

The Advertising Council also is cooperating on CD projects, having set aside a radio-TV allocation from April 30 through May 6. Schedule called for spotlighting FCDA's alert card on such programs as Theatre Guild On the Air, Arthur Godfrey and FBI In Peace and War.

Another phase of the national program is the need for some 15 million trained volunteers. Citizens are invited to contact their local stations to volunteer for any one of a number of services, including communications, if they have technical training in radio, television, telegraph or telephone. Thousands of workers will be needed to man communication networks for civil defense alone.

At the role of AM-TV stations in implementing the "nerve system" of civil defense will largely be secondary, crystallizing in the event land line communication is bombed out. This was indicated in a talk by Col. William Talbot, director of FCDA's Communications & Warning System, who said the government prefers not to depend on any one system. FM stations are not involved in present planning, it was indicated.

Col. Talbot outlined the nature of the yellow alert, which would be used to alert local civil defense officials, and the red signal which would be aired to the population. Provision is made for sending radio and audible signals to be piped to broadcast stations on the yellow alert. Primary system for alert involves use of a teletypewriter network from FCDA Washington headquarters. Actual alerts would be flashed by a civil air defense controller by telephone or radio.

**Issues Guide**

A communications guide made available to state and city CD directors explains that FCDA is responsible, along with FCC and the Dept. of Defense, for supervision over broadcasting networks. The study claims that "radio is particularly vulnerable" to enemy interception, thus inviting security problems, but recommends that local plans should embrace AM broadcasting and other forms of communication, and observes:

Wherever possible, wire line circuits should be back-coded by radio. Self-powered mobile radio equipment is especially desirable. Broadcasting stations (including television) should be used to inform the public of its responsibility in civil defense and to teach civil defense procedures. AM broadcasting stations will be available for dissemination.

(Continued on page 60)

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**LATEST HOOPER REPORT SHOWS:**

**WBNS, Columbus, has the 20 top-rated programs—Day and Night!**

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The ten top-rated daytime shows on WBNS are: Aunt Jenny, Ma Perkins, Our Gal Sunday, Wendy Warren, Arthur Godfrey, Big Sister, Guiding Light, News Roundup, Helen Trent and Rosemary; followed by the ten top-rated night-time shows, including Jack Benny, Mr. and Mrs. North, Mystery Theatre, Amos and Andy, Dr. Christian, Mr. Chameleon, Bing Crosby, Our Miss Brooks, Chet Long and Godfrey's Talent Scouts. That makes 20 out of 20... a good batting average in any league.

For time availabilities, write or call your John Blair representative.

---

**CENTRAL OHIO'S ONLY CBS OUTLET**

**WBNS IS BATTING 1000 IN THE BIG CENTRAL OHIO LEAGUE**

---

Page 40 • May 14, 1951
LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area. Population — 1,464,400, and the amazing story of WOOK, a UBC station.

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

Let's have the facts about WOOK

<table>
<thead>
<tr>
<th>Time</th>
<th>WOOK Audience</th>
<th>Independent A Audience</th>
<th>Independent B Audience</th>
<th>Network C Audience</th>
<th>Network D Audience</th>
<th>Network E Audience</th>
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<td>8285</td>
<td>1000</td>
<td>5400</td>
<td>8285</td>
<td>1400</td>
</tr>
</tbody>
</table>

Average rating 2. WOOK. All above figures from the 1951 American Research Bureau report.

Let's have the facts.

WOOK gives more listeners for the dollar.

You can't cover the Washington area without WOOK.

For more information, write, wire or phone United Broadcasting Company, 1143 Connecticut Avenue, N. W., Sterling 7265 Washington, D. C. and ask Forjoe or Radio Representatives about . . .

THE AMAZING STORY OF WOOK

WOOK is a UBC Station
Summer is only colossal!
Take a long look at Southern California in the Summertime.

In this land of superlatives nearly \( \frac{1}{4} \) of all retail sales (24.4\%) are made in June, July, August. Summer food store sales of $1,473,577,000 are higher than they are during the Winter.

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

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

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

**KNX Los Angeles**
 Demands More TV Use For Education

DEMAND for more and better use of the new TV medium for educational purposes featured the 21st Institute for Education by Radio and Television, which wound up its sessions May 6 at Columbus, under auspices of Ohio State U. [BROADCASTING * TELECASTING, May 7].

Hennock said educational TV will serve as a "pilot plant" for commercial TV, with educators bringing to the medium the high moral purposes which characterize their endeavors.

Speaking in a panel on TV's impact, Miss Hennock conceded commercial station's right to a profit "but not a profit of 1,000%." Dr. Benjamin Fine, education editor of The New York Times, said his four-year-old daughter announced she had "just learned on TV the best way to poison Mommy." Mrs. Donald P. Cottrell, wife of the Dean of Education at Ohio State U., said parents must guide children in program selection.

UNOFFICIAL side meeting during the institute draws this trio (l to r): Kenneth Bartlett, dean of University of Radio & TV Center, Syracuse U; James C. Hanahan, general manager, WENTS (TV) Cleveland, and Dr. I Keith Tyler, director of the institute.

ATTENTIVE listeners to an address by FCC Comr. Frieda B. Hennock (r) at the Institute for Education by Radio and Television are Benjamin Fine, education editor, New York Times, and FCC Comr. Paul A. Walker.

The Good Old Summertime

IN MIAMI

Who'd think we'd ever see the day when Miami's Summer tourists would outnumber the Winter tourists of just a few years ago? Well, everything...the number of inquiries flooding the Chamber of Commerce, more hotels, transportation company reports...everything indicates that this will be Miami's biggest Summer Season -- not to mention the nearly half a million year-round local residents in Dade County!

As far as the local advertisers are concerned...we're nicely up over last year. We can do a good job for you, too. Just call our Rep... The Bolling Company.

JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

BROADCASTING * Telecasting
YOU MIGHT GET A 12' 8" BLACK MARLIN*—

BUT...

YOU NEED WKZO-WJEF AND WKZO-TV TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, catch the biggest radio audience in Western Michigan. In their home cities, listeners-preference is so heavy that we've even quit subscribing to Kalamazoo Hoopers! Out in the country, 1949 BMB figures give WKZO-WJEF a 46.7% increase over 1946 in unduplicated Daytime Audience—a 52.8% increase at night! Yet WKZO-WJEF's combination rate is 20% less that the next-best two-station choice in Kalamazoo and Grand Rapids!

When it comes to television, WKZO-TV is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. Coverage includes five Western Michigan and Northern Indiana markets with a buying income of more than one and a half billion dollars! WKZO-TV telecasts to more receivers than are installed in such metropolitan markets as Atlanta, Kansas City and Rochester. WKZO-TV, Channel 3, is first choice on most of the 120,269 sets within the .1 MV line.

Write direct or ask Avery-Knodel, Inc. for all the facts!

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEFWKZO-TVWKZO

TOP4 IN GRAND RAPIDS TOP4 IN WESTERN MICHIGAN TOP4 IN KALAMAZOO

AND KENT COUNTY AND NORTHERN INDIANA AND GREATER

WESTERN MICHIGAN (CBS) (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting
‘RED’ ACCUSATIONS
AFRA-Industry Revise Plan

AFRA-INDUSTRY Committee procedure for handling accusations of
Communism against performers as originally announced May 4 in New
York [Broadcasting & Telecasting, May 7] was corrected and ampli-
fied in a second announcement last week.

The committee, which includes representatives of AFRA, AAAA,
NARTA, ANA and the major net-
works, was formed under AFRA
leadership last September. Its
formation resulted from growing
concern among both employers and
performers over issues raised by
such incidents as General Food’s
dismissal of Jean Muir from The
Aldrich Family radio cast, after
receipt of protests based on Red
Chains.

The latter publication, compiled
from sources as diverse as House
Un-American Activities Committee
reports and The Daily Worker,
listed radio and television per-
formers alleged to have Commu-
nist or Communist-Front affiliations.
Miss Muir denied any sympathy
with Communism, which she termed
“vicious and destructive.”

Also preceding formation of the
AFRA-Industry Committee was an
announcement early last September
by Rabbi Benjamin Schultz that a
Joint Committee Against Commu-
nism in New York, of which he was
coordinator, and which had been
“assured the assistance of
local patriotic organizations from
cost to coast,” would “watch na-
tional networks. . . .”

Last week’s AFRA-Industry Committee announcement described
the procedure it had “unanimously”
adopted as designed both to “pre-
vent Communist inroads” and to
“protect radio and television actors
and employers from irresponsible
charges.” It was adopted “sub-
stantially as recommended by a sub-
committee after several months of
study,” the announcement said.

The Procedure:
1. When an AFRA member is “pub-
licly accused by an identifiable source of
disloyalty or adherence to an or-
ganization or organizations described
as subversive,” he may file any sort
of written statement he likes in reply
with AFRA.
2. AFRA will keep such statements
in a “locked and confidential file.”
3. Any employer or prospective em-
ployer of an accused performer may
request such statement through the
AAA president, who will forward
the request to AFRA’s national ex-
cutive secretary. If such request
causes publication and date of charges
made, a copy of any statement on file
in reply to them will be released to
firm or person making request.
4. If no statement is on file, AFRA
will notify performer of the request
and permit him to file a statement.
“In either event the employer or pro-
spective employer, after first notify-
ing the performer, may release such
statement for the sole purpose of
refuting any disloyalty charge.”
5. “It is understood and agreed that
by consenting to this procedure,
AFRA is not on behalf of itself or
any of its members admitting the
veracity of any charges which have
thus far been made. Nor is AFRA
in any way attesting to the validity
or veracity of any of the statements
which may be filed by its members.
If any performer by his own actions
outside of union activities has so of-
fended American public opinion that
he has made himself harmful to the
best interests of an advertiser or
broadcaster, that is the individual
performer’s personal responsibility
and it cannot be shifted to his union. A letter of transmittal from the na-
tional executive secretary of AFRA
to the president of . . . (the AAAA) . . . setting forth trans under-
standings, shall accompany each statement.
shall continue in existence in an at-
tempt to find further solutions to the
problems which caused its creation.
7. “It is understood that the rep-
resentatives of industry may work
out a similar plan with other crafts
in the industry. . . .”

Mr. Feltis            Mr. Brandt

KING CHANGES
Brandt Succeeds Feltis

RESIGNATION of Hugh M. Feltis
as vice president and general man-
ger of King Broadcasting Co.,
Seattle (KING-AM-FM-TV), effec-
tive June 1, and appointment of his
successor, Otto Brandt, ABC vice
president, were announced last
week.

It was learned that Mr. Feltis
will open a radio-television consult-
ating office in the Central Bldg.,
Seattle, advising stations, adver-
tisers and agencies on commercial
management, program problems,
network relations, etc.

Announcements were made by
Mrs. A. Scott Bullitt, president of
the King Broadcasting Co., who
said Henry B. Owen will continue
as executive vice president. Mr.
Owen is now on loan to the Office
of Price Stabilization.

Mr. Brandt, who was elected
ABC vice president in charge of TV
stations last January after serving
as director of television stations
since April 1950, joined the ABC
station relations department in
February 1942. He previously had
served with NBC for eight years.
He was named manager of the
eastern division of the ABC sta-
tions department on April 1, 1948,
and was promoted to national di-
ger of station relations in Jan-
uary 1949, continuing in that posi-
tion until his appointment as di-
ger of television stations. His
successor at ABC has not been
named.

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON
COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM,
“AMERICANS, SPEAK UP!”, ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFEC-
TIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS
AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAM-
BER OF COMMERCE?

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts
EST. 1926
represented by Hollingbery
In Northern California

MORE PEOPLE LISTEN — more often — to KNBC
than to any other radio station

KNBC’s 50,000 watt Non-Directional transmitter
reaches all the markets of Northern California...

... KNBC has the biggest, most loyal audience in
the San Francisco-Oakland Metropolitan Market — the
seventh largest, fastest-growing major market in America.

... And as a plus, KNBC penetrates the rich, fast-growing markets
throughout Northern California. PLUS MARKETS like Stockton-
Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey,
Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach all these markets — in one, big
economical package. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one pack-
age!) — at LESS COST per thousand — than any
other advertising medium in Northern California.

PLUS — Market Case History
San Jose - Santa Clara

- Population — 288,938, an increase of 65.2%
  from 1940-1950
- Effective Buying Income* — $418,346,000
  up 166.4%.
- Retail Sales* — $392,670,000, an increase
  of 206.2%.
- KNBC Audience — Week after week, almost
  nine-tenths (89%) of the radio families
  listen regularly to KNBC.

*Sales Management's 1951 Survey of Buying Power

KNBC: Northern California's NO. 1 Advertising Medium
50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales
in West Virginia... your dollar goes farther with "personality"

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

NEW CBC HOME
Canada Radio Bldg. Opens

CANADIAN Broadcasting Corp. Friday (May 18) officially opens its 12-story Radio Canada Bldg. on Dorchester St. in downtown Montreal. A former hotel, it has been changed in three years to be headquarters for CBC engineering staff, administrative and personnel staffs, all CBC French-language programs, local English-language programs, and international shortwave broadcasts in 14 languages daily. When Montreal's TV transmitter goes on the air next summer it also will be programmed from the Radio Canada Bldg. More than 600 CBC employees will use the building.

There are 26 studios in the building, each in a different color scheme, and each suspended on springs or rubbers within the framework of the walls. Within the studios all acoustic tile has a different treatment on its reverse side, and by merely reversing a few tiles within the studio anyone of a dozen different acoustical results can be achieved.

The master control can carry programs to five transmitters, eight outgoing networks, seven incoming networks and the output of the 26 studios in the building. Twenty-seven individual programs can be routed through the master control simultaneously. The recording room can accommodate 12 disc recorders and eight tape recorders, each with its own control panel, clock and overhead speaker.

BLUME RESIGNS
Leaves FCC for Law Firm

FCC HEARING Examiner Jack P. Blume resigned from the Commission effective May 1 to become resident Washington partner in the radio law firm of ex-FCC Chairman James Lawrence Fly and Peter Shuebrouk. Firm name becomes Fly, Shuebrouk & Blume.

Mr. Blume will devote full-time to Washington operations of the firm, which expects to open offices May 15 at 1028 Connecticut Ave. N.W. Messrs. Fly and Shuebrouk will divide their time between Washington and the New York offices of the firm at 30 Rockefeller Plaza.

Mr. Blume joined FCC in March 1946 as regional attorney at Chicago. He moved to Washington in early 1947 as chief of the Law Dept.'s Review Section, being appointed hearing examiner in June 1947 with establishment of the hearing examiners under provisions of the Administrative Procedure Act.

He graduated in 1934 from City College of New York and obtained his law degree in 1937 from New York U. Law School. He engaged in private practice from 1937 to 1942, when he joined OPA as deputy hearing administrator.

Among his cases while hearing examiner have been the Mansfield Journal, Paramount-Dumont, WTVX Wilmingon, Del., San Francisco and Detroit TV cases, as well as several other broadcast and common carrier proceedings.
"You give me a paean*," said the account executive
(for an a.e. he had a big vocabulary)

"This copy isn't first enough," the a.e. said
"Make it claimier. You know—highest Hooperated
CBS station in the nation—highest income in the you know
what—all kinds of dough in the area—
loyalest audience—you know . . ."

"The hell with that," said the copywriter.

For once a copywriter won an argument:

The ad ran this way:

To a Madison Avenue Time Buyer
With Other Things on His Mind

975 miles west of you on U.S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield is the highest of all states.

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. Iowa produces more pork than any other state.

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa housewives. Poultry sums aren't chicken feed, either. Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals. It's a market worth reaching—and in Eastern Iowa WMT reaches.

Please ask the Katz man for additional data.

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

"What A.E.'s give me is spelled differently," says the copywriter.
STERLING DENIES PETITION FOR DELAY

PATH has been cleared for final FCC action on the WMIE Miami, Fla., transfer case, following denial by Comr. George E. Sterling of FCC General Counsel's petition for added time in which to file exceptions to the proposed grant of transfer [Broadcasting • Telescating, March 19].

In Comr. Sterling's action, announced May 4, no sufficient reason was found to grant an added delay. Vigorously opposing further extension, Attorney Paul M. Segal, counsel for WMIE, charged that additional delays "have played into the hands of malicious and unscrupulous competitors of WMIE who have long been seeking to destroy it." WMIE said it is losing considerable business as the result of an alleged "campaign" against it by certain radio and newspaper competitors. Mr. Segal is a member of the Washington, D. C., law firm, Segal, Smith & Hennessy.

The initial decision by FCC Hearing Examiner Leo Resnick was issued in mid-March. It would approve Arthur B. McBride as part owner of the station. Mr. Resnick had concluded that there was no evidence in the Commission record to disqualify Mr. McBride from being a radio station stockholder.

Mr. Resnick had proposed to grant WMIE assignment of construction permit from Lincoln Operating Co., as trustee for Sun Broadcasting Corp. to Sun Coast itself. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby. Sen. Estes Kefauver (D-Tenn.), had objected to the failure of the FCC initial decision to consider evidence gathered by Senate Crime Investigating Committee staff members [Broadcasting • Telescating, April 5].

Committee's Charge

The crime committee's "second interim report," charged Continental Press with being controlled by "gangsters who constitute the Cabbage syndicate" and again named the national racing wire service in its final report [Broadcasting • Telescating, May 7].

Continental Press is owned by Mr. McBride's son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly. Mr. Resnick had also given Mr. Sherby and Continental Press a clean bill of health.

In argument setting forth "no need for any additional time" on the case, WMIE refuted various possible grounds for FCC delay, such as shortage of available personnel, work load, and size of the hearing.

Station also contended "no lawful cause" has been set up in the Commission council's motion for further extension of time, saying any further exceptions by general counsel was factual.

WMIE described itself as the only independent, regional station in its area, operating with 5 kw night and 10 kw day. There are 11 stations in the Miami area, four of them affiliated with national networks. The four are WQAM, WQAM-AM, WQAM-FM, WQAM-TV; WIOD, Mutual, and WGBS, with Mutual. WGBS was not named in the brief as being in active competition with WMIE.

While giving a review of the WMIE case, the brief pointed to the radio advertising trend toward a fall-off in network business and an increase in national spot business. Result, according to WMIE, is that the leading high-power independent in a good market has been rapidly increasing its earning power and gaining the stations in the area." Such a development apparently is indicated in the Miami area, Mr. Segal's brief stated.

According to the WMIE counsel;

The applicant [WMIE] sincerely believes, and urges the Commission to consider the probability that there is joint action on the part of the three competitors stations to destroy the placing of radio advertising on WMIE. Stations have the opportunity to use the credit, to cause it to operate at a loss and to drive it out of business. The Commission will of course recognize the proof of such a conspiracy as an extremely difficult thing. In the nature of things direct and positive evidence is seldom accessible.

Counsel went on to say: "In the present case there is much evidence of a common design and a joint operation to the ends indicated. WMIE's brief alleged Daniel P. Sullivan, now employed by the Greater Miami Crime Commission, had been conducting a campaign before the FCC against WMIE. The brief attempted inference that this campaign had been, at least in part, allegedly conducted with the knowledge and perhaps aid of the stations named in the brief.

Gambling Issue

WMIE also strongly attacked the connection of the station with violation of the FCC's standards on the broadcasting of gambling information.

In defending its position, WMIE said the Crime Commission "takes the position that Continental Press Service is organized to supply information to bookmakers. The Crime Commission is familiar with the case of McBride vs. Western Union." This opinion critically mentions that one of the customers of Continental Press Service is WINZ at Miami Beach. The Crime Commission also knows that WMIE and WMEM, also of Miami Beach, have for a long time broadcast such things as the morning line, jockey changes, track conditions etc. "Both WIOD and WATK broadcast racing news," the brief asserted.

In outlining the alleged con-

VANDIVERE

JONDS WELDON & CARR

EDGAR F. VANDIVER E. Jr., formerly with the FCC, has joined Weldon & Carr, consulting radio engineering firm, as senior physicist in its Washington division.

Mr. Vandiver studies physics and electrical engineering at Emory U., continuing with graduate work at Drexel University. From 1936 to 1942, he was physics instructor at Clarence College, leaving to join FCC's engineering staff.

From 1948 until he left, Mr. Vandiver was chiefly concerned with research on propagation and antennas and with development of associated engineering standards. He directed preparation of the technical literature for the Daytime Skywave Hearing. In 1946 he was vice chairman and later chairman of the government-industry committee which analyzed skywave data and prepared new skywave charts for the Clear Channel Hearing.

Subsequently, he was named a member of the Ad Hoc Committee on VHF propagation. Mr. Vandiver was chairman of various other government-industry technical committees concerned with XARRA.

certed campaign against WMIE, the brief referred to an April 14, 1950, editorial, "Only Issue Is McBride," printed by the Miami Daily News (WIOD). Mr. Segal claimed the article was written by James M. Cox, who controls the newspaper and radio outlet involved. WMIE counsel asserted: "Not only did Cox use his newspaper to vent his spleen and attempt to influence the advertisers of the Miami area, but he also undertook to see to it that his vicious editorial was called to the attention of the FCC. He accordingly instructed an employee of his, one J. Leonard Reinisch, to see to it that copies of the editorial were furnished the Commission. Reinisch accordingly sent copies of the editorial personally to the Chairman of the Commission and to its General Counsel. This was obviously an attempt and an illegal attempt to influence the Commission."

Mr. Segal said "the same James M. Cox is author of the incredible and ridiculous fairy tale seeking to link Mr. McBride with Alphonse Capone."

Existence of a joint effort to discredit WMIE, Mr. Segal alleged was manifested "by the fact that the newspapers, their radio stations, WQAM, WINZ, WMEM, and the Commission concentrate all of their complaints against WMIE and deliberately and consistently ignore palpable and notorious violations by other radio broadcasting stations."
Building Strength for the Free World

Highlights from the Annual Report of Standard Oil Company (New Jersey)*
for 1950 ... a year of record activity

Standard Oil Company (New Jersey) is an American corporation which has, in varying degrees, investments of capital and technical knowledge in a large number of operating oil companies, both in the United States and abroad. In 1950, these companies:

IN THE U. S. A.
Drilled over a thousand new wells, with an unusually high proportion of producers... Improved and expanded refineries in New Jersey, Maryland, Louisiana, and Texas... Completed a new continuous wax-making plant at Bayonne, N. J. Added 370 miles to Texas crude oil pipeline systems... Started doubling the capacity of a products pipeline across Pennsylvania... Let contracts to increase by 85% the capacity of a pipeline from Baton Rouge to the Southeastern states... At government request, re-activated two government-owned Butyl rubber plants; also continued operating two others which have been producing constantly since 1943... Invested over 20 million dollars in laboratory research for new and improved processes and products.

IN WESTERN EUROPE
Proposed a plan which ended gasoline rationing in England... Went ahead of schedule in construction of a new refinery at Fawley, England, to be the largest in Europe... Expanded, improved or started construction of refineries in Norway, Belgium, West Germany, France, and Italy... Opened many new service stations, which served not only local motorists, but some 18,000 American tourists... Supplied 28% more fuel oil than a year ago, to meet needs for industrial expansion... Met the greatest demand for asphalt for new road building ever experienced in these areas.

IN THE MIDDLE EAST
Stepped up oil production substantially in Saudi Arabia... Opened the vitally important Trans-Arabian Pipeline system from oil fields on the Persian Gulf to the Mediterranean... over 1,000 miles of 30- and 31-inch pipe... Started construction of a large-diameter pipeline extending 550 miles from Iraq to the Mediterranean.

IN THE FAR EAST
Expanded production of crude oil in Indonesia and explored for oil in Papua... Increased output of refineries in Australia, Sumatra, Japan.

IN CANADA
Produced nearly 50% more oil than a year ago... Made new oil and gas discoveries in Ontario and Alberta... Operated nine refineries at 14% greater output than a year ago... Opened a new 1,100-mile pipeline system from Alberta to Lake Superior, to carry crude oil toward the major Canadian refineries and markets.

IN SOUTH AMERICA
Set a new production record in Venezuela, second largest oil-producing country in the world... Operated the big Aruba refinery in the Netherlands West Indies at a higher rate than ever before... Met sharply increased call for products throughout the continent, to support the vigorous post-war development.

IN OCEAN TRANSPORT
Received the last 4 of 12 super-tankers ordered two years ago... Ordered 6 more new tankers... Operated an ocean-going tanker fleet of 117 vessels, totaling over 2 million deadweight tons.

IN EMPLOYEE RELATIONS
Continued the same favorable labor relationships that have prevailed for more than three decades, with no strikes in domestic operations.

The year ended... The job goes on. In 1950, for the first time, world use of oil outside the Iron Curtain passed 10 million barrels a day. For comparison, it was just over 7 million in 1945, the peak war year.

This is significant to free people everywhere. Oil supplies in today's world are closely linked to living standards and national strength. It seems clear that more and more the world will look to oil to help keep it free and progressive. More and more it becomes clear, in meeting that need, that the American-developed business process of risk and result... of competition spurring corporate ingenuity and responsibility... is a strong and flexible system for promoting the welfare of people.

* We will be pleased to send a copy of the full report to anyone wishing it. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

FINANCIAL SUMMARY

<table>
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<tr>
<th>Standard Oil Company (New Jersey) and Consolidated Affiliates</th>
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<tr>
<td>Total income from sales, services, dividends and interest...</td>
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<tr>
<td>Taxes collected for governments ... ...</td>
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<tr>
<td>Wages and other employment costs</td>
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<tr>
<td>Spent for new plants and facilities</td>
</tr>
<tr>
<td>Number of stockholders-owners</td>
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<td>Number of employees</td>
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REVENUE from legal notices, longtime a financial mainstay of many small market newspapers, may soon be available to Florida radio stations.

A bill was introduced May 4 in the state legislature at Tallahassee and voted out of committee for floor consideration that same day which would authorize radio stations to handle legal notices.

If passed, the measure would provide a boon to hundreds of stations, particularly those located in counties.

One Washington observer, a radio pioneer, expressed the opinion that the legislation, if passed, probably would be adopted by other states.

The Florida bill would not interfere in any way with present publication requirements, but would provide an additional method of serving processes.

In all cases in which personnel services could not be obtained in suits, and process would be permitted by publication, the proposed bill would give a radio station in the same county as the court the authorization to broadcast the notice once weekly for four consecutive weeks.

The bill noted that the station

**SET OUTPUT**

**Radio Sales, Television Up**

PRODUCTION of radio receivers during the first quarter of 1951 was 27% above the same period last year, according to Radio-Television Mfrs. Assn. TV production was 37% above the same quarter in 1950, it was found.

Preliminary figures for the second quarter indicate a drop in TV production but RTMA pointed out that the greatest proportion of the 1050 output came during the third and fourth quarters.

RTMA's estimates, including both member and non-member companies, showed 4,285,971 radios and 2,199,669 TV sets manufactured in the first three months of 1951, compared to 3,343,600 radios and 1,606,200 TV sets, respectively, a year ago.

The figures show that 95% of TV sets in the first quarter had picture tubes 16 inches or larger, with 3,672 having tubes 22 inches or larger.

March production included a five-week period. Breakdown of first quarter production follows:

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<tr>
<th></th>
<th>Television</th>
<th>Home Radios</th>
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<tr>
<td>January</td>
<td>645,716</td>
<td>785,410</td>
</tr>
<tr>
<td>February</td>
<td>693,772</td>
<td>860,372</td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>874,648</td>
<td>1,087,745</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,199,669</td>
<td>2,650,552</td>
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**PORTABLES**

<table>
<thead>
<tr>
<th></th>
<th>Auto Sets</th>
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<tr>
<td>January</td>
<td>75,794</td>
</tr>
<tr>
<td>February</td>
<td>79,059</td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>147,037</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>302,190</td>
</tr>
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</table>

**WAGE POLICY Explained by Cool**

WAGE and salary stabilization programs definitely cover radio and television talent employed by advertising agencies, the Advertising Agency Financial Management Group was told by Ola C. Cool, Labor Relations Institute of New York director, at a luncheon meeting in New York last month.

Mr. Cool, speaking on "Wage and Salary Stabilization Problems in the Advertising Field," gave a detailed explanation of how the 10% wage increase formula of Regulation No. 6 applies in advertising, along with a plan for operation under Wage Stabilization programs. Barron Proctor, group president, presided.

**Lyle Warrick**

LYLE WARRICK, 27, special events director at WTTW and WTTV (TV) Bloomington, Ind., died May 5 after a long illness.

Mr. Warrick, a prominent Indiana radio personality, formerly was associated with WSUA Bloomington, WISH Indianapolis and WAVY Vincennes. A native of Bloomington, he was a graduate of Indiana University.
NEWS AND VIEWS OF COAL
A MONTHLY REPORT TO EDITORS

COAL RESEARCH PLANS FOR FUTURE.
Coal men recently met in Columbus, Ohio, to review and plan further the work of Bituminous Coal Research, Inc., which is sponsored by leaders in the industry. BCR work has led to greater mine safety, better coal preparation, more efficient mining machinery, and better utilization. BCR also looks to the future—to a practical synthetic fuels industry—new products through coal chemistry—and the revolutionary coal-power gas turbine. Coal men predict that newly planned research will mean not only still greater productivity and better coal, but also wider and more efficient use of coal in the future.

BRITISH EXPERTS STUDY AMERICAN COAL MINING METHODS.
Sixteen British coal mining experts were recently in this country to study American coal production—to see how, on a man-for-man basis, the average American miner is able to out-produce the average British miner by 5 to 1. American coal producers showed them how the most highly developed modern mining machines and the stimulus of free competition have made our coal industry the most productive in the world.

SAFETY PAYS—INSURANCE PREMIUMS LOWERED!
The coal mines' safety record of 1950 was the best in history. It brought tangible benefits to management as well as the miners. The State of Pennsylvania estimates that, as a direct result of the decrease of accidents, coal industrial insurance premiums will be lowered this year by more than 4%. Labor and management, working together, have both gained... because coal mining in Pennsylvania—as in other states—is safer than ever before.

"COAL RUSH" BY INDUSTRY.
The New York Times reports that major American industries are now staging a virtual "coal rush." Electric utilities, and plant after plant in such industries as food, soap and chemicals, are converting 100% to coal for their power. Industry is, as the Times article puts it, "waking up to conditions." There is no fear of coal rationing. The highly mechanized American coal industry is now at its highest level of productive efficiency—up 30% in 10 years. The nation is assured of a dependable and plentiful supply of its basic fuel—bituminous coal.

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

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

May 14, 1951 • Page 53
As John Blair & Company starts its 19th year of exclusive representation of leading radio stations, we welcome WWDC of Washington to our roster. We are pleased as well to number Washington, the 9th metropolitan market, among the great American cities on our list. The hard hitting, aggressive management at WWDC assures us that our new association will be a long and happy one.

We have watched WWDC grow during the past ten years to a dominant position in this always-rich market. Today with the cream of WWDC's established local shows PLUS the best of MUTUAL, we believe that WWDC offers more for your advertising dollar than any other medium in Washington. One of our representatives will be happy to tell you the whole story.
Join us in radio join and WWDC

John BLAIR & Company, NATIONAL REPRESENTATIVES

Offices in: NEW YORK, CHICAGO, ST. LOUIS, DETROIT, DALLAS, LOS ANGELES, SAN FRANCISCO
**Moral: Look Up**

ONE DAY Chicken Little, a flighty bird, began rushing around screaming, "The sky is falling." Goosy-Goosy, Piggsey-Wiggsey and Turkyi-Lurkey did not bother to look at the sky, although a glance would have assured them it was still in place. They just rushed after Chicken Little and joined in the alarmed cry.

The situation was a natural for the sly Foxy-Loxy who lured the terrified crowd into his den on the pretext of offering sanctuary and then ate them all up.

Too many radio people are acting like Chicken Little's friends. Some of their customers have heralded that the sky is falling, and they believe it. They had better look up.

We can offer the report that the sky is still there (we just looked out our window and saw it). Perhaps it is cloudier than it was a year or so ago, but it hasn't even begun to crumble at the edges.

**Freeze to Ice-Cap**

LAST WEEK radio-televison lost its aura of essentiality in this volatile defense economy. It's supposed to be temporary—until better controls on critical materials can be evolved.

The net effect, nevertheless, is that under the new NPA construction order, an equipment freeze is imposed upon all new station construction. There are the usual appeals procedures. Simultaneously, regulations affecting nickel, used in loudspeakers, and cathode ray tubes, foresaw enlightened production ahead in the receiver field.

This could be the beginning of what many thought would be the effect of the Korean outbreak—an equipment freeze superimposed upon the TV allocations freeze. That should come just about the time there are first signs of the thawing of the four-year-old TV freeze, if only in UHF, must be regarded as sheer coincidence.

The mysterious aspect of the new construction ban is that it came out of the blue—a complete surprise to the FCC and to those doing business with NPA. There wasn't the customary consultation. TV again by proxy representatives. It countermands an order of last January which exempted radio and TV.

The experience of World War II, when a tight equipment freeze was imposed on every-thing except construction "certified as essential in the war effort" must be used as the index to this new dilemma. Defense production officials are now on order to the FCC simply that there will be no approvals "in the field" of new construction of transmitters or studios, but that applications must be bucked to Washing-ton. Anyone who had experiences with the priorities procedures of the last war knows their futility.

As it stands now, only those projects under-way can be completed. Hollywood-type studios are cut, along with motion picture theatres and hot-dog stands. New station installations might go on if they aren't too numerous, and if the Washington authorities do not follow the World War II pattern of confusion and frustration, compounded.

Radio should not be a serious issue in this new economy, and the problem is not here. The President and Defense Chief Wilson have stated repeatedly that a healthy civilian economy must be maintained.

TV occupies a unique place in the civilian economy. In the scant six years since World War II it has become such a part of the economy save food, clothing, housing and transportation—in those parts of the country where the federal government has permitted it to exist. Yet many areas are still deprived of television—which is still a "regional" medium, regional to the extent of 107 stations covering only 68 markets.

Before the controls are drawn taut, the case for radio-TV should be forcefully presented to the appropriate defense authorities. The inequity of banning radio-TV construction at about the time the allocation lid comes off, should be made crystal clear.

**Below the Belt**

IN OUR government of checks and balances, it is the prerogative—indeed the duty—of Congress to probe into the activities and personnel of any and all agencies of Government.

The FCC has had its share of those inquiries. It has been the but of many a Congressional diatribe. It has been called almost everything in the book. And much of it, in our judgment, has been justified, as past volumes of this Journal covering a 20-year span, will attest.

The FCC of today isn't the paragon of bureaucratic perfection by quite a stretch. But it still faces the same worrisome casky in Government. We think it can get along with less money, less red tape, less made-work and fewer people just sitting out jobs until they can retire.

Proper inquiries into FCC activities, in our view, should be encouraged. Irresponsible ones, motivated by disgruntled individuals or flannel-mouthed legislators with axes to be ground, should be shrunken.

The FCC was hit below the belt the other day. Rep. Eugene Cox (D-Ga.), who headed the first FCC investigation eight years ago, and Rep. John Rankin (D-Ms.), who spits vituperation at all minorities, joined hands. They branded the whole FCC a Communist cell.

Mr. Cox wanted to snip half a million off the FCC's budget, and got it. Mr. Rankin wanted to abolish the FCC altogether—until the last vestige of his imagined junior Kremlin is cleaned out.

Mr. Rankin's approach was pure nonsense. We believe the FCC of another era had its philistinism red or yellow. The world now should be mature enough to realize the FCC is needed, at least temporarily.

It was Mr. Cox, who should know better, who gave to his House colleagues a lot of archeaic, rhetorical eye-wash, and who slandered Chairman Wayne Coy. He talked about a com-missioneer's wife who is vice president of a Communist-front organization. He meant the wife of an ex-commissioner who failed of re-appointment three years ago. He was alluding to a departed era.

Mr. Cox charged that the Washington Post "pretty well dominates the Commission," because Chairman Coy was head of the radio operations of that newspaper before he became chairman in 1947. That canard is refuted by Mr. Coy himself. He had declined to participate in any decision having the remotest connection with Washington Post radio or TV activities, and has absent himself from the discussions.

The cut in FCC appropriations, as advocated by Mr. Cox, may stand. The FCC wouldn't be incapacitated if it did. But fairness and equity, we believe, demand a repudiation of the irresponsible and unfounded charges which were virtually uncontroverted in the Congressional Record.

DONALD MALCOLM NEILL

TO GO FROM office boy to chairman of the board in a little less than 14 years is unusual, but to go from office boy in a government broadcasting system and become chairman of the board of the private stations' organization at the same time is even more unusual. That in short is the career of Don-ald Malcolm Neil, general manager of CFBN Fredericton, N. B., who at the age of 35 was recently elected chairman of the board of the Canadian Assn. of Broadcasters.

Malcolm Neil grew up with radio. Born in Fredericton on April 16, 1916, he learned when he was eight years old that he had to tip toe about the house and speak in whispers during certain hours of the day. During that time, CFBN was on the air—from the den in the family home. It was a 100 watt and the power supply was a motor generator heating out a regular rhythm in the basement.

He recalls that "in those early days there was no such thing as an electrical pickup and the method used was to place a microphone in front of the speaker on our victrola and grind out the records in this manner. There was of course the recorded program in the house, and having an open microphone in the den a good part of each day meant that members of the family had to walk on tiptoes and speak in whispers during broadcast hours."

That situation continued from 1923 to 1928 when the station was moved to larger and more suitable quarters outside the Neil family resi-dence. Life became easier for the Neills at home.

After finishing school at Bishop's College in Lennoxville, Quebec, Mr. Neil put in a short time in the family business, a retail and wholesale hardware firm founded in 1838 by his great-grandfather. CFBN is operated as a division of that firm, and Mr. Neil is a vice president of James S. Neil & Sons Ltd., and a member of the fourth generation in the firm.

From the hardware firm he went to the Canadian Broadcasting Corp. at Ottawa to become an office boy. That was on May 15, 1937. He was just 22 years old. He was pro-moted within a week to a file clerk, and after six months was transferred to the newly orga-nized station relations division of which Horace Stovin became the first manager. Mr. Neil became his assistant. On May 15, 1938, the division, along with other departments of the CBC, was moved to Toronto and he went along.

It did not take young Neil long to find his way about Toronto, and within a week he had (Continued on page 69)
In the Nation's Capital...

WTOP's news programs are more-listened-to than ever before...

The 6 to 7 p.m. evening news hour delivers 4,462* MORE homes than last year

*The Pulse Inc., March-April 1950 vs. 1951
Hope "Cappy" Told Him
Where to Get Off!

"Cappy" Fisher—who just retired after thirty-five years as a railroad conductor—was telling about a certain salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket he forgot, the salesman busts out with "Who's worried about the ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh
Children's Programs also prove KEX Preference

YOUNGSTERS prefer KEX programs and influence purchases of KEX advertised products

5,000 eager youngsters jammed the auditorium of Portland's leading department store, Meier & Frank Company, to witness the annual Easter Party. "Drawing cards" for the show were KEX stars Uncle Bob and Merrie Virginia.

Throughout the years only KEX children shows have enjoyed a continued success in the Pacific Northwest, and five sponsors have been associated with these shows since their inception. Consistent program promotion and personal appearances are keeping these KEX leaders way out in front of other kid shows. Proof? Check your audience reports!

"The Squirrel Cage"
Every afternoon from 4:15 to 4:45 Uncle Bob holds forth with his little friends, "Gus the Goose" and "Gabby the Squirrel." It's fascinating fun for small fry.

"The Merrie Circle"
Rounding out each afternoon of kiddie fun, Merrie Virginia takes her listeners to the land of make-believe with her many puppet characters, including "Gulbert" and "Sir Percival Penguin." This program from 5:00 to 5:30 provokes hundreds of letters weekly from the entire Northwest.

P.S. Not only do these shows earn ratings — but they rate parental approval. Contact KEX or Free & Peters for availabilities now!

Oregon's Only 50,000 Watt Station
ABC AFFILIATE IN PORTLAND
WESTINGHOUSE RADIO STATIONS INC.
KEX KYW KDKA WBZ WBZA WOWO WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
WILLIAM DOTY EDOURARDE appointed NBC radio and TV sales representative in Southern California succeeding ROBERT E. HOWARD resigned. Mr. Edouarde was with KFWB Hollywood as sales manager, and earlier was associated with Badger, Browning & Hersey, N. Y.

RALPH L. STUFFLEBAM, commercial manager KSTL St. Louis, appointed director of FM at KXOK-AM-FM St. Louis.

PAUL ADANTI, station manager WHEN (TV) Syracuse, appointed director and vice president Meredith Syracuse Television Corp., subsidiary of Meredith Publishing Co., Des Moines, Iowa. Company also owns WHEN.

LEO BORIN, program supervisor WHAY New Britain, Conn., appointed manager of station. He will also continue his program duties. THOMAS MEADE appointed sales manager WHAY.

HOWARD R. HAWKINS, general attorney RCA Communications since Jan. 1, 1949, elected vice president and general attorney of RCA Communications Inc.

A. DONOVAN FAUST, assistant general manager WLWD (TV) Dayton, appointed assistant general manager WDTV (TV) Pittsburgh.

WINSTON S. (Red) DUSTIN, vice president and general sales manager of Noe Stations (WNOE New Orleans, KNOE Monroe, La.), named executive secretary of Cordell Hull Foundation for International Education. Foundation, which plans multi-million dollar endowment for education of Latin American students at Vanderbilt and other U. S. universities, constitutes largest private project for interchange of students and eventually plans to cover entire world. Mr. Dustin has been identified with project from its start. Trustees include Frank Houston, Chemical Bank in New York; James A. Farley, UN Ambassador Warren Austin and other leading figures.

HARRY W. ZIPPER, executive assistant to J. KELLY SMITH, CBS vice president in charge of O&O stations, named production business manager, KYSL (TV) Louisville. He will work with JAMES MELICK, executive assistant to management CBS Hollywood.

JOSEPH HERSHEY McGILVRA Inc. N. Y. appointed national representatives for WBIS Bristol, Conn.

EDWIN C. DERRYBERRY, account executive WTVJ (TV) Miami, called to active duty with Air Force.

ART CURTIS assistant to merchandising manager Hotpoint Inc., Chicago, to sales department WBBM Chicago.

LaVERLE TEED, John Keating Radio Station Representatives, Portland, Ore., appointed radio consultant for firm.

R. C. LOCKMAN, account executive KNX Hollywood, to KTTV same city, in similar capacity.

B. W. JASPER appointed account executive WXGI Richmond. He was with WCSI Columbus, Ind., as sales manager.

MEL GOODRODE, Bendix Appliance, South Bend, MBS Chicaago, as network account executive. He also worked at J. Walter Thompson, Chicago.

THE KENNEDY Co., Philadelphia representatives for WOND Pleasantville, N. J. JOHN G. STRUCKELL appointed acting general manager WOND. He was with WWBZ Vineland, N. J.

JOHN B. SOELL, DuMont Television Network, named account executive. He was account executive with WMCA New York for two years.

ARTHUR M. SWIFT, salesmen WOD Grand Rapids, on temporary duty with Air Force, stationed in Detroit.

NORMAN GLENN, supervisor of NBC sales promotion division, radio advertising and promotion, named to Radio Network Sales staff. VINTON FREEDLEY Jr., formerly with American Tobacco Co., Poote, Cone & Belding and BBDO, also named to Radio Network sales staff [BROADCASTING • TELECASTING, April 30].

PERSONALS . . .

HECHT S. LACKEY, owner and general manager WSON-AM-FM Henderson, Ky., elected governor of District 233 of Rotary International. . . . J. CLIFFORD LEE, president KFXM San Bernardino, elected to three-year term as director-at-large on board of California Tuberculosis & Health Assn. . . . C. K. SPIER, business manager WBT-AM-FM and WBTY (TV) Charlotte, N. C., elected first vice president Charlotte Chapter of National Office Management Assn. . . . JOHN H. POOLE, president KALI Pasadena, Calif. is on two months tour of Europe. . . . ROGER CLIPP, general manager WFIL-AM-FM-TV Philadelphia, named chairman of Variety Clubs convention to be held in Philadelphia in May. Vice President Alvin W. Barkley, Loretta Yeung and Morton Downey are scheduled to attend. Faye Emerson and Ken Murray will originate their network television shows from Philadelphia during the Variety Clubs convention. Mr. Clipp will also serve as chairman of special events committee for Philadelphia's observance of Armed Forces Day, May 19.

JOHN D. SCHEUER Jr., assistant general manager WFIL Philadelphia will speak at Fourth Radio and Television Institute to be held at Pennsylvania State College, July 11, on WFIL-TV University of the Air. Several hundred men and women in the radio-television industry and in the education field are expected to attend . . . ROBERT E. DUNVILLE, president and general manager Crosley Broadcasting Corp. at Cincinnati headquarters, returned to his home last Tuesday after a hospital sojourn. He suffered what was described as a "mild cardiac attack" three weeks earlier . . . HENRY P. JOHNSON, managing director WSON Birmingham, Ala., has adopted four-month-old girl, Margaret Ann.

BASEBALL HEARING

KFSB Goes to Court

MAY 17 has been set for a circuit court hearing in Joplin, Mo., wherein the local KFSB will seek the right to broadcast baseball games of the St. Louis Cardinals. Station's counsel has filed for an injunction against such a ban which is effective when the Joplin baseball team of the Western Assn. plays at home.

Defendants are the Cardinals, Griesedick Brewing Co. as sponsor, Ruthrauff & Ryan, agency, and the Joplin baseball team. Anti-trust, restraint of interstate commerce and monopoly are alleged. According to reports, KFSB is regarding the ban.
Murrow takes to tape

45 miles of news-packed sound tape is one week’s raw material for Ed Murrow’s “HEAR IT NOW”, Peabody Award winner for 1951.

History repeats itself for the benefit of CBS audiences every week as Edward R. Murrow airs his skillfully woven account of the week’s happenings, “Hear It Now”. On-the-spot tape recordings from the world’s newsfronts—45 miles of them—go into the making of “Hear It Now”. These capture the actual voices and surroundings of the men who make the news, reproduce every sound with life-like fidelity.

There is no needle scratch, crosstalk or backlashing with tape, and its high fidelity remains through thousands of playings. Tape recordings can be made anywhere, anytime... in the studio, on the street, in moving vehicles... and the tape is easy to cut and dub into.

Want to know more about the shortcuts, new twists, savings you can make with tape? Write to Dept. BT51, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we’ll arrange to have a representative give you the whole story.

IMPORTANT: There’s more than one brand of sound recording tape on the market. Insist on the “SCOTCH” brand, the lubricated tape that means matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and recording companies.

OPERATOR RULE

'Severe Hardship'—NARTB

SEVERE hardship would be imposed, especially on small stations, by the FCC's April 5 proposed rule granting 30-day exemption from the first-class operator rule, according to a special NARTB committee engaged in a study of the problem [Broadcasting • Telecasting, May 7].

While the FCC's proposed rule is designed to provide relief, according to the committee, its 30-day limit will force stations into procedural snarls worse than the hardship the rule is designed to relieve. Exemption of 120 days instead of 30 days should be granted, the committee suggested, with stations filing an interim report at the 30-day point to show what efforts are being made to hire first-class operators.

Stations would be put to heavy expense and time-consuming task in supporting applications for relief every 30 days, the committee contended, with more than 30 days likely to be required to comply with requirements. "In fact, a station would be well advised to begin preparing its second justification before action had been taken on its first application," the committee argued. "The Commission must make the basic period of relief sufficiently long to make it meaningful."

Since the proposed FCC ruling permits filing with field engineers, the committee felt these engineers should have the right to terminate exemptions if stations failed to make a good showing at the 60-day interval.

The 30-day rule proposed by the Commission is contrary to sound administrative practices, the committee contended, citing regulatory practices in support of its claim. Another practical objection centered in the difficulty of hiring temporary operators on a 30-day basis, especially in view of the present national labor shortage.

The brief was filed by Bernard K. Evans, staff attorney, whose membership comprises William C. Grove, KFBG Cheyenne, Wyo.; chairman; Marshall Pengra, WATO Oak Ridge, Tenn., and Harold Essex, WJSJ Winston-Salem, N. C.

KPPC DENIED

FCC Reverses Proposed CP

REVERSING an initial decision, FCC last week denied a construction permit to Pasadena Presbyterian Church to change transmitting equipment and to increase power of KPPC Pasadena on a share-time basis with KGFJ Los Angeles. Requested power boost was from 100 w to 250 w, operating on 1240 kc.

The initial decision was reversed on grounds that there was more than 2 mv/m and 25 mv/m contours overlap by KPPC compared to requested 2.5 and 2 mv/m contours of KGFJ.

In a dissenting opinion, Comr. Paul A. Walker said that FCC's rules and standards should be enforced "with reason." Asking such an interpretation in this case, Comr. Walker indicated granting of both applications as recommended by Examiner Basil P. CONDER would permit "increased benefits to many thousands of listeners."

KSF ST REVOCATION

Suspended Pending Hearing

FCC has suspended its order revoking the construction permit of KSF Fort Stockton, Tex., until hearings, which are to be held in Fort Stockton, are concluded [Broadcasting • Telecasting, March 19]. No date has been fixed for the hearings over which Comr. Paul A. Walker will preside, FCC said in an action May 3.

Basis for the revocation order was alleged ownership misrepresentation of KTXC Big Spring, Tex., whose bid for license renewal also was designated by the Commission for hearing.

Actions on KTXC and KSF had been held in abeyance in a letter from Leonard R. Lyon regarding alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original attorney of KTXC and par- owner KSF in equal partnership with the Andersons and Clyde E. and George T. Thomas, all of whom were on a license to operate with KPPC with having participated in "the illegal transfer" of KTXC.

Extends Deadline

Decision Set Aside

FCC on Monday set aside a hearing examiner's initial decision looking toward grant of KIFR Idaho Falls, Idaho, application for to operate in facilities from 1400 kc to 250 w, unlimited to 1000 kc, 10 kw, unlimited, night directional. Commission remanded case to examiner for further hearing.

House MOVING

WBUD Meets Emergency

WBUD Morrisville, Pa., quickly shifted operations to its transmitter site when line men cut main power lines to permit the moving of a three-story double house. The house, purchased from the Delaware Bridge Commission, was "transplanted" from one section of the city to another. Transfer necessitated power cut.

William A. Brewer, WBUD chief engineer, ordered interim operations be conducted from the transmitter site on the Delaware River. The emergency operation lasted only an hour and WBUD made the transition with only 20 seconds of "dead" time.

UTAH DENIAL

KSV C Loses Petition

FCC last Tuesday denied a petition by Sevier Valley Broadcasting Co. asking to enlarge the hearing issues in connection with its application for license renewal of KSVC Richfield, Utah. Sevier Valley held that it was denied the inclusion of the station's programming as evidence.

Comr. Paul A. Walker and Rossel Hyde dissented to the decision upheld by Comrs. Wayne Coy, Paul A. Walker, Edward Webster, Robert Jones, and George Sterling. FCC's memorandum opinion and order stated that the Commission had not specified any programming issues because it was "satisfied that the program of the station has been operated in the public interest." Request that oral argument be held was also denied by FCC.

Issues being considered in KSVC's license renewal are whether authorized transfer of control of the station, alleged misreporting and failure to report to the Commission, deviation from filing in the representations shown in the CPF application, and whether grant of the application would be in the public interest.

In his dissent, Comr. Hyde indicated that since the application was to be considered as to whether it could be granted in the public interest, all evidence concerning the application should be offered. Comr. Hyde also questioned that it had engaged a lawyer unfamiliar with radio law at the time of its original filing and therefore had been late to offer evidence of programming in the hearings. Comr. Hyde said that in FCC's discretion, this lateness in filing could have been waived.

Kwwr carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES from 1969 BMB Survey

DAYTIME

Station A 355,000
Station B 337,500
Station C 291,900

NIGHTTIME

Station A 267,900
Station B 207,900
Station C 187,900
Truscon Builds

World's Tallest Radio Tower

Truscon has fabricated for the United States Government a 1,212-foot tower recently erected near Rome, New York.

The 1,212-foot giant overshadows every other man-made structure in the world, except the 1,250-foot high Empire State building. It is truly a tribute to the skill of the men at Truscon who designed, engineered, and produced it. Not many years ago a tower of this type and height would have been considered impractical to build. Work on the structure began on Truscon's drawing boards in the spring of 1948. Erection was started in September 1950.

Nearing completion last November, the tower had its first test of consequence during the storm that brought record snow and 125-mile-an-hour winds to the eastern section of the country. In this blow the tower swayed approximately seven-tenths of the seven feet it is calculated to sway in a 150-mile-an-hour hurricane.

Requiring 772 tons of fabricated steel, the great structure is supported by 4 miles of guy cables, most of which are anchored almost a quarter of a mile away from the base. The new tower will be used by scientists at the Griffiss Air Force Base near Rome (N. Y.) for the study of Loran, a radio navigation aid first developed during the last war.

Today, rising skyward in many nations are many hundreds of Truscon-built “fingers of steel” over which pour communications for the attentive ears and eyes of the world's people. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

A construction photograph shows giant tower's base. More than 1400 cu. yds. of concrete was used to form base pier and guy anchors.
MICHAEL AWARDS

1,200 Attend 2nd Annual Academy Dinner

SECOND annual "Michael Awards" of the Academy of Radio & Television Arts & Sciences were presented last week to 27 network radio and television personalities and programs at a dinner at the Waldorf-Astoria Hotel in New York last Monday evening.

Seven special citations were presented, including a "pioneer television award" to Dr. Allen-B. DuMont, president of Allen B. DuMont Labs and the DuMont Television Network, and a "national public service citation" to the Kefauver Crime Investigating Committee. Some 1,200 persons, including broadcasting, newspaper, government and social leaders, were on hand for the banquet, proceeds of which were donated to United Cerebral Palsy's $5 million May campaign.

Award winners were announced as follows:

Radio—Best comedian, Groucho Marx (NBC); best situation comedy, Jack Benny Show (CBS); best dramatic program, Theatre Guild on the Air (NBC); best news interpretation, Edward R. Murrow (CBS); best consistent-news commentator, Walter Winchell (ABC); best classical music program, Pepsodent Symphonies Hour (NBC); best mystery program, Dragnet (NBC); best children's program, Quiz Kids (NBC); best producer-director, Theatre Guild and Homer Fickett (NBC).

Television—Best comedian, Milton Berle (NBC-TV); best variety program, Toast of the Town (CBS-TV); best situation comedy program, Alan Young Show (CBS-TV); best dramatic program, Philco Playhouse (NBC-TV); best mystery program, Suspense (CBS-TV); best panel quiz, What's My Line (CBS-TV); best children's program, Super Circus (ABC-TV); best musical variety program, Fred Waring Show (CBS-TV); best producer-director, Max Lieberman (NBC-TV); best news commentator, John Cameron Swayze (NBC-TV); best commercial presentation, Lucky Strike cigarettes (NBC-TV).

Best male vocalist, Perry Como (CBS); Best female vocalist, Dinah Shore (CBS)

Best announcer, Bud Collyer (NBC-TV).

Best sportscaster, Bill Stern (NBC-TV).

Most promising television star, Sam Levenson (CBS).

"Michael Citations"—Irving Mansfield for originality and creativeness in the conception of program ideas (CBS); Barry Gray, public affairs award (CBS); Arthur Godfrey, "Mr. Mike" (CBS); Eddie Cantor, humanitarian award (NBC-TV); Bob Hope, Americanism award (NBC); the Kefauver Committee, national public service citation; Dr. Allen B. DuMont, pioneer television (DuMont).

Radio-television forum and discussion programs—American Forum of the Air, best forum program (NBC); Meet the Press, best discussion program (NBC-TV).

GE RESEARCH

To Triple Facilities

THE NEED for more research and development looking toward improved electronic equipment for the armed forces has prompted the General Electric Co., Syracuse, to plan tripling of its facilities at Electronics Park and the addition of 175 new employees.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Dept., said the size of the 190-acre lab building will be increased from 35,000 to 101,000 sq. ft. by the addition of two wings. Construction starts this month. Activities carried on in the laboratory include not only military research but basic studies in the whole field of communications. About 162 people currently are employed at the Electronics Lab.

FRAUD BILL

House Committee Citers FCC

CITING FCC testimony on the projected radio fraud bill [Broadcasting * Telecasting, April 30, 23, 16], the House Judiciary Committee has said "radio misuse to perpetrate frauds has increased to an alarming degree...."

This recognition of fraud via radio was given in the committee's report on HR 2948, which was approved a fortnight ago for House action.

Taking cognizance of fraudulent operators who by-pass the mails and use only "wire and radio facilities," the committee said that the ingenuity of swindlers gravitates naturally to those unethical practices beyond the specific sanction of law.

Mail Issue

It went on to say, "even in those cases of radio fraud where the mails have played a role, it is sometimes difficult to prove the use of the mails to the satisfaction of the court and so prosecutions often fail. Because of the greater facility in proving the use of radio, this bill if enacted might often rescue a prosecution which would otherwise be defeated on technicalities."

The fraud bill would apply to anyone who transmitted or caused to be transmitted by way of inter-state wire or radio communication any fraudulent scheme. The amendment to the U. S. Criminal Code also includes television. Maximum penalty carried would be a $1,000 fine, five years imprisonment, or both.

Dartmouth Granted CP

TRUSTEES of Dartmouth College Thayer School of Engineering, Hanover, N. H., have been granted a license for a Class I experimental radio station to be used for basic research in physics of the ionosphere. Frequencies within the band 1.5 to 10 mc to be assigned with conditions.

COMMERCIALS.

If it's ears you are need'n
The kind that are heed'n

Pick the station that's leading,
In Greater Grand Rapids, it's WOOD!

Why is WOOD terrific?
Ask Kate to get specific.

In Greater Grand Rapids ... the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience.
- Covers Michigan's largest inland market.
- Gives you lowest cost per thousand.
- Gives you best local programming and promotion.
- Is Greater Grand Rapids' only 5000 watt station.

For the best earful in Greater Grand Rapids...

WOOD

GRAND RAPIDS, MICHIGAN

5000 WATTS ~ NBC AFFILIATE

Also WYFY ~ Flint, Mich.; WXDA ~ Eau Claire, Wis.; WNBA ~ Indianapolis, Ind.

National Representatives

Kate Agency, 408 Addison Ave., New York, N. Y.

COUNCIL PICKUP

Col. Springs Allows Tape "REVOCARABLE" permit to tape record meetings of the Colorado Springs (Col.) City Council has been granted KVOR, that city. By vote of 6-3 the council approved delayed broadcasts, long proposed in Rocky Mountain cities.

James D. Russell, KVOR president, appeared before the council May 8 to explain his request, saying the object was to heighten public interest in council proceedings. The tape will be edited to remove less interesting portions and a narrative will be added by Hal Bumpus, KVOR newsmen.

Mr. Russell said military matter of a confidential nature would be deleted. "We have no bones to pick," he continued. "We are not in a position, nor do we have the slightest desire to editorialize. It will be straight news reporting." Among the three dissenter objected to recordings on the ground they would cause misunderstanding. A new member felt he had not been on the body long enough to have his opinions broadcast.

300 Million DOLLARS WORTH covered with ONE STATION

LEBANON, Pa. ~ 1000 WATTS ~ 1270 KC

The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.

REPRESENTED BY RAMBEAU
Mr. Heverly: You'll find the truth about

ZENITH UHF TUNING

in the May issue of

RADIO COMMUNICATION

Your letter, Mr. Heverly, published in Broadcasting for April 16, described Zenith's full-page advertisements on their UHF television tuning as "one of the most flagrant examples of poor advertising I have ever seen, and a discredit to the TV manufacturing industry", and "... a disgrace to the advertising profession and the agency [Critchfield & Company] that places it."

If Zenith is giving UHF television what you called the "patent medicine" treatment, it is a very serious matter in your city of Seattle, where 2 out of the 5 proposed commercial allocations are UHF. It is still more serious to the people in your state generally, because 17 out of the 27 stations proposed are UHF. In fact, the future expansion of TV depends largely on UHF reception, because the FCC plan calls for 1,230 UHF commercial assignments, with only 484 on VHF. This makes UHF doubly important.

Your letter asked: "What are the Zenith tuning strips? Probably slabs of bakelite upon which the new tuning coils are mounted. What is the provision to receive tuning strips? Mere space for mounting? Why would any other receiver require outside adapters or converters any more than Zenith?" All those questions are answered by an article entitled "Zenith VHF-UHF Tuning" which appears in the May issue of RADIO COMMUNICATION Magazine. It presents detailed information, 14 photographs and wiring diagrams, and a full account of Zenith UHF performance.

You got a little ahead of us, Mr. Heverly, on the subject of Zenith UHF tuning, but usually, before management and engineering executives ask the questions, we are out with the answers, presented in a clear, readable, well-illustrated style. That's why readers look to RADIOCOM for the facts they need. They rely on this Magazine, trust it, depend on it.

If you aren't already a subscriber to RADIOCOM, fill out and mail the attached coupon today. A 3-year subscription costs only $6.00, but mistakes in judgment, due to lack of full and accurate information, may be awfully expensive.

Mail This Coupon Today • • •
J. F. O'BIEN, general manager, renamed station WPXF-FM, San Francisco, as KPAS, FM, San Francisco.

KENT HALL, staff announcer, signed off WCNX, Chicago, with a 2-week vacation trip through the West and Southwestern states.

JAY C. WHITTAKER, station manager, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

C. A. MCLAUGHLIN, assistant program manager, appointed copywriter for WCNX, Chicago.

HERMAN R. RICHARDS, vice president and general manager, appointed sales manager for WCNX, Chicago.

JAMES R. MILLER, vice president, appointed general manager for WCNX, Chicago.

M. S. JONES, program director, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. M. GROVE, program director, appointed program director for WCNX, Chicago.

MR. KILDAN, announcer, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

ALVIN N. LARRABEE, station manager, appointed sales manager for WCNX, Chicago.

J. B. ROBERTS, director of news and public affairs, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. P. STOVALL, station manager, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

J. F. O'BIEN, general manager, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

HARRY T. O'CONNOR, director of sales, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. J. F. MCMURRY, director of public relations, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

E. J. F. MCMURRY, program director, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

C. A. MCLAUGHLIN, chief announcer, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. J. F. MCMURRY, general manager, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. J. F. MCMURRY, vice president, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.

W. J. F. MCMURRY, president, resigned from WCNX, Chicago, to accept a position with WLS, Chicago.
Every dollar cut from non-military spending is a dollar available for defense—and a check on Inflation

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!

Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from you in taxes, or by borrowing. Every dollar so cut helps check prices by holding down demand for goods and services.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. As consumers we are already feeling the rise in prices. So every one of us has a personal stake in how our Government meets the responsibility of cutting non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combating inflation—the Sixth Column Enemy—at the same time.

Of course, cutting back means giving up some things, but this must be done in order to help pay for defense. Government's only source of money is the people—and one of those people is you.

Five more things that must be done to check Inflation:

1. Increase production: To meet military needs, provide civilian necessities, help keep prices down.
2. Support taxes needed to put our Government on a "pay-as-you-go" basis.
3. Accept controls: To assure military materials and to keep prices down by reducing competition for these materials.
4. Increase savings: To provide investment money for greater production, lessen the demand for goods, and build a reserve for our own future needs.
5. Buy only for real needs: To prevent bidding against each other for scarce goods.

None of these things will be easy to do. But everybody will agree that it's worth making sacrifices if they result in preventing the Sixth Column Enemy—INFLATION—from bleeding our economy.

This message is one of a series on Inflation. It is brought to you by the life insurance companies and their agents in the interest of keeping America strong and protecting the purchasing power of the dollars of their 83 million policyholders.

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.

Institute of Life Insurance 488 Madison Avenue, New York 22, N. Y.
MARX LEVA, Assistant Secretary of Defense, received Certificate of Appreciation for civilian service on occasion of his resignation, effective May 1. Award was presented by Defense Secretary George C. Marshall for Mr. Leva's legal and legislative efforts in Dept. of Defense. Mr. Leva resigned to return to private law practice.

DONALD B. GATLING, acting chief, Div. of Investigation, Bureau of Anti-Deceptive Practices, has received award for leadership in administering Federal Trade Commission's advertising study in radio, TV and other media fields. He was one of 23 FTC members to receive "incentive" award for "outstanding achievement."

WILLIAM B. LINDSEY, sales manager Universal Recorders, Hollywood and HELEN ELIZABETH HAVENS, secretary to Lloyd Sigmon, vice president EMPC same city, announce marriage.

S. W. CALDWELL Ltd., Toronto (transcribed program distributor), has sold 30 programs to GJRW Summerside, P.E.I., to augment station's increased airtime from 6 p.m. to midnight.

JACK SNADER, production assistant and office projectionist Snader Tele-Productions Corp., Beverly Hills, inducted into Army.

CARTER S. KNIGHT, regional sales representative WFGR Fitchburg, Mass., to New England Housewives & Electrical Appliance Buyers Guide as advertising sales representative.

LOUIS G. COWAN will put another TV package on air shortly when WGN Chicago originates Down You Go for DuMont TV Network. Plans is to carry package Wednesday 8 to 8:30 p.m. (CST) as sustained until it is sold. Shoppers will feature quilt panel showing variation of parlor game, Hang the Butcher.

Equipment

PATRICK J. BRADY, chief industrial engineer Sylvania Radio & Tube Div., in Burlington. Army Air Forces Industrial Officer for four years, he has been named to position of assistant secretary of defense. Named Mike of Appliance, he left Sylvania to join the Army before the war.

BERGEN WIRE ROPE CO., Ltd., gets first of its kind, a 50,000 watt power amplifier, designed and built by the company, to be used in the new station of WSB in Atlanta.

On All Accounts

(Continued from page 10)

They have hired the most expensive local show. As a test for big-America, to find out if radio could sell high-price "luxurious" items, the agency bought Wayne King and his orchestra for a 13-week live series on WBBM Chicago. This was in 1946, and the merchandise did sell, Mr. Mann says.

Wine Corp. of America (Mogen David), reportedly was the first wine company to have a full TV show, "The Top Shelf" on ABC.

The company will sponsor another on CBS-TV this fall. Additional broadcast accounts handled by Mr. Mann are Hope Brohm Hoosier, College Food Products, Hulda & Co. (soup mixes), Associated Products (Five-Day deodorant), Fox Head Brewing Co., and Reid-Mardoch (Monarch foods), which buys the first quarter morning segment of Arthur Godfrey on CBS.

Mr. Mann took a leave from the agency for a year in 1942 when he joined the Army Air Corps as a first lieutenant in combat intelligence. He has been married nine years to the former Paula Jeanel, a stage and motion picture actress known as Jo Ann Carter whom he met in Chicago when she was playing in a Broadway show. They have two children, Richard, 7, and Jean Paula, 5.

They live on Chicago's north side.

The agency executive likes to play tennis and golf, go deep-sea and bass fishing with his wife (two times a year) and vacation in Palm Spills in Canada. He still keeps enough hours free to see showfolf friends in Chicago, the West Coast and New York.

JOHN WARD DAWSON, in charge of equipment engineering for Stanford Research Institute, named chief engineer for Electronics Div., Sylvania Electric Products Inc., N. Y.

NATIONAL UNION RADIO Corp., Orange, N. J., announces new type U. 8007, secondary-secondary oscillation band amplifier tube having a transmission of 25,000 microhertz down to frequencies at 20 megacycles.

TECHNICAL APPLIANCE Corp., Shelburne, N. Y., offering new engineering bulletin to trade covering application of Taco Special Twin-Driven Yagi antenna in overcoming problem of co-channel interference.

TELEVISION TRANSMITTER DIV. of ALLEN B. DUMONT Labs Inc., Clifton, N. J., offers several new equipment bulletins to those interested in telecasting operations or plans. They describe in detail latest products of division, including operational features, engineering data, illustrations and diagrams of interest to station managers, engineers and planning personnel.

MILTON B. BENJAMIN, national sales manager Majestic Radio & Television (division of Wilcox-Gay Corp.), appointed vice president in charge of sales for Majestic and Wilcox-Gay products.

BERGEN WIRE ROPE CO., Ltd., makes industrial cables, including twisted lead-in wires for TV; power cables for military construction, state, purchased by REEVES SOUNDBRIDGE, N. Y.

E. E. REEVES, president of Reeves Steendraft, said Bergen Co. would be operated as wholly-owned subsidiary.

H. B. FANCHER, assistant division engineer of commercial products for Commercial Equipment Div. of General Electric, Syracuse, appointed division engineer.

HAROLD L. OLESEN, executive assistant, engineering, American Ice Company Corp., Newark, N. J., retires.


Technical

HILLIS HOLT, engineering department WHAT New Britain, Conn., appointed chief engineer.

ALFRED BOLLOFF, WAGA-TV Atlanta, to control-room crew WSB Atlanta.

JAMES K. BOYD named transmitter engineer WSB-TV.

RODDIE MORRISON named mike boman WSB.

WOOD ROBINSON, transmitter engineer WSB Atlanta, father of daughter, Karen Virginia.

Respects  
(Continued from page 56)  
met a young lady by name of Norah Hicks, whom he had just finished as a sales clerk in a business called "The Thrifty Thriftacy," in downtown York. The two of them eventually fell in love and, after a year of marriage, had a baby girl named Norah. She was the sweetest child, and Neill would often take her to the local radio station, where he worked as a disc jockey. It was there that he first got the idea to start a radio station of his own.

During the war years, Neill became acquainted with many of Canada's broadcast station owners and managers. He was able to use his connections to help establish a new radio station in Fredericton, New Brunswick. The station, named CFNB, was to be owned and operated by Neill and his wife, Norah. The station was to serve as a focal point for the community, providing news, music, and other programming to the people of Fredericton and the surrounding area.

Neill and Norah worked tirelessly to get the station up and running. They rented a building in downtown Fredericton and began assembling the necessary equipment. They were able to secure a loan from the government to help finance the project. And, of course, they had the benefit of Neill's experience and connections in the radio business.

The station began broadcasting on May 1, 1949, with a full schedule of programming. The Neills took over management of the station and worked hard to make it a success. They were able to attract a large audience, and the station quickly became an integral part of the community.

Neill remained at the station for many years, serving as a disc jockey, program director, and eventually as the station's owner. He was well known for his community service, and he used the station as a tool to help further his personal and professional goals.

In 1952, Neill was elected chairman of the Canadian Association of Broadcasters. He served in this role for many years, working to improve the overall quality of broadcast programming in Canada.

Neill's legacy lives on today, as the station he founded is still an important part of the Fredericton community. The CFNB Foundation, established by Neill's son, John, continues to support community projects and initiatives.

The story of Neill and Norah is one of perseverance and dedication to the community. It is a testament to the power of hard work and community service, and it serves as an inspiration to others who wish to make a difference in their own communities.
Open Mike
(Continued from page 20)
to stay for a long long time to come and that it will continue to give advertisers greater values as we go into the future.
Lynn L. Meyer
President, Charge
Intermountain Network
EDITOR: I have intended to drop you a note since spotting the ridiculous new letter in Tide magazine on April 6, with particular reference to George Duram, the ANA radio-TV chairman. Perhaps you have seen it, but I am referring specifically to his statement:
"When printed media hiked prices the buyer can generally see why—rising paper or printing costs, etc., but radio—" Mr. Duram said pointedly, "air is free!" 

Doesn't Mr. Duram know anything about increasing operating costs of a radio station, such as technical and engineering equipment, salaries, and no end of other items such as these? Misleading statements such as these should be challenged!
Daniel C. Park, President
Indiana Broadcasters Assn.

EDITOR: I was rather upset, on reading your article on "P. I. Flag Waving" on page 40 of your May 7 issue, to note that the last paragraph referred to Maxwell Sackheim & Co. I am sending you herewith a copy of the letter which was sent to some 500 stations that do not have representatives.
The Joy Hosiery deal is a mail order item and, in inquiring if the station felt they could do a job, I indicated what our order cost should be in order to guide them in making a decision.
Please note that I ask what sort of schedule they would suggest our using and what the cost would be. Why this was construed as a P. I. deal, I do not know ...
Rae B. Elbroch
Radio-TV Director
Maxwell Sackheim & Co.

EDITOR: I would like to call your attention to a slight error in the story on the Alfred P. Sloan awards, page 31, May 7 issue of Broadcasting. The C. W. Kelley Transport Co., Hutchinson, Kan. was cited for its "Kelley Safe-T Club, aired on KWIK Hutchinson, Kan. (You had KWKH Shreveport L.A.)

You might mention that last week KWIK was advised that we had also been awarded the National Safety Council's Public Interest Award for 1960 on the same program.

Vern Minor
General Manager
KWIK Hutchinson, Kan.

EDITOR: We read with interest your recent write-up in the April 30 [issue] in which you described the radio and television coverage of General MacArthur's arrival and welcome in Chicago.
We'd like you to know that WSDR Sterling-Dixon was the only station in Chicago to carry a direct broadcast from Chicago on MacArthur's welcome. WSDR under the direction of Sam Bartlett, general manager and Johnny Rohwer, program director, sent three crews into Chicago and broadcast direct from the airport, a description of the parade from two different locations throughout the loop and General MacArthur's address from Soldiers Field at night. All these were handled by direct phone lines from Chicago to Sterling. This station employed a crew of 14 to handle the job ...

John E. Rohwer
Program Director
WSDR Sterling-Dixon, Ill.

Sandler, the Seer
EDITOR: A few days ago the Associated Press carried an item on its sports wire giving the National Hockey League All-Star Team for 1950-51. They should have consulted our sports director and saved themselves a lot of trouble. On Jan. 26 our sports director, Jack Sandler, selected the All-Star Team and when the official team was announced a few days ago he had picked the team man for man ...

Gaylord A very
Sales-Progam Director
KOWH Omaha

Baseball's on... Here's your buy!

"The Yanks are coming" over WINS right now—every day, at home and away. That puts this station in the spotlight as the best spot buy—or any buy! Let WINS go to bat for you, through spots or programs. Whatever you have to sell, you can sell more at lower cost! We'll be glad to give you the facts, and the figures.

Buy WINs... it sells!

CROSLEY BROADCASTING CORPORATION

Corporation

Page 70 * May 14, 1951

DEFENSE BUYING

Budget Provides Windfall

MANUFACTURERS of communications and electronics equipment for the armed forces can expect a windfall of military orders early this fall on the basis of the 1951-52 defense budget submitted to Congress by President Truman.
The $600-billion budget calls for an estimated $34.7 billion to be allocated for major electronics and other defense purchases. The break-down was given on the apportionment among ships, planes, tanks, artillery, trucks, ammunition, and guided missiles but authorities estimated that electronics and communication firms would receive about $3.4 billion—or roughly 10%—on the basis of past allocations.

President Truman stated that most of the funds in the budget would be spent for military equipment and supplies and for constructing bases and other facilities.

Electronics equipment (transmitters, radar, receivers, radio trainers, etc.) also figured in action on the four-track "DEFENSE" appropriation, passed by the House April 26 and sent to the Senate. The U. S. Air Force made no request for procurement monies on the ground that "presently available funds will permit continued orderly procurement on a partial financing basis."

The U. S. Navy, however, said it has $592 million still available and seeks another $191 million "for communication, radar, and sonar equipment for the active and reserve forces and shore activities."

The Navy's Bureau of Ships was given $202,268,000 for "urgent procurement" and for maintenance, with the notation that procurement be initiated as soon as possible.

N. C. State Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its spring meeting at the Carolina Inn, Nags Head Beach, May 24-25. Scheduled speakers are: Carl Haverlin, BMI president; Richard P. Doherty, employer-employer relations director, NARTB, on wage stabilization and manpower problems; E. Z. Jones, on leave from WBEE Burlington and now State Civil Defense Director, on civil defense plans pertaining to radio; Earl Wynn, head of communications department of U. of North Carolina; Cecil Hoskins, general manager of WNCC Asheville, N. C., on the FCC emergency communications and traffic director, WBJS Winston-Salem, NARTB director.

Why buy 2 or more...
do I get big sales job

on "Radio Baltimore"
Dear Pop:

This is me, Mickey — and writing too. Yeah, I can write. I'm a pretty smart cat, if I do say so.

Anyway, Pop, I think you pulled a boner.

'member that memo from WOR-tv that you left on the desk at home?

Well, I read it. And I want to say that you're a dope to forget a piece of paper that says:

1. Audience-wise, WOR-tv, is the leading independent tv station in New York.

2. One mystery program on WOR-tv brings any sponsor 415,900 viewers at a lower cost-per-thousand than many of the "top" mystery shows on network stations.

3. Fifteen WOR-tv programs pull an audience of over 1/2 of a million viewers per broadcast.

I could go on, Pop — but the main thing is...read that memo over and help keep me in better style — and you, too — by making more money in recommending a real sales-making tv station to your clients.

As always,

Mickey
"steady as she goes in San Francisco"

6 MONTHS IN-A-ROW

(OCT., NOV., DEC.,'50—JAN., FEB., MAR.,'51)

KRON-TV carried more once-a-week and multi-weekly programs with largest share of audience than the other two San Francisco stations combined...

HOW'S THAT FOR PROOF

KRON-TV PUTS MORE EYES ON SPOTS

Further Delay in Hearings Possible

By LARRY CHRISTOPHER

PROSPECTS of several weeks' further delay in commencement of FCC's hearing on city-by-city allocation proposals—and consequent added delay in finalizing TV allocations and full lifting of the freeze—appeared last week following the deluge of some 700 formal comments at deadline Monday on the Commission's revised TV plan.

We never dreamt there'd be so many," one FCC official commented in amazement.

So did the Commission clerical staff as it struggled through late Wednesday to clear the flood and get the briefs into the public docket so the press, lawyers and engineers could begin to examine them.

Even the "dry run" of comments to the 1949 proposal failed to fully prepare all concerned for last week's experience, observers agreed.

June 11 will probably be asking date for extension of the deadline for replies and counter-proposals, already once delayed and now set for May 22.

The June 11 date for commencement of the city-by-city allocation proposal hearing would be delayed to June 18, according to present proposals.

Late last week a joint request for such extensions was being considered among the Federal Communications Bar Assn., the Assn. of Federal Communications Consulting Engineers and NARTB-TV.

Each was polling its constituency on the proposals and action is expected early this week.

An exhaustive city-by-city hearing—lasting two to possibly nine months—was seen in various quarters last week as commercial broadcasters and organized education set their teeth for what is generally considered the final grinding out of a last opportunity to enter TV broadcasting.

Partial Freeze Lift?

What action FCC may take in the meantime on its proposal for partial lifting of the freeze remained open conjecture by the end of the week.

Few comments on the subject were received, and they were mixed.

Highlights among the vast array of comments on FCC's revised TV plan, issued in late March (BROADCASTING + Telecasting, March 26 et seq.), included:

- Majorly approval was expressed on broad engineering and allocation policies contained in Commission's "third notice" of proposed allocations, except on issue of reservation of channels for noncommercial educational stations.

- Most briefs dealt only with juggling channels from here to there; minority addressed themselves to "general" issues.

- Legality of educational reservation was vigorously challenged by NARTB-TV and handful of commercial broadcasters. Legality also was questioned by a few educational interests.

- Lawfulness of pre-determined allocation to specific cities by rule-making procedure was challenged by FCBA and a few broadcasters, with oral argument on issue asked prior to city-by-city hearing. Such hearing would be rendered "moot" if FCBA's position prevailed. NARTB-TV, however, supported fixed allocation.

- Alternative to fixed allocation suggested by FCBA and others is an "informal" plan only as informal "guide" as in AM.

- First commercial broadcaster to go on record and challenge educational reservation was Fred A. Knorr (WFMT Dearborn, Mich.), whose detailed brief also questioned fixed allocation.

- Education's well-organized bid for reservation was spearheaded by now permanent Joint Committee on Educational Television. Backed by funds from Ford Foundation's half-billion dollar kitty, JCET "coordinated" filing of more than 200 educational comments, prompted additional individual briefs.

- NARTB plans extensive presentation for each city "reserved" to education in allocation proposal, plus others desired so reserved.

- "Bulk package" from U. S. Conference of Mayors, rounding up support from cities coast-to-coast, was among those jumping on education bandwagon.

- Few schools suggested "partial communalizing" of educational channels to defray costs, while scattered others don't want noncommercial reservation and prefer to compete for full commercial facilities.

- State-wide educational network of 11 outlets—costing $3.5 million just to build—is already underway by New York State board of regents (see story page 75).

- RCA-NBC urged prompt, full lifting of freeze in those areas where no issue is raised by comments. Opening of UHF seen as "constructive step" to full TV development, but still other channels requested if possible.

- Sen. Edwin C. Johnson (D-Col.) personally filed in behalf of Denver's allocation plight, asked more VHF channels from other parts of state or also Wyoming and Nebraska.

- Switching of all commercial TV to UHF, leaving education entirely in VHF, posed as one remedy for allocation headache by Attorney Arthur Scharfard in behalf of several stations.

NARTB's Televising Board, filing through Thad H. Brown, its counsel.

(Continued on page 80)
SYNOPTES of all available formal comments filed at deadline last Monday on FCC's further revision of its national television reallocation plan are included in this list. The listing confines itself to Appendix C of the Commission's "third notice," i.e., proposals to switch channels from one area to another to effect a better allocation. Comments on general issues are included in Part 2 of this story, page 72. Additional educational comments not available early in the week are included in the list beginning at the bottom of this page.

Santa Barbara—KIST. Add Ch. 8. Locates in Santa Barbara. For favors reservation.

COLORADO
Denver—Sen. Edwin C. Johnson (3-Coll.) Add Ch. 9; remove reservation Ch. 6; reserve Ch. 26; delete Ch. 9 (reserved) at Boulder, substitute Ch. 22 and reserve. Two alternate proposals affecting Colorado Springs, Cheyenne. Wy., Rawlins, Wy., Alliance, Neb. Durango—KIUP. Add Ch. 6.

Montrose—KUBC. Favors allocation.

CONNECTICUT
Hartford—WTIC. Add Chs. 3, 81 or 83; remove Ch. 3 from New London, Conn., substituting Ch. 23 there, removing from Waterbury. Substituting Ch. 81 or 83 at New London, Conn.; Montpelier, Vt.; Lewiston, Me.

Hartford—WHTH. Add Chs. 5, 59, 81, affecting New Haven. Substituting Chs. 5, 59 or 81 at New London, Conn.; Montpelier, Vt., and Lewiston, Me.

New Haven—WELI. Supports allocation.

New Haven—WNHC-TV Consents to shift Ch. 6 to 8 but cites estimated exposure of $160,000.

New London—WNLC Supports allocation.

DELWARE
Wilmington—WDEL-TV. Supports reallocation from Ch. 7 to Ch. 12.

FLORIDA
Fort Lauderdale—WTV. Add Ch. 8, affecting Miami, West Palm Beach and Palm Beach, Fla.

Gainesville—WRUF. Change Ch. 5 from educational to commercial.

Jacksonville—WJXT. Substitute Ch. 11 for Ch. 2 at Daytona Beach and substitute Ch. 3 for Ch. 6 at Thomasville, Ga.

Jacksonville—WPDC. Add Ch. 10; eliminate reservation for Ch. 7.

Miami—WMBB. Submits three more allocation plans to give more channels to Miami; affects West Palm Beach, Fort Lauderdale, Miami—WIGD. Three alternate plans suggested to free city five channels. Affects Tampa-St. Petersburg, Jacksonville, West Palm Beach, Orlando, Daytona Beach and Fort Myers. Miami—WQAM. Add Chs. 8, 11 and 13, in lieu of Chs. 7 and 10; also add Chs. 27 and 93; affects West Palm Beach and Fort Myers.

Miami—Support reservation: City of Miami, Office of Mayor, Board of Public Instruction; U. of Miami.

Miami Beach—WATX. Add VHF channel. WATV—San Francisco supports VHF allocations in 12 other cities.

Miami—KBEX. Add Ch. 2, substitute Ch. 11 for Ch. 2 at Daytona Beach.

Tampa—WDAE. Remove Ch. 3 reservation.

Tampa—WFLA. Remove Ch. 3 reservation.

GEORGIA
Atlanta—WAGA-TV. Supports allocation.

Atlanta—WGST. Add Ch. 7.

Atlanta—WSFD-TW. Supports allocation.

Atlanta—City Council. Supports reservation.

ATLANTA—WBCF. Add Ch. 11, substituting Ch. 7 for 11 at Atlanta; allows Atlanta to substitute Ch. 4 for 10 and Ch. 11 for Ch. 6.

Athens—U. of Georgia. Supports reservation.

Columbus—WDKA. Add Ch. 8.

Macon—WMZM. WBM. Add Ch. 7.

IDAHO
Boise—KDSH. Change reservation from Ch. 4 to 1 or 9.

Boise—KMRY. Change reservation from Ch. 4 to Ch. 9.

Boise—WBM. Change reservation from Ch. 4 to 9.


ILLINOIS
Carbondale—Southern Illinois U. Add and substitute Ch. 4 for Ch. 6 for commercial use and Ch. 6 for education.

Chicago—KNTV, COD, WBBM, CHICAGO-TIMES and Small Business. Proposes substitution of Ch. 7 at Chicago for Ch. 3.

Indianapolis—WIBC. Add Ch. 4, affecting Meridian and Anderson, Ind. Indianopolis—WISH. Supports reservation.

Fort Wayne—Indiana Technical College.

Indianapolis—WWCA, WAMS, WXIN. Proposes substi- tute reservation;羌ents proposal for Reedsburg.

IOWA
Ames—WOI-TV (Iowa A. and M. College, Ames). Add Ch. 11 for educational purposes.

Cedar Rapids—KCRG. Requests Ch. 8, 12 or 14 for use.

Chariton, Ia.; Ch. 3 substituted for Ch. 4.

Davenport—KDSM. Add Ch. 4, or substitute Ch. 11 or 12 at Kirksville, Mo.; Ch. 28 at Kirksville, Mo.; Ch. 47 for Trenton, Mo.; Ch. 48 for Reedsburg, Wisc.


Davenport—KSDK. Add Ch. 2 to nearby Antilla. Delete Ch. 2 and reservation to Iowa Academy.

Des Moines—KNOET. Request to switch from Ch. 3 to 6.

Davenport—Support reservation: Mayor, City Council, Rock Island (III.) Public Schools, Moline (III.) Public Schools; Marycrest College; Imman- uel Conception Academy; Moline Assn. of Taxpayers for Public Schools.

Des Moines—KING. Add Ch. 4, eliminating Ch. 11.

Des Moines—KXNO. Add Ch. 4, eliminating Ch. 11.

Des Moines—KXNO-KSTO. Delete Ch. 11.

Davenport—WTV. Delete Ch. 5 to 6.

Davenport—Support reservation: Mayor, City Council, Rock Island (III.) Public Schools, Moline (III.) Public Schools; Marycrest College; Imma- nuel Conception Academy; Moline Assn. of Taxpayers for Public Schools.

Des Moines—KIOA Add Ch. 4, elimin- ating Ch. 11.

Davenport—KDSM. Add Ch. 4, eliminating Ch. 11.

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Des Moines—KIOA Add Ch. 4, elimin- ating Ch. 11.
FALL LINEUP

By FLORENCE SMALL

IN A SPECIAL up-to-deadline survey of fall television programming plans of all formats, BROADCASTING • TELECASTING was able to piece together the proposed composition of the important Saturday night lineups as they appear on the networks' drafting boards.

At ABC-TV, the current plan is to drop the Jack Carter Show, currently on from 9 to 10 p.m., and to add Your Show of Shows, featuring Sid Caesar and Imogene Coca into the 8-9:30 p.m. time slot. This would be followed by an All Stars show from 9 to 10 p.m., and another version of the Wednesday night Four Star Revue, currently featuring four alternating comics.

The specific format, talent and sponsorship of the Saturday all-starrer is still undetermined, due in part to the fact that the present sponsors of the Wednesday night hour, Motorola, Norge, and Pet Milk, have not yet made their decisions for the fall.

It is thought, however, that their present Wednesday time, 8-9 p.m., will be released to the Kate Smith Show. This hour, 10:30-11 p.m. period will continue to be sponsored by American Tobacco Co., with Your Hit Parade; and earlier in the evening, 7-7:30 p.m., the Victor Borge Show, is expected to stay as at present.

On CBS-TV Saturday nights, the 7-7:30 p.m. period becomes available, with the Sam Levene Show, sponsored by Tintair, moving to Tuesday, 9-9:30 p.m. It will replace the Camel show with Vaughn Monroe, which is dropping at this hour. It is understood that at least one agency, BBDO, New York, is considering putting a comedy show in the vacant Levene spot.

The 7:30-8 p.m. period on Columbia will continue to be sponsored by Sylvania Electric with Beat the Clock, followed by the Anheuser-Busch commercial. This will be followed by a sponsored show, possibly one of the late Monday night programs. The American Safety Razor Co., moving from its present Thursday, 8:30-9 p.m. time, will absorb the last half hour.

Carter Sponsors

Sing It Again will follow at 10 p.m. with the Carter Co. sponsoring the first hour and Sterling Drug purchasing the latter segment of this hour-long program.

At NBC, General Mills will continue sponsoring the 7:30-8 p.m. spot on Saturday night. The following hour, 8-9 p.m., will be sponsored by Nash-Kelvinator [BROADCASTING • TELECASTING, April 80] with the Paul Whiteman TV Teen Club program.

At 8-9 p.m. Sam Crawford Clothes is understood to be considering sponsorship of Their Story Arose, Saturday, 9-10 p.m. The 10 p.m. until closing time will continue to be filled with professional wrestling from Chicago on co-op basis.

In addition to the Saturday lineup at CBS-TV, the network is assured of approximately 96 sponsored programs for the fall, with four shows as yet undecided and five cancellations. The latter are the aforementioned Camel’s Vantage show, Bulova’s Frank Sinatra show, Nash-Kelvinator’s Star of Family, Mandle’s At Home Show and the Broadway Show.

Programs as yet undecided for CBS-TV fall renewals are: Block Drug’s Danger, Ford Motor Co.’s Ford Theatre and General Electric’s Fred Waring Show, and Toni’s and Pillbury’s continuation of the first half-hour of Arthur Godfrey & His Friends. One new series, however, is expected to be announced by the network early this week for the Tuesday, 8-9 p.m. period.

These facts also were known about the somewhat indecisive situation at ABC. Left Brothers & Fink will sponsor part of the Doodles Weaver Show, scheduled to take over the 10-10:30 p.m. period Saturday nights on NBC-TV. The network had originally planned to put Ben Blue in the hour preceding the Doodles Weaver show, but as yet no sponsor has signed and it is understood to be considered too expensive to run as a summer sustaining show. Instead the network currently is planning to run a western film from 8-9 p.m., and carry a hayride program from originating in Cincinnati from 9-10 p.m., on a co-op basis.
NEW GRID PLAN

NEW approach to the controversy over live telecasts of college football games developed Thursday as WWJ-TV Detroit announced a plan to carry only the second half of games, with no restrictions on sponsorship.

Disclosure of the WWJ-TV idea came as the Dept. of Justice was examining an antitrust scheme submitted last month by National Collegiate Athletic Assn. That plan [BROADCASTING • TELECASTING, April 23] would permit only one game in an area on any given Saturday, with at least one Saturday blackout.

Harry Bannister, general manager of WWJ-TV, indicated the plan had been submitted to Fritz Crailer, U. of Michigan athletic director, receiving endorsement of the Big Ten committee. The Big Ten agreed to join the WWJ project to NCAA's Television Committee in New York for possible national adoption.

Willard E. Walbridge, WWJ-TV general sales manager, is to join the Big Ten group in submitting the proposal to the collegiate organization.

WWJ-TV proposal would pick up the action during the payentary at half-time. This is designed to meet the major argument of NCAA that telecasting of games hurts attendance. Payment for sponsor- ship rights, it is understood, would serve as compensation for any seats not sold. In the case of U. of Michigan, these rights would run over $50,000 for a season.

The WWJ-TV announcement came, also, as growing restiveness was apparent among colleges themselves. Apparently, the big one is University of Notre Dame. Already talk has been heard that a number of major institutions, including U. of Pennsylvania and Notre Dame, are unhappy about the NCAA restrictions. Campus rumblings include talk of a break with NCAA by some colleges who fail to accept the NCAA premise that TV is ruining attendance.

Justice Dept. Watches

The Dept. of Justice is known to be concerned lest a wave of public indignation arise if the NCAA is able to control all its members. Football telecasts proved one of TV's most powerful attractions last fall, and with circulation much higher next autumn the Department is studying the antitrust angles of the situation.

First there is the possible re- straint of trade involved in NCAA serving as a clearing house in charge of member-college scheduling. Secondly, of course, is the possibility of a suit of dismissing a college from membership for violation of the arbitrary plan.

If TV is denied equality of access to college games comparable to that afforded other media, the Department will receive attention, it is believed.

No comment on the WWJ-TV plan could be obtained at NARTB. The association's TV organization adopted a resolution at the Chigago convention last month resolving to work on behalf of freedom of contract negotiation in college football telecasts. The convention also favored passage of legislation (HR 3224) providing telecast of West Point and Annapolis games, since they are tax-sustipated institutions.

Legislation requiring Ohio State U. to ask competing schools for permission to put OSU games on TV was passed last week by the Ohio General Assembly. Vote was 93-17. The bill now goes to the Senate.

NCAA's Television Committee adopted at a Friday meeting held in Washington, Chair- man is Tom Hamilton, U. of Pitts- burgh athletic director. The plan consists of a moratorium on live telecasts during an experimental period ending Nov. 24, carrying these limitations:

One only game would be telecast in any one area on any given Saturday. It must be seen more than twice, once at home and once when it plays away from home; on at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

NO WARNER SALE

Lurie Offer Turned Down

NEGOTIATIONS for the sale of Banana Republic, company representing ap- proximately 24% interest in Warner Bros. Pictures Inc., which reportedly would have led to release of the film company's pictures being indefinitely suspended, were terminated Thursday after two days of meetings.

A syndicate headed by Louis R. Lurie, San Francisco real estate operator, had offered $25 million for the stock interest held by brothers Harry M., Jack L., and Albert Warner and members of their families. The company's stock is off 9% for the year and had been offered for sale for television use, in event of acquisition of the Warners' inter- est by the Lurie group.

Harry Warner, president of Warner Bros., announced termination of the negotiations and said he and his brothers would remain in the business. He gave no detailed explanation, but said the breakoff came "most amicably."

SUMMER SHOWS

CBS To Retain 85% of Clients

CBS ESTIMATED last week that at least 85% of its television network clients will retain their usual broadcast periods during the summer, without hiatus.

Foreseeing a record volume of CBS-TV summer business, the network said accounts already com- mitted to keep their present time-periods—either for present shows or other replacement—include the following:


Page 36 • May 14, 1951

ASCAP LICENSES

Industry Committee Gives Opinions

ALL INDUSTRY TV Per Program licenses Committee has sent all video station operators copies of an opinion letter of the ASCAP licenses for television, prepared by Simon H. Rikkind and Stuart Sprague of committee counsel.

Opinion highlights include:

Difference in duration of per program license (expiring Dec. 31, 1951) and blanket license (signing Dec. 31, 1955) is such as "to withhold from the local station the ‘genuine economic choice provided for’ in the consent decree entered against ASCAP on March 14, 1950."

Discrepancy between proposed rates of the two licenses "is so sharp that it, in our opinion, de- stroys the freedom of choice the decree was designed to afford."

Failure of ASCAP to provide for a reduced rate for incidental music in the proposed TV per program license, such as the one-quarter rate for incidental use, was subject for review to the Department of Justice.

"The per program licenses would impose ‘unreasonable obligations to furnish information to ASCAP!’ that would be an ‘undue burden on those local stations with the economic need would best be served by per program licenses,’ requiring them to employ additional clerical help."

"Failure to comply with the reporting requirements of the license would render the station subject to a claim for enforcement, ‘without consid- eration as to whether or not the failure to report was an innocent mistake.’"

"By terms of the license fees (10% more for TV than for AM, is “discriminatory and unreasonable” until "some court of competent juris- diction having before it all facts that broadcast- ing use constitutes a greater use of the copyright than a radio broadcast- ing use."

Points Submitted Already

Counsel added: "We have already presented to the Anti-Trust Divi- sion of the Dept. of Justice some of the points discussed in the let- ter. We plan to elaborate our posi- tion in detail in the future. We hope that the Dept. of Justice will continue to cooperate with the television industry in en- forcing the terms of the decree."

Half-Game TV Urged

Half-Game TV to be offered for broadcast in the fall to job stations as a part of the ASCAP's blanket license agreement that was presented to the Department of Justice on April 15. A meeting held in Washington, Chairman is Tom Hamilton, U. of Pitts- burgh athletic director. The plan consists of a moratorium on live telecasts during an experimental period ending Nov. 24, carrying these limitations:

One only game would be telecast in any one area on any given Saturday. It must be seen more than twice, once at home and once when it plays away from home; on at least one Saturday a blackout may be imposed and no games may be telecast in a particular area.

'SUPERMAN' DEAL

Flamingo Gets Rights

ACQUISITION of exclusive TV rights to Superman for 31 years, at a cost of more than $30 million, was reported last week by Fl- amingo, syndicator of Superman TV shows, agreement with National Comics Publications, Publisher of Super- man comics.

Flamingo, syndicator of films for TV, said the project will consist primarily of filming self-contained half-hour TV programs at the rate of 52 shows a year until 1982. The company reported that Robert Maxwell, of Maxwell-Carlin Pro- ductions, currently is in Califor- nia to set up a separate company to produce the Superman series and is negotiating to shoot the films at the Sam Goldwyn Studios.

In addition to those programs, which will use live actors, the agreement also gives Flamingo the rights to use Superman animated cartoons already in existence.

These will be released for TV starting this month, Flamingo as- serted, reporting the first release will be made on KCLA (TV) Los Angeles. Arrangements were made by Joseph Harris, board chairman, and Sy Weintraub, president, Flamin- go, and Harry Donenfeld, head of National Comics.
THANK YOU, Jack O'Brian*

Thank you, Happy Felton for making this remarkable article possible

TV advertisers and TV timebuyers — everywhere — you can’t beat good showmanship, and that’s what WOR-tv, channel 9, sells — at very low cost — and which can sell more and more of your products and services.

WOR-tv
channel 9
at 1440 Broadway,
in New York

* (Jack radio-tv editor of the N. Y. Journal American)

New York Journal-American
34—Thursday, April 26, 1951

Radio and TV

Baseball Quiz Momentarily Bigger’n Berle

By JACK O'BRIAN.

"Talk To The Stars" operates, or rather we should use the past tense, thus: Happy asked for young Brooklyn gentlemen at short-pants age to telephone him at a certain number and talk to the star of the game just terminated. Might be a Dodger, say Pee Wee Reese, and whatever opposition player made it toughest that day for the Brooks.

The show as originally planned was put quietly on the air. Telephone calls were asked for. And brother, they came. Nine thousand of them.

The original lure was Mickey Mantle and Reese, during the pre-season tills between the Dodgers and Yankees.

Next day Rockey Bridges, the Dodger rookie, and Phil Rizzuti, the Yanks’ Most Valuable Player of 1950’s American League, were offered as little-boy bait. That did it.

The telephone company immediately put in a decorous scream of regret. Couldn’t go on. More than 100,000 calls streamed into the switchboard optically set up to accept a few hundred dialings.

So — the telephone company bided its time until Opening Day, Dodgers-Phillies. Kids in school. Felton figured maybe a few calls from hockey-players and a few at home with colds. Here we go — on the air.

The telephone company took one look at the electronics shambles and called it quits.

Seven exchanges were put out of commission. The calls hacked up into four communities in Westchester. Too much, said the phone company.

Felton fumed. Here he was, an actor, with a pure million dollar idea on his hands and here it was to be snatched away. Must be some mistake. Some way to fix it so the show could go on. It must!

What about tradition?

What about the telephone company, he was asked. What about it, Happy countered.

Well, for one thing, the telephone calls totaled more than had been received by Milton Berle in his last 24-hour telephone marathon.

The telephone company gave Happy the ultimate argument. They only had to put it to him once:

"Suppose just one little boy needed a doctor to save his life and your show tied up his switchboard?"

No further discussion was needed.

The telephone company, conservative always, advised us when we checked that it indeed was "tremendous," and lauded Happy Felton for his graciousness in bowing to the emergency. Especially when it had evidenced every sign of being one of the season’s freak TV smash hits.

"Talk To The Stars" now is complicating a less potent means of communication, the U. S. Mail. Happy asks for penny postcards with questions and the kids’ home telephone numbers. Last week, when the smashing conclusion came, the telephone company learned some of the youngsters who were in school had left lists of questions with their mothers to ask Happy if contact could be made. Now Happy calls them.

The big irony of the story may be this: When Hooper was surveying the TV picture that day, did he run upon an unusually high number of folks whose lines were busy, and therefore conclude they were telephoning and could not possibly be watching TV?

Happy Felton has news for Hooper: They were watching TV and calling "Talk to the Stars," he insists.
The minute she makes up her mind...

This is the minute the TV demonstration makes a woman a customer.

Actually, the sale began when an advertiser accepted Radio Sales’ suggestion for using TV in Salt Lake City: participations on KSL-TV’s live kitchen program.

It worked. So well that, after 26 weeks, the sponsor concentrated all his Salt Lake City advertising on KSL-TV and renewed for another 39 weeks...using even more time on each program.

Radio Sales has been in television since its early days...has kept a close watch on television development. Out of close study and experience has come the “know-how” which makes for most effective television advertising. For the sponsor we’ve just told you about...and for you.

Radio Sales
Radio and Television Stations
Representative...CBS

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KSL-TV, Salt Lake City; WTOP-TV, Washington; WBT-TV, Charlotte; KSL-TV, Salt Lake City; WAFA-TV, Birmingham; CPN and the leading (CBS) radio station in 13 major markets.
YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday ....

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today .... there are 148,000 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market - COMPLETELY COVERED by WFBM-TV. Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

Weekly Television Summary

MAY 14, 1951, TELECASTING SURVEY

EXAMPLES:

1. Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a "simulcast") is consistent with this subsection.

2. Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter is consistent with this subsection except for the specific purposes and areas specified in subsection (b)(1).

3. A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with pictures or slides of the news events, are examples of programs in which the aural and visual transmissions are integral parts of the station's program schedule and consistent with this subsection.
YOU CAN DO More—
AND DO IT Better on WMAR-TV

MORE

TOP RATED* QUARTER HOURS BETWEEN 7:00 P. M. AND MIDNIGHT
THAN ANY OTHER BALTIMORE STATION

Also the following shows lead in one or more quarter-hours before
7:00 p.m. during the week: The Sunpapers TV News, Americans
at Work, Laurel and Hardy, Film Theatre of the Air, What's My
Line, Versatile Varieties, The Steve Allen Show, The Garry
Moore Show, The Woman's Angle, Hollywood Serial Theatre,
Bride and Groom, The Bailey Goss Show, Boots and Saddles,
Happy Town, Grand Chance, The Big Top and The Collegians.

Also

HIGHEST RATED LOCAL SHOW
Wrestling from the Coliseum: Tuesdays 10 - 11 p.m.

HIGHEST RATED NETWORK SHOW
Arthur Godfrey's Talent Scouts: Mondays 8:30 - 9:00 p.m.

WMAR-TV
CHANNEL 2 ★ BALTIMORE, MD.

*According to the American Research

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
TV STABILIZING AMPLIFIER — Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

UTILITY VIDEO AMPLIFIER ASSEMBLY — Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT — Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

VIDEO SWITCHING RELAY CHASSIS — Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

TV ELECTRONIC MIXER — Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic — operation is practically automatic.

These General Electric studio rack units are interchangeable with any TV system!
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
PRICE SUPPORT

THREE more TV set makers last week joined the ranks of manufacturers combating the current lull in TV set sales by guaranteeing factory prices at their current levels. (BROADCASTING • TELECASTING, May 7.) Ernest A. Marx, general manager of the Receiver Sales Division, Allen B. DuMont Labs, wrote DuMont TV distributors Tuesday that, until Sept. 10, they are guaranteed not to introduce new models or reduce prices below the published price schedule of last Nov. 1.

Further, he said, during this period the company will not introduce new models which would “conflict with the normal sale of the current line.” Mr. Marx said new models are not planned before fall, “and then only if inventory allows for such an introduction on a healthy basis.” In fact, he said, it is questionable whether a new line would be introduced during the summer that would offer as much in quality, styling, price and performance as the models now available.

The price guarantee applies to all merchandise purchased by distributors during the guaranty period, extending from May 9 to Sept. 10.

General Electric Co. was another manufacturer joining the group that will continue to hold TV set prices at current levels for the next four months, according to Arthur A. Brandt, general sales manager of the receiver department. Wherever the policy will help stabilize the market and protect investments being made by distributors and dealers, he said.

Prices Guaranteed

Guarantee against price reduction of television sets produced by John Meck Industries, Plymouth, Ind., also was issued for the period between now and Sept. 15 in Chicago. John Meck, president, described the offer “as good as or better than that made by any competitive manufacturer.” It was “to eliminate the uncertainties of dealers who may have been reluctant to order merchandise they need because they fear price changes which may result from government price regulations or conditions within the industry,” he said.

Also on the set price front last week, Admiral Corp., Chicago, introduced a 14-inch television model which retails for $159.95, including excise tax. Vice President R. A. Graver described the model as the first priced entirely offered by the company, which has 500,000 sets, even though it contains “all the technical features of the most expensive Admiral sets.” The new model is an addition to, rather than a change in, the line, Mr. Graver said. Admiral’s line includes 36 models ranging in price from $150.95 to $895, excluding excise tax.

Carol D. Tripp, president of Television-Electronics Fund, Chicago, predicted consumer demand for TV sets will rise sharply after the summer decline, with bargain prices discounted during a study of the TV industry’s inventory position.

The study indicated three months ago “a sharply rising inventory of unsold sets,” he said, figures for the first of the year showing over a million sets unsold compared (250,000), will be tied in with a national campaign to select “Miss Curity of 1951.”

STANDBY RULING

Godfrey Uses Navy Chorus

COLLECTION OF “Working permit” by Navy Chorus, the Federal Authority for certain commercial TV network programs involving armed forces talent commanded the attention of the Dept. of Defense last week.

The issue arose when TV signified its interest to levy a standby fee for the Godfrey’s “His and Her” show on CBS-TV on the grounds that it had engaged the services of an 80-piece Navy choral group for the forthcoming May 16 telecast. CBS collects a “non-sum”—understood to be $10 per person—to guard against frequent displacement of performers by service personnel.

The incident was brought to the attention of the Navy branch and, later, Mrs. Anna Rosenberg, Assistant Secretary of Defense for manpower, it was learned. In the meantime, Mr. Godfrey’s sponsor, Liggitt & Myers (Chesterfield cigarettes) had agreed to pay the additional $10.

Defense spokesmen said that from the outset the department had taken no stand on the issue because it was primarily a matter between the union and the advertiser, working through its agency, Cunningham & Walsh. The government, it was stressed, normally does not intervene in union matters. They also noted that the Defense Dept. has enjoyed “very fine relations with both Television Authority and APM.

In New York George Keller, national executive secretary of TVA, explained that while a contract would permit collection of full salaries of performers displaced by service groups, the sum is only “nominal” and is levied as a contractual right.

TVA-KFI STRIKE

No Settlement in View

TELEVISON AUTHORITY strike against KFI-TV Los Angeles peacefully enters its sixth week with no indication as to how long the dispute will continue. The situation appears to have settled down to a waiting game, following the first burst of hope for early settlement a few weeks ago when Earle C. Anthony, station owner, announced recognition of the union as the gaining agent and agreed to discuss contract terms [BROADCASTING • TELECASTING, April 23].

In the meantime, the station has suffered because of the strike a loss of approximately 50% of its business and cut 27 hours weekly off its regular schedule, it reports. The station is now operating Monday to Friday, from 2 p.m. to 9 p.m., using mainly films and public service programs.

SUPER CIRCUS SNAPPY

BAUER & BLACK, Chicago, for the first time this year will sponsor the last half-hour of ABC-TV’s Super Circus for five Sundays from June 10 through Leo Burnett, Chicago. Program, aired from 4 to 5 p.m., CDST, in five shows tied in with a national campaign to select “Miss Curity of 1951.”
WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET... and only Zenith has it!

You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, nor one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, all the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much more sensitive that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is no other tuner in television so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith is different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. $369.95. Includes Federal excise tax. Prices subject to change without notice.

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids
REBROADCASTS

Brown Asks Low-Power Units

SERVICE to communities in areas cut off from TV reception by the nature of the terrain is proposed by Gordon Brown, WSYA Rochester. He would utilize special low-powered television rebroadcast stations.

In filing comment with FCC on its proposed allocation plan, the Rochester broadcaster included a request for establishment of "The Limited Common Carrier Television Rebroadcast Class."

Such station would use only a few watts with directional antenna, it was proposed. "But in many cases it would not be necessary in order to provide a usable interference-free channel for the station without causing interference to the dominant station on the transmitting frequency of the rebroadcast station," it's noted.

In his recommended programing arrangements, Mr. Brown again brings out his oft-spoken creed that the advertiser alone should deal with a rebroadcasting station. Insofar as commercial shows are concerned such stations would deal directly with "the sponsor who produces and pays for the talent, production and broadcast facilities for the original broadcast of his television show," according to the proposal.

Sustaining a show rebroadcast would entail negotiations with the dominant station originating program. Like arrangement is suggested for network sustaining shows with permission to come from the network.

Among other program recommendations, Mr. Brown asks that where the rebroadcast station serves a community without a radio outlet, that the transmitter be used to originate and broadcast just audio radio programs of interest. Rebroadcast of FM network programs could also be considered, he said.

However, present FCC Rules and Regulations as amended less than a fortnight ago (see story page 80) specifically point out that separation of aural and visual transmitter is not to be allowed for such purposes.

Mr. Brown further points out that his corporation, Federal Broadcasting System, would set up such a service in a valley community near Rochester with 1,000 potential TV set owners. These people would be willing to pay $8 a month or $24,000 total per year to receive programs as proposed, according to Mr. Brown.

Film Buys

CONSOLIDATED Royal Chemical Co., Chicago, for Krank's shaving cream, Mar-O-Ilo shampoo and Hypercin, is buying feature films in February, plans to start in June as summer replacement during the Milton Berle time period. Agency is Ruthrauff & Ryan, Chicago.

Dave Bogard and Mildred Ramsey of KGO-TV San Francisco promotion department call attention to the station's second anniversary, May 5, with a unique promotion idea. Pair of hamsters, tiny furry animals resembling guinea pigs, were sent to major television columnists in the San Francisco Bay Area. The hamsters, notably prolific, were sent in that season of the Isaac Levy "Watch us grow!" Complete press book containing description of each show carried by station, features on special events, public service and outstanding local productions, and a packet of photos on local shows, accompanied hamsters.

OFFICIAL FILMS

To Expand Into TV

EXPANSION of Official Films Inc., film distribution and sales firm, into the field of TV motion picture programming was forecast by Mr. Levy when the firm was reported to be discussing terms with various producers for acquisition of their studio properties.

Among them was Jerry Fairbanks, of Jerry Fairbanks Productions, Hollywood, who told BROADCASTING & TELECASTING that there had been preliminary discussions between him and Isaac Levy, board chairman of Official Films, and the latter's brother, Leon, a director. Mr. Fairbanks said that the deal had been consummated, but would not comment upon the details of their discussions.

A spokesman for Official Films confirmed the preliminary talks and said that discussions also were under way with other studios.

Both Isaac D. and Leon Levy are influential minority stockholders of CBS, and it was reported some time of William W. Goodheart Jr., formerly of Music Corp. of America, as executive vice president of Official Films.

WPIX STRIKE

5% Raise Forms Impasse

A STRIKE at WPIX (TV) New York Thursday of 61 technical employees, members of local 1212, Radio & Television Broadcast Engineers, IBEW, forced the station to cancel all live programs, substitute film, and operate with supervisory personnel, pending outcome of concurrent Federal Mediation and Conciliation Service meetings.

The strike was called when negotiations for a new contract to replace the old one, which expired May 1, reached an impasse over a union proposal for a 5% across-the-board wage increase. Negotiations have been under way since mid-April.

Same as Granted

The union, in a prepared statement, said that the wage increase proposed was the same as that granted by the network.

Meanwhile, with cameramen as well as engineers on strike, picket lines established by the union appeared to be a matter of form only, since all live programs had to be cancelled. Station programming was continued by films. George Heller, TVA national executive secretary, said that the question of crossing picket lines was entirely up to the performers.

Both sides met throughout Thursday with Federal mediators without further announcements.

THEATRE VIDEO

50 RCA Systems Ordered

RECEIPT of new orders for more than 50 RCA instantaneous theatre television systems were announced last week by Walter A. Buck, RCA vice president and general manager of the RCA Victor Div.

The new contracts, Mr. Buck pointed out, do not include those already received by RCA from Warner Bros. Circuit Management Corp., RKO Theaters and the Columbia-Publix chain, under which installations are now in progress.

Hazel Bishop Schedule

HAZEL BISHOP, New York (Hazel Bishop Lipstick), currently spending over a million dollars a year in television, is expanding its TV schedule by starting sponsorship of its own program, featuring Freddy Martin, Thursday, October 12, 1951 or 12, on 6 NBC-TV stations. Raymond Spector Co., New York, is the agency.
TILTED ANTENNA AIDS SIGNAL

Doublets Strength, Says Jolliffe

TILTING the antenna of a UHF TV transmitter slightly will double the station's signal strength, Dr. C. B. Jolliffe, executive vice president of RCA Labs, announced Monday. Studies will be conducted by RCA to determine whether a transmitter's tilt surpasses the effect on VHF video signals, he said.

Reporting on experiments conducted at K2EXAK, NBC's experimental TV station in Bridgeport, Conn., Dr. Jolliffe said that a test antenna was erected on one side of the K2EXAK transmitting tower and rocked back and forth in an 12-degree arc by a motor-driven device, while engineers recorded the variations in signal strength. Results of field tests made in the station's primary service area and also at Princeton, some 90 miles distant, showed the received signals invariably at their maximum when the antenna tilted approximately 2.5 degrees up or down.

Important in UHF

This gain in signal strength without increased transmitter power would be especially important in the UHF part of the TV spectrum, Dr. Jolliffe said, as UHF stations are presently limited in power by the types of available transmitting tubes, a factor not affecting VHF transmitters. The greater signal strength provided by tilted antennas, he said, should improve picture quality measurably, particularly for viewers located in the fringe areas of program service.

RCA will conduct further tests.

EDUCATIONAL NETWORKS

(Continued from page 75)

program, FCC was told.

The regents recognized that their request for an additional New York channel and for the only one in Malone and Poughkeepsie confronts the Commission with "a nice problem" in view of the scarcity of tilt antennas. Alternatively, they suggested that FCC write rules to give the board "equitable" access to all commercial stations in New York City, and a second full-time non-commercial channel cannot be provided, and also to give educational interests at least the right to share the Malone and Poughkeepsie channels with commercial interests.

In the other cities where it proposes stations, the board supported FCC's reservation proposals—channel 17 at Albany-Schenectady-Troy, No. 46 at Binghamton, No. 14 at Ithaca, No. 43 at Syracuse, and No. 25 at Utica-Rome.

The board summarized "some of the functions and advantages" of its plan as follows:

"(A) The great state of New York has a population of nearly 15 million . . . residing in widely scattered communities. The plan will tend to raise and make more uniform the standards of education throughout the state. It will extend to the rural communities the educational and cultural benefits now available only in the populous metropolitan areas.

"(B) The plan will foster, with great economy, an expansion of education in the state, formal and informal, for in-school purposes and out-of-school purposes, in television service areas and in areas without television service.

"(C) Television, as a vehicle for the educational and cultural development of the adult population of the state . . . will probably outdo, in impact and economy, anything the imagination can project for it today. The plan will allow a tremendous expansion of effort in this direction on a coordinated statewide basis.

"(D) The plan will permit the creation of a stimulating teaching forum, under proper arrangements, can be made available to the educational systems of other states."

Lewis A. Wilson, state commissioner of education, and Jacob L. Holtzmann, a member of the board of regents, reviewed the proposals at a news conference. Dr. Wilson said the plan had been discussed with state legislature leaders and that their response has been entirely satisfactory.

Mr. Holtzmann estimated that sets could be provided for classrooms at $100 or $150 each, and that maintenance of the stations would amount to $250,000 a year, aside from programming.

Mr. Holtzmann, who is head of a special regents committee on television for education, reported that "we believe it is as important for our educational system to have television channels as to have schoolhouses, and I don't know which will be more important in the future."

The regents' special committee, which formulated the recommendations on which the plan is based, is composed of Mr. Holtzmann, Vice Chairman Edward R. Rastman, and Regent Roger W. Straus.

Chancellor John P. Myers was quoted as saying that TV "will give us unlimited opportunities to expand our educational program, particularly in the rural areas. We are hopeful that the legislature will see its advantages as we do and grant us the necessary funds to go forward."

Mr. Holtzmann said special credit should go to Dr. Wilson, the education commissioner, and Miss Frieda B. Hennoek, FCC Commissioner and outspoken champion of educational TV.

The official comments were filed through Henry G. Fischer, of the Washington law firm of Fischer, Willis & Panzer.

FIVE PROVEN WBNS-TV PARTICIPATION SHOWS:

In central Ohio you have a choice of four excellent TV participation programs—top-rated shows with proven records for producing sales results for national advertisers.

EARLY WORM PARTY

with Irwin Johnson

Top favorite local star

10 to 11 a.m.

Central Ohio's largest TV audience participation program, televised from the luxurious Town and Country Room of The Neil House.

"SHARP COMMENTS"

by Forn Sharp

12 to 12:30 p.m.

A unique variety program in the woman's world. Miss Sharp has been a leader for over 12 years in presenting fashion, food and homemaking news to central Ohio.

JAMBOREE

6 to 6:30 Sat. evening

A popular half-hour variety show with a touch of the rural life. Featuring Ray Kane and daughter of 8, this show is given by Columbus' highest rated local programs. Reservations accepted.

SNADER TELESCRIPTION "SPOTLIGHT REVUE"

6 to 6:30 p.m.

Top talent variety acts on 31/2 minute movie . . . alluring for your spot. Snader Telecription Library is offered exclusively in Columbus over WBNS-TV.

PROGRAM RESUMES SENT ON REQUEST

PHONE BLAIR TV OR WRITE DIRECT

WBNS-TV

COLUMBUS, OHIO

Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM

Sales Office: 33 North High Street

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sentimental of commercials on shows with full continuity than on the variety program.

Other salient points in the survey: Only one out of 28 watches his set less than 10 hours weekly; one quarter of the people questioned watch 10-30 hours weekly and about one-third see TV between 30 and 40 hours a week. It also found that reading seems to suffer the greatest loss of devotees because of television.

KECA-TV, KLAC-TV Increase Rates
KECA-TV and KLAC-TV Hollywood had both announced rate increases. KECA-TV has issued rate card No. 4, which increases its Class A base hour rate from $900 to $1200 effective tomorrow (May 15). One minute or less in Class A is increased from $150 to $250; eight-second spots from $75 to $110. Comparable increases will be carried out in other time classifications, according to Robert F. Laws, station and ABC Western Division TV sales manager.

Increase of $250 over the present Class A hourly rates has been announced by KLAC-TV. New rate is $1,000 per hour. Increases also were made in other Class A time slots. Rate for 40 minutes is now $800; 30 minutes, $600; 20 minutes, $600; 15: $400; 10, $300; five, $250. One-minute, 30-second, and 15-second spots now are $175, $115, $85, respectively.

Videotex Reports On April Ratings
VIDEOTEX last week issued its April 1-7 report, giving top 10 television shows in 63 markets. The listings are broken down into percentage of TV homes and number of TV homes. Top 10 listings follow:

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<th>NO.</th>
<th>TV HOME</th>
<th>SHOW</th>
<th>TIME</th>
<th>STATION</th>
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<tr>
<td>1</td>
<td>Tuxedo Star Theatre (61 cities)</td>
<td>58.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tujenti Scout (32)</td>
<td>47.4</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Jack Benny Show (36)</td>
<td>45.8</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Pickford Theatre (46)</td>
<td>45.5</td>
<td></td>
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<tr>
<td>5</td>
<td>Your Show of Shows (61)</td>
<td>29.5</td>
<td></td>
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<tr>
<td>6</td>
<td>Your Seat Your Life (61)</td>
<td>38.8</td>
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Martin Kane Tops Tele-Que April Survey
MOST viewed television show in San Francisco for first week in April was Martin Kane, Private Eye, according to Tele-Que, West Coast TV research firm. 'Tele-Que' survey was based on viewing records of 557 television owners.

Top 10 ranking shows and ratings were:
1. Martin Kane, Private Eye KRON 58.5
2. You Set Your Life KRON 56.8
3. Tele-Que Theatres KRON 54.7
4. Sonoma Theatre KGO 53.4
5. Ford Star Revue KRON 49.5
6. Millionaire KRON 48.1
7. Life With Limbo KGN 46.3
8. Hollywood Hungry KGO 45.3
9. First Tier Theatre KGN 44.6
10. Gasp Auditor KRON 44.3

JACKSONVILLE
Fights for Channel 2
FIGHTING to retain TV Channel 2 for its area, the Florida Board of Commerce, via the FCC has issued Notice of Removal. The City of Jacksonville, Fl., has gone to the U.S. Court of Appeals for District of Columbia, City, which operates WJAX and at one time held a concession to Channel 2. Jacksonville has asked the Court for a stay order against the FCC's current proposed allocation. The new plan provides for the controversial Channel 2 to Tallahassee and Daytona Beach, precluding its use in Jacksonville.

Appellant's television CP was withdrawn by the Commission following the Court's order to have the time extended for station construction. That also was taken to the Court of Appeals, according to KLAC-TV Tele-Que April Survey.

Channel 2 would be extended to Tallahassee and Daytona Beach, precluding its use in Jacksonville. The Court of Appeals would be extended to Tallahassee and Daytona Beach, precluding its use in Jacksonville.

In its current petition, filed by Robert L. Irwin of Dow, Lohnes & Albertson, twisted, it pointed out that television is the earliest FCC to Channels 1 and 2 in many communities including Channel 2.

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TV Briefs

(Continued from page 78)

selected the "pre-determined allocations plan as a means of realizing sound engineering concepts," supported partial lifting of the freeze as FCC has proposed, approved opening of the full UHF, and vigorously opposed reservation of channels for noncommercial, educational use.

The major portion of the NARTB-TV brief was directed to the educational issue. NARTB-TV considered opening of the UHF to be evidence of FCC's broad intent to seek "establishment of a truly nation-wide and competitive television system." But the Commission has retrogressed from the accomplishment of this objective, NARTB-TV contended, "by proposing to subtract therefrom a large number of channels for a special class of applicants by means of a blanket reservation."

"It is the position of NARTB-TV," the brief asserted, "that no channels in the VHF or UHF bands allocated for television broadcast should be deleted in this manner, and that any determination with regard to an assignment of a noncommercial educational channel in a specific community should be arrived at only on a case-to-case basis founded upon a bona fide showing of public interest, convenience and necessity by an interested party."

NARTB-TV took exception to the reservation proposals on the following grounds, among others:

(1) FCC's failure to find and conclude that all TV channels are, and should be, equally available to all qualified contending, and that the record does not support a finding to the contrary.

(2) FCC's failure to conclude that the reservation issue is just one part of the broader issue, competitive TV allocation plan; and upon the basis that the conclusion resulting from the reservation policy has been accomplished arbitrarily without finding or determination with regard to the effect of this policy upon the overall problems involved.

(3) FCC's failure to make findings and conclusions with regard to the audience potential of noncommercial educational programs and with regard to the question of wastage of limited spectrum space because of limited audience.

(4) FCC's failure to find wastage of limited spectrum space through usage would result from the proposals in the record as made.

(5) FCC's failure to make findings and reach conclusions with regard to alternative methods of obtaining the basic objectives of noncommercial educational TV, including consideration of microwave relay for in-school instruction, and because of FCC's failure to find the proponents of reservation made no showing as a condition precedent to the effect that in-school needs could not be served by wire lines and/or microwave relay.

FCC's failure to find the record does not substantiate a need for noncommercial educational reservations (therefore) in any specific community, or to permit the conclusion that such substantially intimate relations can be determined only for the whole TV case community-by-community basis.

Second, no record whatsoever of a plan which had been advanced of record upon which stable utilization of noncommercial educational reservations could be effected by various educational groups particularly as relates to a claim of license responsibility.

Finally, failure to allocate channels in specific communities without findings appertaining to the qualification of the educational assignees or their program plans in such communities.

The brief noted some of the educational institutions involved are already "banning access" to commercial programs in Restoration that such sales are paid to, and that the payment is offered. NCAA, representing 300 or more of the largest universities, seeks to accomplish the ban by vote or agreement, the brief noted.

The brief noted FCC favored the reservation proposal because educational institutions appeared to need a longer period of time in order to develop programs that are not limited in scope to such educational uses as far as noncommercial interests. But NARTB-TV contended, educational witnesses presented by FCC on this subject were vague, confused and usually contradictory.

Joint Committee on Educational Television, which has pressed education's cause for channel reservations during the FCC reallocation proceedings, told the Commission it would "appear as a party of record in the hearings with respect to this subject for which noncommercial educational reservation is proposed in Appendix C, and offer such testimony or comments in support of said reservation as may be necessary or appropriate."

NARTB contended the record "in general substantiates the proposals" set forth by the Commission, and especially those set forth in Part VI of Appendix A dealing with noncommercial educational television.

"Flexibility" Channels

With respect to the UHF "flexibility" channels, NARTB urged the rules be modified "so as to permit an educational institution to make application for a flexibility channel . . . in any community in which no channel has been reserved for such a station."

"There is real need for this suggested modification," J.C.E.T argued, because of the few reservations provided in the plan. Only one channel has been reserved in Dallas and none at all in New Jersey, it was noted.

Observing the five priorities of allocation given by FCC are based only upon the number of services, number of communities and population and geographical location of communities while failing to take account of "differences of the types of television service and in particular of the distinction between commercial and educational television service," a finding that the following additional priority be placed between present priorities 3 and 4:

To provide a noncommercial educational television service in the jurisdiction of the United States by the reservation of frequencies for this purpose.

J.C.E.T further contended the record established need for educational channels in communities with less than three VHF channels as well as those having three or more VHF channels, in which FCC proposes to make a reservation. J.C.E.T indicated it will treat each such community on an individual basis during the further proceeding.

Similarly, where all VHF channels in a community are now occupied, J.C.E.T held the Commission "should make it clear neither this [no VHF left in such cities] nor the finality of its Third Notice . . . constitutes a finding that there is no need for a VHF channel for noncommercial educational television in these so-called "closed cities."

"It should be made clear that a properly qualified educational applicant for a VHF channel in such communities will not be foreclosed because all of the assigned channels happen to be presently occupied by commercial licensees," J.C.E.T stated.

Furthermore, the entire philosophy of the Communications Act is that the granting of a license carries no vested right to the use of a frequency," J.C.E.T explained. "It seems abundantly apparent that such cities as New York, Los Angeles, Philadelphia, Baltimore and Washington are the very cities where a VHF channel for noncommercial educational television would be of the greatest value."

Asks Argument

Contesting lawfulness of FCC's plan for allocation by rule-making and asking oral argument on the subject before June 11 city-by-city allocation hearing, FCBA contended the proposed allocation policy "is predicated upon an invalid legal foundation" and, as a result, months of effort on the part of the Commission, its staff and other concerned parties "may be spent for no useful purpose."

FCBA alleged the procedures outlined violate the Communications Act in that it fails to recognize the right of applicants to "an equal and fair opportunity to be heard on merits of applications," it was said.

FCBA had no objection to the allocation plan being used as a "guide.

FCBA further commented:

As a result of such deprivation of a hearing, the orderly and expeditious judicial review of this Communications Act will be thwarted.

The Commission obtains full complete information through the hearing procedure on individual applications. It will be unable to perform the function contemplated of providing a "fair, efficient, and equitable distribution of radio service."

The brief also attacked the tight restrictions proposed by FCC in making amendments to the table of allocation assignments once it is
Telecasting of an event of conflict is on a scale with respect to the Freeze with respect to "proceed to community," respecting VHF endeavor soon. (Continued on page 94)

First...

In Listening in the Altoona Area!

WVAM

Morning Afternoon Evening

25.0 20.4 22.9

Station "A"

13.2 14.1 14.0

Station "B"

18.9 15.6 12.0

Station "C"

20.0 16.9 14.0

Figures taken from CONLAN Report of January, 1951—all stations in the area considered.

more power—more people

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P.S.

That's why more and more national advertisers are selling central Pennsylvania through WVAM.
Comments on Allocation (Continued from page 88)

Erie—WERC. Requests assignment all commercial channels to WFTE, and make Ch. 12 educational.

Erie—WMKY. Requests assignment Ch. 64, assign Ch. 83 to Oil City, Pa.


Farmington—Patriot News Co. Add CH. 38 to Farmington.

Johnstown—WJAC-TV. No objection to Ch. 12.

Lancaster—WGAL-TV. No objection to Ch. 4 or 6.

Lancaster—WLW. Asks comparative hearings. Requests proposed modification of WGAL-TV license to use Ch. 8 instead.

Lock Haven—WPBZ. asks UHF channel.

Meckesport—WEDO. Asks Ch. 13 for joint commercial-education use, affects Ch. 2.

Philadelphia—WP. Add Ch. 12; directional antenna proposed; affects Wilmington, Del.

Philadelphia—Daily News Television Co. Add Ch. 12, with Ch. 7 retained in Wilmington, Del. or UHF facilities be given Wilmington or Blaughton, N.Y.

Philadelphia—Board of Public Education. Favors reservations (has funds).

Pittsburgh—KDKA. Add Ch. 4 and 9, deleting Ch. 9 from Wheeling Va.

Pittsburgh—KQV. Suggests Ch. 47 or 63 for Wheeling; affected educational station Ch. 12; Ch. 4 or 9 be added (affects Wheeling, Pa. and Greensburg, Pa.).

Pittsburgh—WCAE. Add Ch. 9, Delete Ch. 4, Wheeling.-Telecasting Ch. 47. Other changes in Ohio.

Pittsburgh—WJAS. Add Ch. 4; add Ch. 9 and delete same from Wheeling, W. Va.; adjusting Ch. San Antonio.

Pittsburgh—WWSW. Add Ch. 4, opposes WJAS.


Raysmille—WRUM. Add Ch. 15; delete Ch. 55. Substitute Ch. 56 for Ch. 15 in Lebanon.

Scranton—WQAN. Asks additional UHF channel.

Scranton—Appalachian Co. Supports allocation.


Scranton—Favor reservation, prefer VHF.

Washington—Add Ch. 9 for Ch. 83, deleting Ch. 83 for Ch. 9, wheeling.

RHODE ISLAND

Providence—WPPO. Supports allocation.

Providence—WJAR-TV. No objection to reservation from Ch. 11 to 10.

Providence—Providence College. Favors reservation; wants WJAR.

SOUTH CAROLINA

Greenville—WFBC. Supports allocation.

Greenville — Supports reservation (preference WOOF, Poinsettian L. W. Spartanburg—WORD. Add Ch. 7; changing Ch. 33 to Ch. 34.

Greenville—KTVK, Ky. Knoxville, Tenn., Chattanooga, Tenn., Rome, Ga., University, Ala., State College, Miss., and Columbia, S.C.

SOUTH DAKOTA

Sioux Falls—KZLO. Supports allocation.

Sioux Falls—Sioux Falls College. Asks VHF allocation even if must be commercial. Supports UHF reservation but prefers VHF.


TENNESSEE

Bristol—WOPR. Supports allocation.

Chattanooga—WHJU, Add Ch. 15.

Knoxport—WKPT. Add Ch. 2.

Knoxville—Fulton High School. Supports reservation.

Memphis—WGMC and WMPS. Add Ch. 3; or, allocate Chs. 4, 7, 8 and 11 instead in City, Ch. 9, 10, 11 and 12.

Nashville—WKDA. Add Ch. 5.

Nashville—WSIX, WLAC (joint petition). Asks one more VHF channel and Ch. 2 reservation.

TEXAS

Amarillo—Public Schools. Supports reservation.

Austin—U. of Texas. Favors reservation.

Beaumont—KFDM. Supports Chs. 4 and 6 for Beaumont and Fort Arthus.

Breckenridge—KSTR, Add Ch. 7.

Dallas—WFVA-TV. Supports allocation.

Dallas—KLIF, Add Chs. 7 and 9, delete Ch. 8.

Galveston—KGA, Informal approval Ch. 49.

Harrington—KGBS. Requests Ch. 4 be added to Harrington and deleted from Brownsville and Ch. 36 be deleted from Harrington and added to Brownsville.

House--KPHC-TV. Favors allocation, generally, but request in- cluding other Chs. Separate stations in Chs. 2-6 by 287 miles, and Ch. 7-12 by 197 miles to reduce interference.

Houston—KTRH, KZZY. Add Ch. 9, affecting Beaumont-Fort Arthus.

Galveston—South Texas Television Co. Add Chs. 5 and 10; remove Ch. 8 reservation.

Longview—KPHO. Add Ch. 12 to Longview; change to Ch. 7 from Shreveport, La.; change Ch. 10 in El Dorado, Ark. from Ch. 38 and 39 presently assigned to Longview may be changed to either Gilmer or Tatum, Tex.

Longview--East Texas Television Co. Add Ch. 9 at Longview and Ch. 6 at Lufkin.

Lubbock—KFFO. Transfer Ch. 5 from Amarillo to Lubbock; substitute Ch. 9 for Ch. 5 at Monahans.

McAllen—McAllen Television Co. Supports allocation.

San Angelo—City and Board of Development. Supports reservation.

San Antonio—Planning Board. Supports reservation, urges VHF.

San Antonio—Sherman Television Co. Add Ch. 9.

San Bernardino-Colorado area--KRRV. Add Chs. 16 and 17, affecting other cities.

Temple—Ch. 4, Add Ch. 6.

Victoria—Lack's Stores Inc. Add Ch. 12.

Waco--KWTX. Supports allocation.

Weslaco--KQV. Delete Ch. 2 from Monterrey, Mex., and assign to Weslaco, Tex.; assign Chs. 4 and 9 from Brownsville, Tex., and assign to Weslaco-Harlingen.

Wichita Falls--KWFT. Supports allocation.

UTAH

Ogden—Support reservation: Public School Board; Ogden City College.

Price—KOAL Add Ch. 6.

Lakewood—KOAL, Add Ch. 2, affecting several Utah stations.

Salt Lake City—City-State Sup't of Pub. Instruction. Supports reservation.

Teoole—Oquirrh Radio & Television Co. Switch VHF Ch. 2 from Logan to Tooele; VHF Ch. 12 from Ogden to Kuna; Ch. 8 from Provo to Ogden; Ch. 11 from Price to Provo; Add Ch. 6 to Provo; Change Chs. 30 to Montpelier.

VERMONT

Burlington—U. of Vermont. Favors reservation.

VIRGINIA

Bristol—WYBC, Add Chs. 43 and 46, now proposed for Bristol, Tenn.

Charlottesville—City of Charlottesville, Charlottesville Chamber of Commerce, and WVC-TV. Opposes proposed allocation of UHF noncommercial assignments to WVC-TV; requests VHF; asks assignment of new VHF channel.

SOUTHERN CALIFORNIA

Greenwood—WFBC. Supports allocation.

Greenwood — Supports reservation (preference WOOF, Poinsettian L. W. Spartanburg--WORD. Add Ch. 7; changing Ch. 33 to Ch. 34.


HAWAII

Honolulu—KUHI, Add Ch. 12.

Puerto Rico


Motive (Quad Cities in Iowa and Ill.)—WTVG, Requests permission for change in 34 cities. WTMJ-TV Milwaukee, would be moved from channel 13 (as FCC proposed) to channel 20 (as approved for Milwaukee). WTVG-LV Lansing, Mich. from Ch. 5 to 6 instead B. KSTV-ST Louis from Ch. 5 to 4.

The GEORGE PURCHASE

Only a combination of stations can cover GEORGIA'S major markets.
Farm Dollars
(Continued from page 28)

in outlets, in a territory where new dealers are not easy to get. Because of the radio, the company's advertising is confined to billboards, painted barns and occasional insertions in farm trade journals. Radio is Aubrey's basic medium.

Glen Aubrey, son of the present head of the mills and one of the principals to executives, has said, "If you have something that the farmer needs, he'll listen. Frank Cooley gives him information in which he is vitally interested. There is no better way to reach the farmer."

The sales history of the company reflects the enormous boost of radio.

From 1947 to 1948, before the mills used radio, business increased 10%. In 1948-49, the first year of its sponsorship of WHAS' Market Digest, sales jumped 35%. The overall increase from the beginning of its radio advertising to the present is the whopping 225%.

Buys By Radio
Aubrey & Co. uses radio to buy, as well as sell.

When the time comes for Aubrey to stock up on wheat, soy beans or corn, Mr. Cooley slants his commercials to announce that Aubrey is in the market.

Format of the program varies with the time of year. During the tobacco season, Mr. Cooley and Don Davis, assistant farm program director of WHAS, report on 28 tobacco markets in Kentucky. Market news from Louisville, Cincinnati, Indianapolis, St. Louis and Chicago, the five big livestock markets in which WHAS listeners are principally interested, is also reported. The program closes with a weather report.

Aubrey's radio campaign costs from $12,000 to $13,000 a year, a price that has remained constant since the time the firm bought the program. Farm department executives at WHAS believe it is an excellent example of Class C time being used to the greatest advantage.

The Aluminum Co. of America, Alcoa, Tenn., has nothing whatever to sell farmers; its entire production is on call to the government. It undertook sponsorship of the WNOX Voice From the Farm, three years ago, as a public relations campaign.

For one thing, many of its workers are part-time farmers. For another, the company seeks the goodwill of residents of the area where it is situated.

Commercials on the program are strictly institutional. They emphasize the cooperation in the defense effort, urging listeners to conserve aluminum, tin and steel, buying only what they need and putting their surplus money in defense bonds.

The radio campaign has resulted in building friendly feelings for Alcoa throughout the WNOX area, among farmers and government officials alike.

One County Agent recently pointed out how useful the program is to his work. "If I have an idea that I want to get across to the farmers in my county," he said, "I have several choices. I can call them together in small meetings at night. I can call them individually on the telephone or call at their individual farms ... each of which takes a great deal of time and reaches only a comparatively handful of men."

"I can write them a letter, which they probably will read and forget, or perhaps not read at all. Or, I can spend three or four hours helping to make a Voice From the Farm recording, and know that from 75% to 90% of my farmers will be talking about it the next time I see them."

"Voice From the Farm" is conducted by Cliff Allen, WNOX news and farm editor, and H. P. Wood, assistant county agent who now devotes his entire time to the program.

It features recorded interviews not only with agricultural experts like county agents, specialists from the U. of Tennessee and the State Dept. of Agriculture but also with farmers who have useful information to give.

Shortly after the program went on the air a corn production contest was adopted. It was continued for three years. One yield of 213.3 bushels per acre by a contestant has been tested. The contest was changed this year to pastures since many farmers did not have the quality of land or the equipment necessary to raise corn. The entire contest idea has the cooperation and backing of the U. of Tennessee as well as government agencies.

Not long ago, Messrs. Allen and Wood turned up in Sequatchie County a farmer who was still working his fields at the age of 76. He explained he had planned to retire but had decided not to. He said he was learning too much about farming to quit. As he put it, "I've learned more about farming in the past five years than I ever learned in the first 48 I farmed."

Mr. Allen asked him: "But didn't you farm with your head as well as your hands during those first 48 years?"

"Yes," he said, "but the trouble was I never had anybody else's head to use."

It is such evidence as this that encourages the Aluminum company to keep Voice From the Farm on the air.
TV Briefs
(Continued from page 31)
cast facilities" under the Communica-
tions Act.

Suggested Shifts
He suggested shifting of pro-
posed channels in Colorado or
among the states of Colorado,
Wyoming and Nebraska.

Emphasizing that he was speak-
ing solely "in the public interest,"
Sen. Johnson pointed out that "no
competitive network system can be
effectuated without service to and
through Denver as a connecting link
between East and West.

Touching on another factor, he
declared:

"... The people of Denver, under
the present proposal, will be deprived
of the programs of a number of net-
works and the adverse influence of
monopoly will affect national and local
advertisers who seek the Denver mar-
ket."

Radio Attorney Arthur Schar-
feld in behalf of several stations
objected to the principle of VHF-
UHF channel interchange on
grounds such policy is not in the
public interest because of technical
differences between VHF and UHF
which preclude free competition in
the same area. As a solution he
suggested commercial stations be
allocated the UHF with educational
groups getting VHF channels.

"If there is sufficient knowledge
of the characteristics of UHF chan-
nels to allocate them to the tele-
vision broadcast service at all," he
said, "the allocation problem of
providing both an adequate and
competitive television service in
the nation can be solved by assign-
ing all commercial television broad-
casting to the UHF band."

His explanation continued:

In addition to serving the public in-
terest by providing for equality of com-
petition in the commercial television
broadcasting service, many perplexing
legal, administrative, and other prob-
lems would be solved by reallocating
all commercial television to UHF.

The question of whether Sec. 307(b)
of the Communications Act would
be violated by distributing VHF and UHF
channels as though they are equal
facilities would become moot. The troubleshoot problem of procedure in
competitive hearings for television
channels in areas where both VHF and UHF channels are available
would be eliminated.

The two network system (of VHF
stations) which is threatened by the
paucity of the superior VHF channels
in most communities would be expand-
perforce if all commercial stations were
competitively equal—on UHF. And the allocation difficulties evident in
the Third Notice of Rule Making
herein caused by the existence of tele-
vision stations authorized before the "freeze" would be largely eliminated.

There need be no injury to the own-
ers of VHF broadcasting stations and
receivers caused by the assignment of
all commercial television broadcasting to the UHF band, since a reasonable
period of time can be provided for
existing VHF commercial stations to
be converted to UHF.

Nor should there be any need to fear
interest in VHF broadcasting stations
not a sufficiently good television me-
dium but is not a sufficiently
good television medium. If such were
so, it is certainly not good enough to
stand as UHF as proposed by the Com-
mision, and should not be utilized for
television broadcasting at all.

Mr. Scharfled's presentation was
made for WISC Madison, Wis.;
WTOA (FM) Trenton, N. J.;
WERC Erie, Pa.; and
Television Inc., TV applicant
at Allentown, Pa. WTOA and Le-
high Valley further questioned leg-
ality of a fixed allocation plan.

They noted that Sec. 307(b) of the
Communications Act, among other provisions, grants FCC authority to
allocate frequencies only when
valid demand is evident, or specific-
ally, applications.

First commercial station to for-
manently contest legality of the ed-
cational reservation, and also leg-
ality of the overall allocation rule
making proceeding, was a WATXi
Detroit, Mich. The Group was
asked by the Washington law firm of
Bingham, Collins, Porter & Kist-
ler, the WKMH petition asked oral
argument on the issues before the
June 11 commencement of the city-
by-city hearing. WKMH contended
this hearing would be rendered
moot and the freeze could be lifted
provisionally if its views are found to
be correct.

Under the present FCC plan,
WKMH saw no practical end of
educational reservations or the overall freeze.

WKMH argued Congress has not
granted FCC the "power and au-
thority to reserve and/or allocate
VHF Channels for use by non-
commercial educational stations
with the result that any such [FCC]
rules and regulations will be in-
valid.

The Dearborn station further
contended the Commission's pro-
posal to "allocate specific facilities to
specific cities or areas prior to re-
ception and consideration of appli-
cations violates not only Sec.
307(b) of the [Communications]
Act but... intent of Congress."

Use as Guide
As a solution, WKMH suggested
part of the allocation plan as a gen-
eral guide, similar to standard
broadcasting practice. It held such
a procedure would: (a) eliminate
most if not all legal objections; (b)
provide for flexibility as the tech-
progresses technically; (c) encour-
age technical research; (d) permit
lifting of the freeze almost im-
mEDIATELY, without need for further
complicated and lengthy hearings
(the "hearings on the specific al-
location plan is now just as im-
portant and final to applicants as a
formal hearing on an application"); and (e) remove a tremendous workload from FCC.

Educational reservation of Chan-
nels 13 at Indianapolis was pro-
tested as illegal by WIRE, WISH,
WIBC and WXWL there.

WISH also pointed out "any for-
rum of allocation of television chan-
nels based on preferential or
special classification of licensees or on
a specific type of program service or
both would result in effective cen-
sorship of programs and constitute
an interference with the public's
right to free speech," also prohibited by
the Communications Act.

WIBC stated it "desires to make
its financial position clear that the
educational television stations.

The record of a number of edu-
cational institutions in radio such as
the U. of Illinois and the U. of
Wisconsin, has been a meritorious
one but Petitioner believes that the
rigid allocation of a certain num-
ber of television channels for ex-
clusive educational use is illegal."

Regarding station separation re-
quirements, WIBC asked alterna-
tive use of 180 mile city-to-city
and 170 mile trans-
mitter-to-transmitter separation.

William H. Block Co., TV appli-
cant at Indianapolis, felt minimum
mileage separation requirements
should not be rigid to the extent
no exception may be made in in-
stances where it is demonstrated
public interest would be served
through such relaxation of the re-
quirement. Firm also thought sepa-
ration minimums should be based on
transmitter locations rather than
cities.

Indianapolis Public Schools told
FCC they see no money available
for educational applications and
hope for time on commercial outlets.

Butler U. also cited lack of funds.

Fort Industry Co., in behalf of its
WGBS Miami, requested removal
of the educational reservation
of VHF Channel 2 there and
suggested that UHF Channels 29 and
35 be reserved instead. WGBS also
suggested:

That the Commission adopt the policy
and specifically provide in its Rules and
Regulations that the 180 mile com-
mercial broadcast channel reserved in
this proceeding for noncommercial
educational use, such reservation will
be reviewed in 6 months, and if not
exceeded in six months, and will be
continued in effect for one more
year. Written showing by one or more
qualified educational organizations that
such organ-
ization or organizations are actively
proceeding with the necessary
preliminary steps
for an application for the specific reserved
channel, including a statement of the
estimated date when such application will
be filed for said specific reserved chan-

KIOA Des Moines pointed out
"interstate location is a necessity
dependent solely upon transmitter
location and not upon city-to-city
separation... there is no justi-
fication for enforcing the city-to-
City co-channel separation of 180
miles, if the separation of 170 miles
between transmitters can be satis-
fied."

KIOA's Stand

Asking elimination of the reser-
vation of Channel 11 at Des
Moines, KIOA pointed out even if
FCC has legal authority to make
reservations, such restriction on the
use of Channel 11 is not sup-
ported by evidence or record
and violates all principles of equitable
distribution of TV broadcast fac-
cilities.

KIOA also charged FCC failed to
give adequate notice of its inten-
tion to reserve VHF channels,
pointing out the July 11, 1949 no-
tice, were without community
comments only "con-
cerning the possible reservation for
noncommercial educational broad-
CAST STATIONS

KIAO said Iowa State's WOI-
TV at Ames, temporarily "commer-
cial," is already an educational sta-
tion whose coverage area included
Des Moines, hence there is no need for
a second VHF reservation for the area at Des Moines when a
UHF channel would suffice for lo-
cal educational use.

McClyd's Broadcast Co., li-
cense of stations in California and
Nevada and TV applicant at Sac-
ramento and Los Angeles, urged pro-
posed standards to be modified to
"permit greater flexibility in the
allocation of television facilities in
order to provide for their maximum
utilization.

Station separation based on dis-
tance between city post offices is
unrealistic, McClyd said, in-
dicating transmitter-to-transmitter
separation should be the criteria.
Firm also urged provision be made
for additional assignments at re-
duced power under certain condi-
tions and to provide for assign-
ments based on maintenance of
subscribers and service extensions such
as mountain ranges.

WIP Philadelphia, which has
gone through comparative hearing
with Department of Television Com-
mission, has no applying for VHF
Channel 12, contended FCC's pro-
posed removal of Channel 12 from
Philadelphia would deprive WIP of
use of the VHF Channel 12. WIP ex-
plained the hearing was completed
even before the imposition of the free-
ze and large sums of money were spent
on the litigation. No decision has
been issued.

WANTS CHANNEL 12

WIP urged certain exceptions to
FCC's rules to allow retention of
Channel 12 there. Included was
provision that WOAL-TV Lancelot-
town, Pa., would have to operate with
a directional antenna on Channel 4 to protect WNBW Wash-
ington and WNBW New York.

KPI-TV Laredo, Tex., requested modi-
fication of provisions so that
stations having antennas at such
heights as atop a mountain would
not be prevented from using suf-
cient power to cover the metro-
opolis area required to be served.

KTRH and KXYZ Houston asked
that separations in excess of 180
miles not be required in the spe-
cial case of adding two VHF fre-
cuencies there, modifying FCC's pro-
posal for greater separation in the
Gulf Coast area because of trans-
mitter problem.

WTIC Hartford, Conn., urged that
FCC's general rules be en-
larged to permit the UHF "flexi-
 ability" channels to be assigned to
communities for which other chan-
els already are provided in the
assignment table. WTIC also asked that
minimum separations in districts
be relaxed to permit exceptions where
public interest would be served.

WJR Detroit told the Commis-
sion that "many of the VHF spec-
trum can be better assured by
providing in the rules and stan-
ards that assignments may be made
even where the City-to-City separa-
tion is less than 180 miles provided the
transmitter-to-transmitter separation of 170 miles
is not exceeded. WJR also sug-
gested the rules might provide in
cases where the city-to-city sen-
station is less than 180 miles, "a
special showing must be made that
assignment will not unduly restrict
the location of transmitters in
either city."

DELETE SPACING

WPQ Jacksonville, favoring elimi-
nation of a Channel 17 reser-
vation for non-commercial educa-
tional stations expressed doubts of
any reference to spacing between
cities "as a criterion of allocation." Station
also requested that pro-
vision be made for additional re-
duced power. FCC said they will not cause interference
"greater than would exist with
180 or 170-mile spacing" and such
assignments would better fulfill
minimum requirements of the Com-
mutations Act. WPQ suggested
allocation of VHF Channel 10 to
Jacksonville along with other pro-
posed assignments.

WGR, WKBW and WEGR Buff-
alo, in a joint comment, sug-
gested the following qualifications be
added to the separation limi-
tations:

Assignments may be made even
though the city-to-city separations are
less than indicated provided the re-
quired transmitter-to-transmitter space
is maintained. In such cases ever,
a show must be made that due to
natural features of the terrain,
location of airports. location of bodies of
water or similar factors. assign-
ments would not unduly restrict
the location of transmitters in
either city.

WXQG Richmond, Va., would like to
VHF or UHF freeze lift until the
allocation plan is made final and
return of all pending applications.
Stations having transmitters should
be allowed to be in the same city
and provision for equal allocation of
facilities to all networks in two
channel cities.

Communications Measurements
Lab. opposed the 41.25 mc standard
IF, recommended its own proposed
111.75 mc IF and "fold-in" prin-
ciple of allocation, reducing station
separations.

James C. McNary, consulting en-
engineer, cited what he considers to
be errors in certain UHF propaga-
tion curves used in FCC's revised
plan. He also felt use of off-set
carrier operation in the UHF will
require development of new fre-
cuency control apparatus and will
probably require continual moni-
toring of this apparatus from a
central frequency standards, such
as WWV, to maintain satisfactory
operation. He suggested the spec-
fication of LHF channel component

COLUMBIA, Mo., requested the Com-
mmission to authorize 50% com-
ercial operation on channels re-
served for educational purposes.

The university told FCC that
while non-commercial educational
outlet is desirable, it is convinced that
a station "devoted entirely to
education could not be maintained, in-
definite, a program schedule which
would be of continued inter-
est to viewers."

With permission for partial com-
mercialization, the university said it
felt that (1) more educational
institutions would be in a better
position to operate stations "to the
benefit of the public at large with-
out materially affecting strictly
commercial stations," by offering
better programs, and (2) commer-
cial programs will "break the mo-
noloty of continuous educational"
fare and enable stations to attract
and hold audiences "continuously seven
da-week."

The university would help defray
operating and production expenses of
its station through income received
for commercial programs.

College of St. Thomas, Roman
Catholic school at St. Paul, Minn.,
was one of the few educational
institutions requesting removal of
reservation upon a local channel
so it might be used commercially.

The college indicated it plans to
seek a commercial station there and
is willing to compete with com-
mmercial applicants in a comparat-
ive hearing. It asked lifting of
(Continued on page 108)
ALL EYES AND EARS

CHUM Toronto sends to a rapidly increasing number of outlets a weekly radio column entitled, "All Eyes and Ears." The newsworthy, entertaining column is written by Phil Stone, sportscaster and public relations officer for CHUM. Robert L. Lee, station manager, said, "It is being used in its entirety by a constantly growing number of publications."

KENTUCKY DERBY

ALTHOUGH the Kentucky Derby was not telecast at the time of running, WAVE-TV Louisville, managed to display a still-picture of the finish of the race 15 minutes after it was run. This was done through efficient planning, a self-developing camera, and a motorcycle to cover the three miles between Churchill Downs and the WAVE-TV studios. Other programs featured stills of the pre-and post-Derby highlights.

LANG-WORTH FEATURE PROGRAMS

SELL JEWELRY

LANG-WORTH FEATURE PROGRAMS, INC.
113 W. 57TH ST., NEW YORK 19, N.Y.

(newspaper color programs at lowest station cost)

WATV HONORED

WATV (TV) Newark was formally honored by New Jersey State Senate in ceremonies at State House in Trenton on May 4, for its program, Know Your State. In presenting state flag to Robert B. MacDougall, educational activities director, Senate President Alfred B. Littell read part of Senate concurrent resolution No. 11: "Television station WATV is hereby commended for its conduct of programs relative to the civic affairs of the state under the name, Know Your State, and for its accomplishment in so conducting said program whereby the citizens of the state have been informed of said matters of civic interest and for the resulting educational benefits to the citizens of this state."

PROMOTION DEVICE

KNX Los Angeles has taken its summer promotion campaign into 19 drive-in theaters. During quarter-hour intermissions, KNX's boast of the "West's Largest News Bureau" is flashed upon the rear screen. Officiates estimate that 360,000 patrons are exposed to this promotion device every two weeks.

LEADS LOCAL POLL

WQAR Cleveland distributing folder showing cartoon-like drawing of child who is working arithmetic problems on blackboard. Inside is excerpt from Cleveland newspaper showing results of local radio poll and caption "WQAR chalks up another victory." Copy explains it is fifth year station has won top honors in annual poll, and pictures of leading performers are shown. Back cover gives audience ratings and other information about station.

STATION PREPARED

WSTV Steubenville, Ohio, installing emergency electric power plant at transmitter site, to be used if regular power should fail. Station has operated last 10 years without needing emergency power, but feels it should be prepared for any eventuality.

WNAX FACTS

WNAX Yankton, S. D., sent to 969 Miller Feed dealers in Minnesota, Iowa, Nebraska and South Dakota set of statistics to show why WNAX is of more advertising value. Statistics reported that on average weekday, 36.5% of families in WNAX area who are listening to radio between 12:30-1 p.m. are tuned to WNAX. And, it was added, remainder of radio audience is shared among 51 other stations mentioned in audience survey.

COMMUNITY SERVICE

KMH Marshall, Minn., sending trade brochure based on recent flood and station activities during emergency. Piece is headed "The newspaper is a community service."

DAYTIME DRIVE

WHLI Hempstead, Long Island, N. Y., has launched "big promotional campaign calling attention to its dominant daytime position on Long Island." Media include trade papers, direct mail, billboards, local newspapers, railroad and yacht club posters, window displays and public exhibits.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Strictly Business
(Continued from page 14)

and 10 Canadian provinces.

This vast activity is directed by a man who in 1932 began work for HFC as an investigator in its West Side Chicago branch office.

The man, Newell Taylor Schwin, was born in Elkhart, Ind., and lived there until the impressionable age of 14 when he moved to Chicago where he was graduated from Nicholas Senn High School. Then came Ohio State U., Western Reserve U., and, in 1928, he received a degree from Harvard.

With his formal schooling behind him, Mr. Schwin heeded the advice of Horace Greeley and went west. For two years he worked in the cattle and land businesses in Montana. The advertising field beckoned and he went to work for an agency which folded during the depression. It was at this point that Mr. Schwin joined HFC.

Goes to Headquarters

After showing promise while working in the branch office, Mr. Schwin was transferred to HFC headquarters in 1933 as production man in the firm's advertising department. Five years later he was made district advertising manager. Then came Pearl Harbor. In January 1943 he joined the Navy and served until November 1945. He saw action in both the Mediterranean and the Pacific. When he returned to civilian life, his uniform carried the double bars of a lieutenant.

He has since been promoted to the reserve rank of lieutenant-commander.

Back in harness at HFC, Newell Schwin was made director of advertising. Today he is head of a department of 37 persons and is responsible for 630 branch offices in 365 cities.

HFC now uses spot newscasts, disc shows and announcements in 250 radio markets in the United States and Canada. This plus Edward R. Murrow on CBS' 12-station Pacific network three quarter-hours weekly.

TV-wise HFC buys baseball show adjacencies and spots in Los Angeles, Chicago, Philadelphia and Detroit, in addition to TV spots in five more markets. Television money went into spot announcements in February when HFC dropped People's Platform on CBS-TV after 1/2 years because of credit control tightening.

HFC used its first TV show in November 1948, sponsoring the Red Wings of the National Hockey League over WWJ-TV Detroit.

First Radio Was used in 1907, WCAU Philadelphia has had HFC business continuously for 21 years. One might imagine that with such a far-flung, active program, Mr. Schwin would find time for little else. Nevertheless, he is an member of Pi Kappa Alpha and Sigma Delta Chi fraternities and of the Harvard Club of Chicago.

Two Hobbies

Of hobbies, he has two—photography and civic affairs. Mr. Schwin is presently a member of a school board in Skokie, Ill., the Chicago suburb where he now lives.

Mrs. Schwin is the former Mary Lowell and is well-known in the home economics field as a consultant. The couple was at one time head of the home economics departments for Hotpoint and for Quaker Oats. The Schwins have two children, a girl, 14, and a boy, 11.

March Times Sales
(Continued from page 27)

I lists the top 10 network sponsors in March with the gross time purchases of each. Table II shows the leading advertiser in each product class.

It is noteworthy that Procter & Gamble alone accounts for nearly 10% of the gross time purchases of all advertisers using the nationwide networks during March and that the combined billings of the top 10 network accounts add up to nearly half of the overall total. This concentration is also shown in Table III, listing the network advertising expenditures of the various types of products for March and for the first quarter, with 1960 billings compared to those for the same period of 1950.

Table III reveals that the top three product groups — Foods, Toiletries and Drugs—account for $8,297,707 of time spent during March, well over half of the total.

When advertising of Smoking Materials and Soaps & Cleaners, ranking fourth and fifth among product groups, are added, the combined gross billings of these five classes amounts to $12,244,900, approximately three times the combined gross of the other 20 classes of advertisers who used the national networks during the month.

SATELLITE CASES

WOL, WINX Affected

There is action on synchronous amplifiers in preparation by WOL (formerly WWDC Washington) and proposed for WINX Washington have been announced by FCC. WOL was granted renewal of license for its main transmitter, located at Pierce St. between N. Capitol and First St., NE. Application for license renewal of WOL's synchronous amplifier located at Lanier Drive, Silver Spring, Md., was set for hearing to be held in Washington.

Consolidated hearing on WINX applications for license renewals for synchronous amplifiers located at 8th and I Sts., NW, and development of broadcast station KG2XCK, and construction permit to change the main transmitter location from the station's Garden City in Arlington, Va., to 8th and I Sts., NW, was set by FCC. Also included is the proposed setting up of a synchronous amplifier in Ross-Creek Park and the abandonment of WINX's present synchronous amplifiers and KG2XCK.
May 3 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WTVB Coldwater, Mich.—Designated for hearing in Washington, D.C., June 22 re application to increase power from 1,000 kw to 15,000 kw.

KGBM Steilacoom, Wash.—Designated for hearing in Washington, D.C., June 25, re application to increase power from 1,000 kw to 15,000 kw.

CP Granted

KGDM Stockton, Calif.—Granted CP to operate a directional antenna, trans. and auxiliary equipment.

KEMF Houston, Tex.—Granted CP for operation of a trans. and auxiliary equipment.

WCHS Charleston, W. Va.—Granted CP for operation of a trans. and auxiliary equipment.

Antenna-Cond.-conditioned

KAGK Gallup, N. M.—Granting CP to operate a directional antenna, trans., and auxiliary equipment.

WKBH Dubuque, Iowa.—Granting CP to install a new building and trans. and auxiliary equipment.

WINA Columbus, Ky.—Granting CP for operation of a trans. and auxiliary equipment.

WCDW Waco, Texas.—Granting CP for operation of a trans. and auxiliary equipment.

STA-special temporary authorization CG-conditional

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.

May 8 Decisions

BY THE SECRETARY

KXKL-FM Waterloo, Iowa.—Granted license for FM station: 105.7 mc, 17.5 kw.

KKGK Gallup, N. M.—Granting CP to operate a directional antenna, trans., and auxiliary equipment.

WKBH Dubuque, Iowa.—Granting CP to install a new building and trans. and auxiliary equipment.

WAIN Columbus, Ky.—Granting CP for operation of a trans. and auxiliary equipment.

WCDW Waco, Texas.—Granting CP for approval of an antenna and auxiliary equipment.

Following were granted CP's for extension of completion dates as shown:

KFAR-FM Parkersburg, W. Va., to 9-12-51; WBBB-FM Burlington, N. C., to 10-1-51; KCDQ-CF Des Moines, Iowa, to 4-24-51; WWOW Logan, W. Va., to 9-1-51; WABA Aguadilla, P. R., to 9-15-51; KDLK Duluth, Minn., to 8-1-51; WSPD Cleveland, Ohio, to 3-15-51; WCNW Grants Pass, Ore., to 9-10-51; hearing in Washington on June 26.

License Renewal Granted

WGBL Washington, D. C.—Granted renewal of license to operate main station located on South side of Pierce St., between L and K Sts., N.W., Washington, D. C., and designated for hearing, application for renewal of license of synchronous amplifier located on L St., Between K and M Sts., N.W., designated for hearing.

License Renewal Granted

WINX Washington, D. C.—Designated for hearing application for renewal of license of synchronous amplifier for operation of station KGZC, and change to change power from 10 kw to 25 kw.

Following were granted mod. CP's for change to change type of ant., trans., and auxiliary equipment:

KFIV Houston, Tex.—Granting mod. CP for change to change type of ant., trans., and auxiliary equipment.

KGLR Ithaca, N. Y.—Granting mod. CP for licensing for change to license for installation of new trans., and auxiliary equipment.

Following were granted mod. CP's for elimination of non-licensed types, and auxiliary equipment:

KJLJ Lomita, Cal.—Granting mod. CP for elimination of non-licensed types, and auxiliary equipment.

Following were granted mod. CP's for extension of completion dates as shown:

KEXR Portland, Ore.—Granting mod. CP to change power from 50 kw to 150 kw.

WFAR-FM Parkersburg, W. Va.—Granting mod. CP for station extension of completion date.

License for CP

WXEL (TV) Parma, Ohio.—License for CP new TV station.

APPLICATIONS RETURNED

KGIB Grants Pass, Ore.—License for CP.

KIKI Honolulu, Hawaii—RETURNED application for license for CP new AM station.

Modification of CP

KLAC-TV Los Angeles—RETURNED application for mod. CP for extension of completion date. (Application unnecessary.)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
2400 Pennsylvania Ave., N. W.
Washington, D. C.
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
905 National Press Building
Washington, D. C.
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3447
Washington, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG.
NA. 3273
Washington, D. C.
Member AFCCE*

Craven, Lohne & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St. N. W.—Metropolitan 4477
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 Colson & 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.

KMA-81, Pittsburgh, Calif.
ACTION ON MOTIONS
By Comr. George E. Sterling
FCC General Counsel—Denied petition requesting extension of time to June 4 in which to file exceptions to initial decision in proceeding for assignment of CP of WMIE Miami, Fla.
FCC General Counsel—Granted in part petition requesting extension of time to June 11 in which to file exceptions to initial decision in proceeding upon applications of WJBF Detroit, Mich., time extended to May 24.

NELS Kinston, N. C.—Granted petition for leave to amend application to correct error in horizontal plane pattern.

WPTC, Kinston, N. C.—Granted motion for order to take depositions in support of application.

A. D. Ring, N. C.—Granted petition for leave to intervene in proceeding upon application for KZEF Jenning, La.

By Examiner J. D. Bend
WXE Atlanta, Ga.—Granted petition for leave to amend application in order to correct certain clerical errors; record was reopened for purpose of granting petition and accepting amendment, then closed.

By Examiner Basil P. Cooper
WHUN Huntington, Pa.—Granted petition requesting Commission to accept late appearance in proceeding for continuance of hearing from May 10 to July 10 in Washington.

By Examiner H. B. Hutchison
KPNF Lincoln, Neb.—Granted petition for order authorizing taking of depositions of certain witnesses in proceeding upon application; further ordered that Capital Bostg. Co. be authorized to take depositions before Horsey D. Baird or E. E. Stoddard, or some other person qualified under Title IV, Sec. 609(e) of Communications Act of 1934, as amended, at Lincoln, Neb., on May 2, 1954, and continuing thereafter until concluded, and further ordered to take depositions of certain witnesses before Earl D. Blakely or Jewell Savidge, or some other person qualified under same Act, in Shannasoth, Iowa on May 28 and continuing thereafter until conclusion.

BROADCASTING • Telecasting

May 8 Applications...

ACCEPTED FOR FILING

KRMK Los Angeles and WJK Detroit and WGAN Cleveland, Ohio—On hearing examiner’s own motion, order that period for filing proposed findings in this proceeding be extended to May 14.

By Examiner Fanney N. Litvin
Radio Corp. of Toledo, Toledo, Ohio—Granted petition for leave to amend application to indicate on computed horizontal plane pattern for day operation the relative fields and phases.

Pratt Bostg., Co., Pratt, Kan.—Granted petition for leave to amend application to describe with more particularity trans., site and other technical changes; noted for the record exceptions of respondent KRGB Inc., Great Bend, Kan.

KRMK Los Angeles and WJK Detroit and WGAN Cleveland, Ohio—On hearing examiner’s own motion, order that period for filing proposed findings in this proceeding be extended to May 14.

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May 8 Applications...

ACCEPTED FOR FILING

License for CP

WPBC Lincoln, III.—License for CP

(Continued on page 108)

May 14, 1951 • Page 99
Help Wanted

Managerial

Do you have the knowhow to operate a fulltime network station? Do you have the capacity to handle the pressures, responsibilities, and success that come with being your own boss? Are you looking for a chance to earn your way into the management side of the radio business? If so, send your resume to Box 687, BROADCASTING.

Salem

Sales manager—$5000 wage independent, upper New York State market. Excellent opportunity. Application deadline January 15. Excellent position if you can produce. Excellent opportunity with modest salary. Car essential. Picture exp. desired. Box 631, BROADCASTING.

Progressive western New York fulltime network station has opening for hard-hitting time salesmen. 15% commission, weekly drawing account, service sales, and handling of all accounts. Excellent opportunity. Send full particulars. Box 687, BROADCASTING.

Salesman for 1000 watt Pennsylvania independent station. No commission account to start. Only station in area. Must be responsible and able to work with good commercial copy. Box 702, BROADCASTING.

Salesman sell and service local accounts. Liberal draw and commission. Long established company. Good cooperation. Write details or phone 4716, WENT, Gloversville, N. Y.

WFP, Freepoint, Ithaca, New York needs exp. writer to handle daily columns and rewrite in a lively manner. Send good copy. Write details or phone 4177, WGLT, Gouverneur, N. Y.

Good opening for experienced salesperson. Independent serving the world’s greatest market. Excellent opportunity. Send complete background, letter, references to Box 687, BROADCASTING.

Announcer

Announcer, some experience, able handle remotes. 1/4 kw near N. Y. Box 687, BROADCASTING.


Good opening for experienced salesperson. Independent serving the world’s greatest market. Excellent opportunity. Send complete background, letter, references to Box 687, BROADCASTING.

Minnesota station needs announcement writer with car. Excellent opportunity. Box 687, BROADCASTING.

Experienced announcer—copywriter or announcer-salesman. Non—metropolitan in the Ohio Valley. $70.00. Box 687, BROADCASTING.

Wanted, combination, announcer-engineer, emphasis on announcing. Must be flexible, and have first rate antenna knowledge. Good working conditions in beautiful Florida. 48 hours, 6 day week, salary $325.00 per month. Send full details, disc, snapshot first letter. Box 687, BROADCASTING.

Help Wanted (Cont’d)

Immediate opening for experienced announcer with first class ticket. $75.00 per week starting salary. Wire or phone, collect, WVSC, Somerset, Pennsylvania.

Immediate opening for first time engineer in 50,000 watt Texas station. Car essential. Box 687, BROADCASTING.

Engineer, will train for all phases of small company operation and take on some supervision over technical and programming procedures. Must be fully experienced, including knowledge of business mechanics. Box 687, BROADCASTING.

Wanted: Combination man, first phone necessary. Good pay, daytime, station is interested, contact Warren Gilpin, WOCR, Lebanon, Tennessee.


Television

Technical

Licensed operators with commercial broadcast experience and film camera positions at midwest station. Must have both sound and TV experience. Box 687, BROADCASTING * TELECASTING

Situations Wanted

Managerial

Manager—sales manager, available June First. Strong on sales and promotional work. Medium to large market. Contact in red. Box 687, BROADCASTING.

14 years experience as general manager in medium markets throughout U. S. Have built two stations from CP to excellent success. New owner at present station although owners wished me to remain. Prefer California or Western. Will consider references from all former employers. Box 687, BROADCASTING.

Executive, now employed as general manager of two daily newspapers and one weekly. Married, two children. With present company eight years. Seven years in management. Excellent in sales, programming, writing, advertising, promotion, creative, and all phases FCC procedure. Labor negotiator. Will accept any job. Looking for wider fields, preferably with chain operation with TV plans. Available upon three months notice to employer. Need $1500 per month to equal present earnings. Write Box 687, BROADCASTING.
SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No traveling. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be acceptable.

Give full details, including age, education, experience and salary desired.

BOX 648J, BROADCASTING

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 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—Radar or Electronics will receive immediate consideration.

This is a combination of Technical and contact work but is not a sales position. However, car is required; car 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, salary expectation, phone number and address for early interview.

BOX 598J, BROADCASTING

Help Wanted

Salesmen

the reservation on Channel 2. The brief stated in part:

"The officials of The College of St. Thomas have expressed the opinion that there is a great need for additional television programs to serve the educational needs of the students of this country. Therefore, the funds required for the initial construction of a television facility are far from inconsequential. Add to these costs the existing and prospective continual monetary requirements required for the day to day operation and development of a service.

"It would be expected that, in the not too distant future, television stations would be operated from 12 to 18 hours daily. The operating costs involved in such operation would be entirely impractical, if not impossible, for the great majority of educational institutions in this country, particularly inasmuch as educational programs must be produced with equal finesse as other types of programs if they are to merit and retain the attention of the viewing audience.

"Based upon these considerations and a review of the history of educational institutions as licensees in the standard and FM broadcast fields, it is the determination of the officers of the College of St. Thomas that they could best serve their public interest by the purchase of an operating facility which would be able to devote substantial amounts of time to the construction and operation of a television channel on a non-commercial basis.

"In the interest of the listening public to educational and instructional type programs can best be obtained by presenting program service balanced with quality entertainment programs."

Philadelphia city government and the Pennsylvania Commerce enter their allocation fight for addition of Channel 12 there on a commercial basis.

San Diego government and civic groups also protested assignment of only one additional commercial channel while Tijuana, Mexico, is getting two.

Salt Lake Pipe Line Co. petitioned for protection of its 40,000 communication system from possible Channel 4 or 5 interference in the Walla Walla, Wash., area.

United States Conference of Mayors' bulky petition contained multiple local comments for educational reservation from the following cities:

- San Jose, Calif. - Albany, N. Y.
- Stockton, Calif. - Rockford, III.
- Reno, Nev. - Columbus, Ohio
- Milwaukee, Wis. - Baton Rouge, La.
- San Antonio, Tex. - Detroit, Mich.
- Milwaukee, Wisc. - Buffalo, N. Y.
- Des Moines, Iowa. - Cleveland, Ohio
- St. Louis, Mo. - Pittsburgh, Pa.
- Chicago, Ill. - Baltimore, Md.
- Los Angeles, Calif. - Richmond, Va.
- Boston, Mass. - Dallas, Tex.
- San Francisco, Calif. - Milwaukee, Wis.
- Minneapolis, Minn. - Des Moines, Iowa.
- Cleveland, Ohio - Baltimore, Md.
- Little Rock, Ark. - St. Louis, Mo.
- Dallas, Texas - Memphis, Tenn.
- Los Angeles, Calif. - San Francisco, Calif.
- Pittsburgh, Pa. - Richmond, Va.
- Madison, Wis. - Columbus, Ohio
- Detroit, Mich. - Cleveland, Ohio
- St. Louis, Mo. - Kansas City, Mo.
- Chicago, Ill. - Cleveland, Ohio
- San Francisco, Calif. - Seattle, Wash.
- Philadelphia, Pa. - St. Louis, Mo.
- Boston, Mass. - Columbus, Ohio
- San Francisco, Calif. - Dallas, Tex.
- Chicago, Ill. - St. Louis, Mo.
- San Francisco, Calif. - Cleveland, Ohio
- Chicago, Ill. - Dallas, Tex.
- San Francisco, Calif. - St. Louis, Mo.
- Chicago, Ill. - San Francisco, Calif.

Employment Service

EDUCATORS SEEK (Continued from page 25)

Mr. Hoffman chairman.

Excursions by the Ford Foundation into television, no matter how substantial in relation to the whole broadcasting industry, are only a minor part of a vast project that the foundation, according to reports, is contemplating.

As of last Dec. 31, the foundation reported net assets of $492,679,253, mostly consisting of Ford Motor Co. stock. Although its annual income is not a matter of record, it was authoritatively reported last week that the foundation was expected to amount to $60 million a year within a few years.

At that rate, the foundation could, in a short time, buy out the whole radio and television industry without spending a cent of its capital, a fact that observers said should be kept in mind when considering Ford Foundation's relatively insignificant grants to date for educational radio-TV.

Midwest Money-Maker $35,000.00

A well established independent—the only station in a solid, safe midwest farm market. Owner is being called into service and has authorized an immediate sale of all assets—including $10,000.00 in accounts receivable—for $35,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY WASHINGTON, D. C.
James W. Blackburn 20622 Gest Office Building, Washington, D. C. Sterling 3541-2

SAN FRANCISCO
Ray V. Hamilton 211 Montgomery St. Exbrook 2-5672

EXECUTIVE PLACEMENT SERVICE

Confidential, nationwide service provides ideal positions for experienced manage- ment, commercial managers, program directors, technical directors, etc. Inquiries invited from employers and employees.

HOWARD S. FRESAT
TT & Radio Management Consultants 738 Bond Bldg., Washington, D. C.

BROADCASTING • Telecasting

Upcoming

May 15: BMI Clinic, Springfield, Ill.
May 16: BMI Clinic, Milwaukee, Wis.
May 17-19: ABC Directors Conference, Atlantic Biltmore Hotel, At- lantic City, N. J.
May 21-23: Parts Distributors Conference and Show, Hotel Stevens, Chicago.
May 25-26: North Carolina Assn. of Broadcasters, Carolina Inn, Nags Head Beach.
May 29: Third APS Subscriber Conference, Stephen F. Austin Hotel, Austin, Texas.
June 4-6: NARTB Board of Directors Meeting, NARTB Headquarters, New York.
June 6-8: American Federation of Musicians Convention, Hotel Commodore, New York.
June 8: NARTB Inaugural Dinner, Hotel Commodore, New York.
June 7-8: Kentucky Broadcasters Assn. Spring Convention, The Seel- bach, Louisville.
June 9-11: HTMA Annual Meeting, St. Louis Hotel, St. Louis, Mo.
June 10-13: AFA Council on Women's Advertising Clubs Convention (will choose Advertising Woman of the Year), St. Louis.
June 11-13: FCC City-City TV Alloca- tions Proceeding Begins, Washing- ton, D. C.

WANTED TO BUY

WANTED TO BUY

EQUIPMENT

WANTED: Any broadcast equipment in working order. Will pay cash. Radio, TV, remote controls, etc. Write:

J. D. B. Ralston, 300 N. Wabash Ave., Chicago, Ill.
May 10 Decisions

By THE COMMISSION

In BROADCASTING

License Renewal

KANSAS CITY, Mo.—Granted renewal of construction permit for new station on 1230 kc; authorized to operate with unlimited daytime power, 500 kw, w, day on May 12 in Kansas City.

APPLICATION DENIED

By Examiner H. B. Hutchinson

Granting motion denying that Ken- nedy Broadcasting Co., of Kansas City, Mo., as licensee of station XN, be admitted to practice in connection with any application for construction permit on 1460 kc. Decision May 9.

ACTION ON MOTIONS

By Com. George E. Garth


NEW LICENSE

By Examiner Elizabeth C. Smith

KXK, Allentown, Pa. — Granted initial license to operate limited service station on 1450 kc, authorized to operate 500 kw, w, day on May 19 in Allentown.

APPLICATION DENIED

By Examiner Leo Resnick

Wradio-1, Chicago—Denied petition for leave to amend their application by reducing power to 50 kw, w, day. Decision May 9.

NEW LICENSE

By Examiner Paul N. Litvin

KOAM, Fort Scott, Kan. — Granted initial license to operate limited service station on 1490 kc, authorized to operate unlimited, 7 days, daytime. Decision May 9.

Docket Actions

FCC Actions

May 9 Decisions

By THE COMMISSION

In BROADCASTING

License Renewal

KANSAS CITY, Mo.—Denied renewal of construction permit for new station on 1230 kc; shall operate with unlimited daytime power, 500 kw, w, day on May 12 in Kansas City.

APPLICATION DENIED

By Examiner H. B. Hutchinson

Granting motion denying that Ken- nedy Broadcasting Co., of Kansas City, Mo., as licensee of station XN, be admitted to practice in connection with any application for construction permit on 1460 kc. Decision May 9.

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New York

State College; New York State College for Teachers; New York College—Child Education Foundation; Columbia U.; Harvard College; New York U.; City College of New York; New School for Social Research; Fordham U. and St. John's U. WFTV—Orlando; Board of Education; Rochester Institute of Technology; Syracuse—Syracuse U.

North Carolina


Ohio


Oklahoma

Oklahoma City—(Norman)—U. of Oklahoma.

Oregon

Corvallis—Oregon State College, Eugene—Public Schools Lane County and Public Education System (Multnomah County—KBPS).

Pennsylvania

Pittsburgh—Duquesne U. U. of Pittsburgh: Board of Public Education.

Rhode Island

Providence—State Dept. of Education, University School, Diocese of Providence; Rhode Island College of Education; Providence Bible Institute; Superintendent of Schools.

South Carolina

Clemson—Clemson Agricultural College.

South Dakota


Texas

Chattanooga—Public School System, Knoxville—U. of Tennessee, Memphis—Southwestern U. Memphis (College), Nashville—Vanderbilt U.


Utah


Virginia

Blacksburg—Virginia Polytechnic Institute, Charlottesville—U. of Virginia, Norfolk—College of William and Mary. School Board.

Washington


West Virginia

Charleston—Morris Harvey College, Kanawha County Schools, Morgantown—U. of West Virginia—Wheeling—Board of Education.


Affiliates Showdown (Continued from page 27)

continue. Leaders of the committee, which itself rejected the idea of disbanding but left the question up to affiliates throughout the country, appeared well pleased with the returns thus far. In putting the question to the affiliates, Mr. Morency was careful not to rebuff it in its attempt to dissolve the networks from cutting rates, the Committee said flatly that "if any real effort is going to be made to preserve there as a backbone in the radio industry, it must be made by the affiliates." Among the projects to be charted by the committee for submission to the affiliates—assuming a permanent organization is decided upon—are research activities, reviews of rate structures and network affiliation contracts, and a study to make sure that the maximum material showing radio's value as an advertising medium gets into the places where it will do the most good.

Committee leaders undertook to dispel speculation that its operation on a more permanent basis would conflict with BAB or other established organizations. The Committee has no intention of attacking existing structures, members said, and in the case of BAB it will use the bureau rather than compete with it. BAB would be called upon to handle, for example, those phases of research for which it is best adapted.

Difficult Choice

Even so, in many quarters it was felt that a request for basic research by BAB would present the bureau with a difficult choice. For the networks, which in some cases see no advantage to be gained by such basic research, are also members of the BAB board and might withdraw from the organization rather than support a project of this nature. CBS, for one, might withdraw its owned-and-operated stations from such an event [CLOSED CIRCUIT, May 7].

Affiliates committee members, however, take the position that they are not antagonistic toward the networks or any other segment, but instead that their function is as a prototype of the media as a whole. In its first report to affiliates, the committee took a stand urging that research be used for "the advancement of the radio industry" rather than as a means of "obtaining competitive advantage against others in the same industry."

The committee is expected to make another full report to all affiliates following this week's meeting. If it decides to incorporate, the affiliates also would be given a voice in the formation, election of officers, etc. Although the election stage has not been reached, observers felt the unanimity with which Mr. Morency was chosen to head the committee assures that he would be urged to take a guiding role in any evolution of the committee.

Other committee members are: George B. Storer, Fort Industry Co., who is treasurer; Kenyon Brown, KWPT Wichita Falls, Tex.; Walter Damm, WMJ Milwaukee; R. E. Fairbanks, WIBC Indianapolis; Leonard Kapar, WCAE Pittsburgh; Edgar Robak, WOTW Thomson, Ga.; Clair McCollough, of the Steinman station; John Patt, WGAR Cleveland and WJR Detroit; Robert D. Swazy, WBSI New Orleans; Ben Strouse, WWDC Washington; G. Richard Shafto, WIS Columbus, S. C., and Hugh B. Terry, KLZ Denver.

Preakness Coverage

GILLETTE: Safety Razor Co. will sponsor exclusive radio and television broadcasts of the Preakness, $75,000 turf event, over CBS and CBS-TV May 19 (Saturday), 5:30 p.m. from Pimlico Track, Baltimore, Md.
BTM WINS TAX SUIT IN FEDERAL COURT

SUIT of Broadcast Measurement Bureau for exemption from federal taxes as nonprofit business league represents in favor of industry began at Tax Court of United States. Sum of around $60,000 involved in litigation.

Decision permits dissolution of agency, on inactive status since last year. While assets of BMB go to Broadcast Audience Measurement, its successor, belief expressed in NARTB can be reimbursed in large part for loans said to total around $75,000. Another $15,000 loan made by AAA.

Still in facts in case submitted to court Oct. 8, 1949. Question involved was whether BMB was exempt from Federal income tax as business league under Sec. 101(7) of Internal Revenue Code. BMB contended it was not organized for profit and earnings did not go to shareholders. Suit involved tax for fiscal year ended June 30, 1948.

Court did not hand down general decision on this type of business operation but merely held that BMB was not taxable in view of manner in which books were kept.

WIS. COMMITTEE FAVORS BILL LEGALIZING GIVEAWAYS

LOCAL & State Government Committee of Senate of Wisconsin recommended passage of bill providing for legal broadcast of radio and television giveaways in Wisconsin. If Senate votes approval this week, as did Assembly unanimously fortnight ago, and governor signs bill, Wisconsin will be first state to legalize giveaways by legislation.

Senate group, in executive session, voted down amendment to the radio bill legalizing bingo games for charitable organizations. Wisconsin group of the bill heard by committee last week, Wisconsin broadcasters appearing in defense of giveaways were Ben Laird, WDUZ Green Bay and president of Wisconsin Broadcasters Association, Bob Horan, WNHC La Crosse; and George Frechette of WFHR Wiscon in Rapids, with Attorney Edwin Wilkey of state association.

ALLISON TO RADIO SALES

MILTON F. (Chick) ALLISON, New York sales representative of WDBB Chicago, rejoins Radio Sales as account executive and Sam Maxwell Jr., WBBM salesman, replaces Mr. Allison, both effective today (Monday). Mr. Allison is former sales manager of WPEN Philadelphia and WLW Cincinnati. Mr. Maxwell has been on CBS sales staff since 1947.

ARTHUR CHURCH HONORED

KMCB Kansas City President Arthur B. Church will be honored in special one-time CBS broadcast of Brush Creek Follies next Saturday, 9:30-10 p.m., in connection with KMCB's month-long celebration of Mr. Church's "30 years" and 30 days of broadcasting, CBS announced Friday. Follies will be KMCB local series for 14 years. Special network show will include dedication ceremony for KMCB Radio and TV Center.
Thirty years ago, on April 21, 1921, KMBC of Kansas City, first radio station in the Heart of America, was founded. For three decades, KMBC has grown—broadcasting to the public interest to the highest degree—developing confidence and loyalty among its millions of listeners—rewarded with audience preference in total rated hours almost 3 to 2 over the closest competition.

For thirty years, the "Heart of America", too, has been enjoying a phenomenal growth—population is greater by 52 per cent. It has prospered—retail sales have increased by three quarters of a billion dollars. Higher ratings, greater population, more money can mean but one thing to KMBC advertisers—lower cost per thousand listeners.

Down through the years, KMBC has remained "first" in radio in the midwest. Kansas City has taken its place among the first markets in the nation.

Now, after thirty years and thirty days, The KMBC-KFRM Team is proud to announce, combined with the 30th Anniversary, the Grand Opening on May 19th, of its new home—a rededication of itself to the service of listener and advertiser—the representation of faith in the future of broadcasting and in the market it serves now... and years to come.

Arthur Church

30th Anniversary

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC
Now—television 'squares away'
with a Bigger Picture—smaller tube!

Ideal for mass production techniques, compact, light in weight, and lower in cost, RCA's glass-and-metal picture tube was a major advance in television history.

Now comes still another advance—based on principles developed at RCA Laboratories—a rectangular glass-and-metal kinescope. Engineered for the big 17-inch pictures you want in a receiver that takes up less cabinet space—as much as 20% less—the new kinescope gives you finer pictures than ever before... in brilliant focus over every inch of your television screen.

And, as another step ahead, RCA's rectangular picture tube offers an improved type of Filterglass faceplate... frosted Filterglass—it cuts reflection, and gives sharper picture contrast.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y. 20, N.Y.

See the new RCA Victor home television receivers—with the 17-inch rectangular picture screen—at your RCA Victor dealer's today.