Agricultural Leadership is no Mere Accident

The agricultural leadership enjoyed by WLS throughout the rich Midwest is no mere accident. Rather, it is the result of the proper application of radio's ever magic touch. WLS was established by the Sears Roebuck Agricultural Foundation for the sole purpose of serving agriculture. Owned since 1928 by Prairie Farmer, America's oldest farm publication, it is only natural that the station's interest should be toward agriculture.

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture—know just what times are best for reaching the market—know just what types of programs are needed and wanted. A few of these specialists are pictured on this page—all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS by proper application of radio's ever magic touch has emerged as the undisputed agricultural leader in the Midwest. No mere accident—but the result of planned programming and service by the largest informed agricultural staff in radio.

...and in terms of Sales Results

This agricultural leadership has solid commercial value. The over $3.5 billion dollar cash farm income (11.5% of the nation's total) in the WLS effective coverage area (*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS and radio's ever magic touch for effective coverage of this important agricultural market. Your John Blair man has details—or write WLS direct for additional proof.

---

* 1950 Survey of Buying Power WLS-BMB, 1949, 25-100% daytime Radio Families in towns 25,000 and under, within WLS-BMB area.
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE . . . . in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

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

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
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<tbody>
<tr>
<td>KGW</td>
<td>350,030</td>
<td>367,370</td>
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<tr>
<td>Station B</td>
<td>337,330</td>
<td>350,820</td>
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<tr>
<td>Station C</td>
<td>295,470</td>
<td>307,970</td>
</tr>
<tr>
<td>Station D</td>
<td>192,630</td>
<td>205,440</td>
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</table>

Miss KGW, on recent Tour Test to Corvallis, made in cooperation with Oregon Motor Association, visits Chapman Manufacturing Company, where Robert Wheeler, Plant Engineer shows operation of hydraulic press. Wood waste from Oregon's basic resource are utilized in making product with a variety of uses. KGW's Comprehensive Coverage was proved effective in Corvallis by this Tour Test. Second picture shows Tour Test car in front of big, new Gill Basketball coliseum on Oregon State College Campus.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
CBS RATE-CUT post-mortem: Of 197 affiliates, only four are protesting 10-15% reduction (33 of their contracts which entitled their consent). Two of four may possibly terminate CBS affiliation.

INCREASE of more than 40% in number of U. S. radio homes in 1940-50 decade will be shown when Census Bureau completes preliminary estimate based on 1950 decennial census. It's expected government agency will find over 50% saturation, with total of more than 40 million radio homes.

IT'S BELIEVED Census Bureau's television set count will show one out of every eight U. S. homes had "video receiver" as of April 1950, when enumerators knocked on more than 43 million doors. TV circulation doubled between April 1950 and January 1951.

CONSTERNATION permeated National Republican Committee headquarters in Washington last week after Senate Minority Leader Wherry, of Nebraska, all but got on Senator Bill Benton (D-Conn.) bandwagon in connection with educational television. Question posed was whether Republican party officiaiy was advocating something approaching government ownership or at least direct control over radio-TV operations.

FCC WILL go all-out in Senate for restoration of House-inflicted cut in its appropriation of $4,975,000 to an even $6 million, but it's concerned about effect of NPA indicated freeze on all station construction [BROADCASTING • TELECASTING, May 14] which, if it sticks, would substantially reduce FCC work-load and militate against increased funds.

R. J. REYNOLDS Co., Winston-Salem (Camel cigarettes), planning to add radio spots to its present spot announcement campaign in military installations, through William Esty, New York.

IT MAY BE all moot now that ABC chairman and principal owner, Edward J. Noble, has announced calling off of negotiation for disposition of his network, but Dept. of Justice was at least poised to look into whole transaction last week. It's reported that Senator McCarthy (D-Nev.), chairman of Judiciary Committee, had requested Anti-Trust Division to probe transaction, presumably at request of ABC affiliates.

SELECTION of city for 1952 NARTB convention likely to be tossed back into board's lap by its site committee, which picked New York at April session but committee decided not to act after comparing higher costs with Chicago rates.

ENTER NAME of Carl Loebner, State Dept. communications expert, as candidate for chief engineer of FCC to succeed Curtis B. Plummer, who becomes chief of newly created Broadcast Bureau June 4. Edward W. Allen Jr., chief of... (Continued on page 94)

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**Business Briefly**

WHEATIES SPECIAL • General Mills, Minneapolis (Wheaties), to sponsor No School Today, children's program on ABC, Saturday, 9 a.m., on May 19 and 26. Agency, Knox Reeves Adv., Minneapolis.

KULA APPOINTS • KULA Honolulu, has appointed Adam J. Young Jr., New York, as its public relations officer. Father of Young firm, has flown to Honolulu to confer with KULA manager, Jack Burnett.

NETWORK NEWS SHOW • Puritan Co. of America, Chicago, for Real-aram, starting May 25 will sponsor Julian Bentley, WBMM Chicago, new edition on five-14 week CBS show, 2:55-7 p.m. (CDT) during summer. Agency, Schwimmer & Scott, Chicago.

RAILTON BUYS • Railton Purina Co., St. Louis, June 9 begins sponsorship of half-hour week show, "NEWS LETTER," 11:00 a.m. on 18 eastern and mid-west stations Saturday 6-6:30 p.m. (EDT). Contract for 13 weeks. Agency, Gardner Adv. Co., St. Louis.

WHITE ROCK TEST • White Rock Sparkling Beverages, effective May 31, sponsors Big Joe's Happiness Exchange, on WARD (TV) New York, Thurs. 11-12 p.m., on test period of month. Agency, Kenyon & Eckhardt, New York.

AGENCY NAMED • E. J. Brach Candy Co., Chicago, appoints Mayerhoff Agency, same city, to handle its advertising. Radio and television will continue to be used. Marshall Kiesel is account executive. Account was handled previously by J. Walter Thompson.

MBS AFFILIATES GROUP TO HOLD RATE SESSION

WITH radio rates on agenda as first major problem, MBS affiliates Advisory Committee is being formed and will hold organization meeting in New York next Monday (May 29), Earl M. Johnson, Mutual vice president in charge of station relations, announced Friday. Mutual is only one of four major networks which has not announced reductions in time costs to advertisers, but is expected to follow lead taken by CBS and pursued since by NBC and ABC (see story page 23).

MBS said 14-man pro-tem MAAC is being set up as step toward development of stronger network-affiliate relations, and that it will also serve as nominating group for permanent MAAC to be elected by Mutual affiliates. Initial meeting will hear report from Mutual officials on network rate analyses in preparation since CBS announced its rate cut plan in mid-April.

Named to pro-tem committee were: Gene Cagle, KFZJ Fort Worth; John Cleghorn, WDis Memphis; Grover Cobb, KSVG Great Bend, Kans.; Robert Convey, KWKW St. Louis; Robert W. Ferguson, WTRF Belleair, Ohio; Paul Fry, KEONOmaha; George C. Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Prairie, Tex.; Frank Katzenline, WKAT Miami Beach; Charles A. King, WKAL Rome, N. Y.; E. J. McKellar, KVOX Monroe, Green, Minn.; Bob McRaney, WCB Columbus, Miss.; James Murray, KVQ Pittsburgh; and Charles Smithgall, WOGA Gainesville, Ga.

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**Upcoming**

May 21-23: Ports Distributors Conference and Show, Hotel Stevens, Chicago.

May 24-25: North Carolina Assn. of Broadcasters, Civilization Hotel, Nags Head Beach.


June 4-5: NARTB Board of Directors, NARTB Headquarters, Washington.

June 5: NARTB Inaugural Dinner, Hotel Statler, Washington.

(More Upcomings on page 74)

**Bulletins**

GENERAL FOODS' Baker's Coconut, through Young & Rubicam, New York, planning one-week spot announcement campaign or network show before Father's Day for special promotion for coconut cake.

**Texas Co., Renews Berle on NBC-TV for Season**

Texas Co. renews Milton Berle show television schedule for 1951-52 season on NBC-TV, Tuesday, 8-9 p.m., after earlier negotiations with DuMont and ABC-TV. Berle show will take 13-week hiatus after June 12, returning in mid-September.

Although Mr. Berle has exclusive contract with NBC-TV, it does not go into effect until 1952 and thus Texas Co. retained rights to program for coming season. Kidner Agency, New York, handles account.

WYATT & SCHUEBEL NAMED

John FALKNER ARNDT, Philadelphia (advertising agency) has appointed Wyatt & Schuebel, New York, to serve as its radio and television department, effective immediately. Among its accounts Arndt firm lists following: American Olean Tile; Belrug Mills (carpets); Drexel furniture; House of Garden, Procter Electric Co. (appliances); Philadelphia Coke Co. and Stangle Pottery (dinnerware).

WMT RAISES RATES

RATE increase in many classes effected by WMT Cedar Rapids, Ia., according to William B. Quarton, general manager. Main exception is Class D series, unchanged. Noon spots up $6, for example, with noon hourly rate up $25. Top boost around 20%, with average of 16%.

**Service to Farmers**

FARM market news now broadcast by 1,300 radio stations nationwide. Dept. of Agriculture announced on eve of 30th anniversary of first market broadcast. Pioneer program was heard May 21, 1921, on KDRA Pittsburgh. Radio stations are major factor in helping growers solve their marketing problems, according to department, putting them on more nearly equal bargaining basis with buyers and helping trade do better marketing job. Radio's market news helps prevent market shortages and glut, it was explained. Market news now supplied by 144 field offices.

---
WGAL-TV is the only television station located in this thriving market. Its coverage area includes: Lancaster, York, Lebanon, Dauphin (Harrisburg), Berks (Reading), Cumberland and adjacent vicinities—with a population of more than one million—spending approximately one billion dollars yearly.*

(*U.S. Census figures)

**WGAL-TV PRODUCES RESULTS!**

*Here's a typical Success Story:*

The Keystone Moving Company sponsors a world news and sports program on WGAL-TV three times a week from 12:00 to 12:10 A.M. Recently, one live announcement was made on the program offering, free, a plastic coin holder. The announcement at 12:05 A.M. showed the holder and mentioned its use. 384 requests were received following the telecast. Requests are still being received. Cost per inquiry thus far—less than $1.

Show your product—release your sales message—in a proven Buying Market. Let WGAL-TV get results for you!

**Represented by:**

ROBERT MEEKER ASSOCIATES  Chicago  •  San Francisco  •  New York  •  Los Angeles
EFFICIENCY FACTS about the Continental 315 TRANSMITTER

VACUUM TYPE Capacitors

In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.

* Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, ABO, Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadl, Doris Orme, B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Ennie Weston, Assistant Auditor.

CIRCULATION AND READERS’ SERVICE: JOHN P. COSGROVE, Manager; Roger K. Baer, Doris J. Buesching, Jonah Gilliot, Grace Motto, Warren Sheets.

NEW YORK BUREAU

460 Madison Ave., Zone 22, Plaza 5-8335; EDITORIAL: Rudis Grater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor H. Manning, Assistant in Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

800 N. Michigan Ave., Zone 1, Central 6-4135; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Tait Building, Hollywood and Vine, Zone 28, Telephone 8/19; David Glickman, West Coast Manager; Ann August.

TORONTO: 617 Harbour Commission, Empire 4-0715; James Montagnes.

Broadcasting - Magazine is founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting - The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

Reg. U. S. Patent Office

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

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.


Washington 4, D. C.

Telephone ME 1022

IN THIS BROADCASTING

Network Radio Stand Demanded

Football Revolt Seen on TV

Magazines Spend $2.3 Million in Radio-TV

Noble Leaves Door Open on ABC Sale

Building Restrictions Hit Industry

In Review

License Renewal Changes Finalized

Cotone Urges Richards Denial

Pollia Dairy Finds Radio Sales Therapy

Functional Music Contracts Amended

WPX (TV) Surveys Sports Stimulus

Neubert Cites Radio's Pull for Retail Sales

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BROADCASTING TELECASTING

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We're Proud of

Ben Bagdikian

(But We Can't Say We're Surprised)

Ben Bagdikian is the reporter whose critical study of the "Pitchmen of the Press—Pegler, Pearson, Winchell and Fulton Lewis—won for the Providence Journal-Bulletin

The George Foster Peabody Award

The citation said in part, ... "to a brilliant young reporter Ben H. Bagdikian, who, in a series of lively articles, carried out the most exacting, thorough and readable checkup of broadcasts by Walter Winchell, Drew Pearson and Fulton Lewis Jr."

Naturally this pleases us. But we can't say we're surprised. For Ben Bagdikian is just one member—though a good one—of a first-class newspaper team. Day in and day out—mornings, evenings and Sundays—this team gives the people of Rhode Island a readable, realistic picture of their world, their nation, their state and city.

We don't say that all our reporters get citations, or that all our stories win medals. But we DO say that the combined efforts of this team have won for us the most important prize any daily newspaper can have—the interest and confidence of the people of our community.
For the fifth consecutive year, Mister PLUS stands alone at the peak of the mountain called Sunday Afternoon.

Other networks get up into the foothills, but the view from the top is reserved strictly for Mutual clients.

And what a view!

More than twice as many actual listeners tuned to the Mutual Broadcasting System as to any other network...

Far more than double the homes-per-dollar

the difference is... the MUTUAL broadcasting system
delivered by any other network...

Yes, on Sunday afternoons, Mutual clients are getting the largest audiences in all network radio—at the lowest costs of all.

And there's room at the top for you!

---

**the close up:**

<table>
<thead>
<tr>
<th>AVERAGE RATINGS</th>
<th>AVERAGE HOMES/S</th>
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<tbody>
<tr>
<td>MBS 7.3</td>
<td>MBS 319</td>
</tr>
<tr>
<td>NETWORK X 3.0</td>
<td>NETWORK X 143</td>
</tr>
<tr>
<td>NETWORK Y 3.3</td>
<td>NETWORK Y 122</td>
</tr>
<tr>
<td>NETWORK Z 3.1</td>
<td>NETWORK Z 121</td>
</tr>
</tbody>
</table>

Sources: Nielsen Radio Index—Oct. '50-Feb. '51 for ratings; Oct. '50-Jan. '51 for homes-per-dollar data. Averages for all commercial programs (except religious) 12-6 p.m. Sundays.
AN EGG IN YOUR BEER?

Yes, sir... coming up!

If you want more than just talk, talk, talk—if the success of your advertising campaign depends on extra promotion, extra merchandising, extra leg work at the point of sale... the Rocky Mountain Broadcasting System is your answer.

Ask General Mills; ask Miller Brewing Company; ask Purina Ralston—ask any one of many advertisers for whom we have done an outstanding job. And ask...

GEO. P. HOLLINGBERY CO.
ABOUT THE ROCKY MOUNTAIN BROADCASTING SYSTEM SALT LAKE CITY SERVING ALL OF UTAH • IDAHO • MONTANA • NEVADA

MORTIMER BERKOWITZ, general manager of American Weekly and Comic Weekly-Puck and officer of Hearst organization, to Grey Advertising, N.Y., as vice president and stockholder.

CHARLES H. LILIENFEID, account executive Schwimmer & Scott, Chicago, named vice president.

NEIL O'BRIEN, supervisor—writer Kenyon & Eckhardt, N.Y., named supervisor of all K & E radio and TV commercials.


E. F. PYLER appointed production manager Lannan & Sanders, Dallas.

FILMORE MANDL has bought Walter L. Rubens & Co., Chicago agency of which he has been vice president, and changed name to Filmore Advertising. WALTER L. RUBENS, former president of agency, to Al Paul Lefton agency, same city, as account executive.

E. R. ERNEST ALBIN JONES, vice president and head of the New York office of MacManus, John & Adams, Detroit, is a gifted young man who ran a trumpet into a vice presidency.

After a boyhood in Jamestown, N.Y., he took the trumpet to the U. of Michigan where he counterpointed his courses in English and economics with extra curricular sessions with school bands. Mr. Jones blew hot, and soon had lighted a fire of enthusiasm in school authorities that cracked into a variety show featuring the band and managed by Mr. Jones.

The following year, when Pontiac put on a series of broadcasts called Pontiac Varsity Show, Mr. Jones, whose reputation had filtered north, was named the student assistant on the program. It was in that capacity that he met W. A. P. John, now chairman of the board of MacManus, John & Adams. Mr. John was so impressed with the young student that he promised him a job at the Detroit agency upon his graduation. However, when Mr. Jones did get his degree the depression had set in. Instead of going to work in the agency, he was offered a job with the Chicago Tribune, but the day before he was to leave for Chicago he received a much more lucrative offer from the Polish Daily News in Detroit. He became business manager of the paper and stayed with it for several months.

By that time Mr. John had an opening for Mr. Jones and invited him to join the agency. Mr. Jones did and was named production leg man on the Pontiac account. In 1941 he was appointed assistant account executive on the $2 million operation of Dow Chemical. Sometime later he became full account executive on Dow and remained in that position until 1949, when he was transferred to the Pontiac account as assistant account executive.

In 1950 he was named vice president, and on Jan. 15, 1951, he became head of the agency's newly opened New York offices.

Currently the agency is planning a fall TV program for Pontiac. Other radio and TV accounts are Susquehanna Mills, Timken Works, maker of heating units, and Bendix Aviation Corp.

The Jones—she is the former Marian Lois Wellman—have been married since 1939. They have three children, Biff, 9; Christine, 7. (Continued on page 88)
Why don’t YOU grab off this Lush Market...

while your competition is “vacationing”?

One year ago, “Sponsor” magazine killed off a sacred cow by adducing facts to prove that the sales opportunity in summertime radio is tremendously bigger than some people think.

Here are a few of “Sponsor’s” findings:

1. Only 4.3 percent of people are on vacation in any average week from May to September.
2. While at-home listening drops off somewhat (18% average), a 7% increase in away-from-home listening helps narrow the gap.
3. In summer, as in winter, radio is a habit that can be indulged (and is!) while people are doing other things.

So here we are again on the threshold of another summer season. Why don’t you take a practical advantage of some advertisers’ prejudices and be here with your product while your competitor isn’t? For information on good availabilities, call the nearest HOLLINGBERY representative.

Incidentally:

No other station in Rochester comes within miles of WHAM’s coverage of the rich city-and-rural Western New York market.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

May 21, 1951 • Page 11
Crystal Ball

EDITOR:

Will you please [advise] your latest estimate on the number of television sets which will be in use as of Jan. 1, 1952.

Arthur C. Beck Jr.,
Director of Research and Media
Lindsey & Co. Inc.
Richmond, Va.

EDITOR'S NOTE: The Radio-Television Mirror Assn. estimates that 3.7 million TV sets will be produced this year. Add those to the 3.8 million sets that BROADCASTING is TELCRAFT-ING estimated were in use as of last Jan. 1, and the total TV set distribution as of Jan. 1, 1952, would appear to be between 11.6 million and 12.5 million, assuming that all production is marketed.

* * *

Art For Whose Sake?

EDITOR:

As a commercial broadcaster who has been made to wine under scathing, but non-constructive criticism at the hands of educational broadcasters, may I respectfully suggest to them and their partisans that they abandon the tactics which have caused their commercial brethren to stay away from the Institute for Education by Radio in ever-increasing numbers year by year...

After talking with many of the educational broadcasters here in Columbus last week, I was amazed to find so many in agreement with my thoughts. I got the impression that the many are being led by a few “empire builders” who would love to use public or endowed funds to create an “arty” TV atmosphere with no listeners or viewers and then no education or public service...

If our house needs cleaning we’re going to require constructive and specific criticism from the educators. In their fight for 500 TV channels, I detect motives far from public interest. In many cases, perpetuation of a threatened dynasty could be one.

Bert Charles
General Manager
WVKO (FM) Columbus, Ohio

* * *

Less Than Met Our Eye

EDITOR:

I would like to criticize some of your reporting in your issue of May 7. On page 34, left hand column, you have an item with a very erroneous heading, namely “RCA-Victor Buys 7 Half-Hours on NBC.” If you read the article, you will find that what they actually did was to buy two half-hours and five participating announcements. I ain’t mad—just want to get the records straight.

Hugh A. L. Half
President & Treasurer
WOAI San Antonio

EDITOR'S NOTE: Thanks to sharp-eyed Mr. Half for seeing through an official NBC description of the RCA-Victor contract. Five participations in NBC’s “Tandem Plan” shows do not add up to five half-hours, no matter how you agitate the comptometer.

* * *

Chain Letter

EDITOR:

Perhaps it is true, as some broadcasters claim, that manufacturers are not making enough FM-tunable receivers. However, it appears to me that maldistribution is the cause of insufficient FM receivers in some sections and over-supply in others.

If such is the case I offer my services gratis in bringing together the “kaves” and “have-nots.” If FM operators will let me know the status of their localities I will issue a bulletin from time to time for the purpose of getting FM sets

where they can be sold and moving them from areas where they are collecting dust...

The above address [157 Church St.] will serve as headquarters for the “FM Maldistribution Correction Center.”

Sol Chain
Vice President & General Manager
WBIB (FM) New Haven, Conn.

* * *

Spend To Earn

EDITOR:

What seems to have started this whole business of rate cutting is that some networks are so anxious to steal business from competitive networks that they will make astonishing and thinly-veiled rate concessions. New radio advertisers are not being created.

The solution is to bring new radio advertisers into the fold.

Let’s assume that a network sets out to sell A&P. Suppose that the network has figured out that A&P should buy four daytime 15-minute strips, presumably non-contiguous strips at contiguous rates. For the sake of this example, let’s assume that the annual time cost was to be $2 million and talent cost $1 million. Out of that $2 million time cost, the network would probably pay stations $600,000, and other direct costs to the network might be $400,000. This would

* * *

Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:

REEVES Soundcraft CORP.

10 East 52nd Street, New York 22, N. Y. Export—Reeves Equipment Corp., 10 East 52nd Street, New York 22, N. Y.
The network might decide that the way to crack the A&P account would be to assign to that one sales problem a task force comprising a director, a sales manager plus 25 salesmen, a couple of promotion men, a couple of research men and miscellaneous clerical help. The annual cost of such a task force might well be $400,000, and it might be felt the target could be reached after two years of solicitation.

Since the network would have spent $800,000 on the solicitation, and since it would be willing to forego its mark-up during the "in the red period," it's apparent that it would break even on this account after the first nine months. From that point onward, the deal would be worth $1 million to the network, less a moderate sales and service expense.

An account like A&P is like a hydra-headed monster; you have to attack all the heads at the same time. The network would have to do a great deal of sales digging out in the field. The network that had a really valuable service to offer A&P and sold it to them through a large-scale, integrated, organized attack would have a much better chance of making a good sale than it would under existing sales methods which just skim over the surface and pick up the easy orders.

The key advantages of this method of operation are:

1. It results in applying maximum pressure where maximum pressure is required—new business.
2. It results in getting added business.
3. It has a great tax advantage. The network could "buy" new business partly at Uncle Sam's expense since the cost of "buying" it is an expense instead of a capital item.

When I heard various estimates of how many million dollar—the recent network rate reductions could cost the networks, I couldn't help wondering what would happen if that kind of money were to be poured into an "in the red operation" to bring new advertisers into the fold.

Murray Carpenter
Co-owner & Gen. Mgr. WABJ Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter speaks with experience in both buying and selling radio time. Before becoming a broadcaster he spent 12 years with Compton Adv.]

C. L. Eshleman
CHARLES L. ESHLEMAN, 69, co-founder of the Griswold-Eshleman advertising agency, Cleveland, died last Monday in Cleveland. He had retired from active work in the firm in 1947. Surviving are his widow, Mrs. Lilian Eshleman, and a daughter, Mrs. Herbert Schwartz, of Cincinnati. The firm was founded 38 years ago.
strictly business

Mr. MORSE

BASEBALL and Palm Beach suits both mean the warm weather season to millions of Americans. Therefore, it was natural that our thoughts should turn to baseball when they turned to television as a Palm Beach ad medium in ’48 and scored a ‘first’ in advertising circles.

This advertising philosophy is a fundamental with Albert L. Morse, vice-president in charge of advertising for the Palm Beach Co., Cincinnati, manufacturer of suits made from fabrics by Goodall-Sanford Inc. And today Palm Beach expends about $750,000 annually on TV and other media.

Add to this wisdom the company’s deep interest in cooperative advertising and you have the basis for an association that may well become as much a byword as baseball and hot dogs or soda pop.

Mr. Morse, who also is a vice president of Goodall-Sanford and who headquarters at Palm Beach’s New York branch office, realized four years ago that Palm Beach retailers would look to television, although high programming costs conjured visions of a major stumbling block.

Two thoughts came to Mr. Morse and appeared to resolve the obstacle. One was that film prints distributed to dealers could be amortized in cost over hundreds of stores similar to elaborate newspaper mats. The other prompted the Palm Beach executive to turn to his old friend and neighbor, Waite Hoyt, the Cincinnati sports-caster.

As the plan unfolded, Mr. Hoyt toured Florida baseball training camps with Jack Solomon, Palm Beach’s film producer, and together

(Continued on page 22)
HOOPER PROVES

THAT YOU'RE RIGHT WHEN YOU BUY

KRNT TO SELL

IOWA'S RICHEST MARKET

THESE KRNT PERSONALITIES

RACK UP THESE ASTRONOMICAL HOOPERS

MORNING 19 firsts (1 tie) and 3 seconds out of 22 rated periods.
AFTERNOON 16 firsts and 6 seconds out of 24 rated periods.
EVENING 25 firsts and 12 seconds out of 56 rated periods.
LATE EVENING 7 firsts and 1 second out of 8 rated periods.
SUNDAY AFTERNOON 7 firsts and 3 seconds out of 12 rated periods.
SATURDAY DAYTIME 14 firsts (1 tie) & 3 seconds out of 20 rated periods.

KRNT Leads Morning, Afternoon, and Evening

KRNT scores THREE times more "wins" than the runner-up, and more "wins" by far than all 5 other Des Moines stations COMBINED! And look here: Any KRNT quarter-hour newscast out-Hoopers any newscast on any other station in Des Moines! (*C. E. Hooper Audience Index, Oct. '50 through Feb. '51). Give a KATZ Man a call for the fabulous facts about this "Know-How, Go-Now!" station.

Represented by THE KATZ AGENCY

May 21, 1951 • Page 15

BROADCASTING • Telecasting
Scarce as good time and program availabilities are today, hardly a week ever goes by in which F&P doesn't have at least a few top opportunities in the important markets listed at the right. Over a period of time, we can help you build such a choice selection of high-rated, low-cost programs that you may wonder why you ever even considered mere announcements.

Talk it over with F&P, and let us do some digging for you. That's the way we like to work, here in this pioneer organization of radio and television station representatives.

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

**NEW YORK**  **CHICAGO**
**ATLANTA**  **DETROIT**  **FT. WORTH**  **HOLLYWOOD**  **SAN FRANCISCO**
## MINNEAPOLIS–ST. PAUL?

### EAST, SOUTHEAST

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<tr>
<th>Station</th>
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<td>WBZ-WBZA</td>
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<td>WGR</td>
<td>Buffalo</td>
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<td>WFBL</td>
<td>Syracuse</td>
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<td>WCSC</td>
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<td>Columbia, S. C.</td>
<td>NBC</td>
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<td>WPTF</td>
<td>Raleigh</td>
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<tr>
<td>WDBJ</td>
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<tr>
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### MOUNTAIN AND WEST

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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>CBS</td>
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<tr>
<td>KEX</td>
<td>Portland, Ore.</td>
<td>ABC</td>
<td>50,000</td>
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<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>CBS</td>
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industry specialists contributed suggestions for the work. Early chapters are devoted to an explanation of the American commercial system; radio-television network and station operations; coverage and circulation methods, described as "basic knowledge" to advertisers; makeup of audiences, with accompanying surveys; live talent; function of transcriptions. Spot advertising also is covered in detail, with the statement that this field now represents a $100 million business and continues to expand each year. A section on commercial radio-TV writing takes note of "Don and Don'ts of Copy Writing" as interpreted through the 1945 Joke study, and the NARTB formula for retail copy. The authors observe that "television is still an infant industry...it offers innumerable unexplored ideas, gimmicks and devices for commercial treatment." They offer a similar list of suggested "guideposts." Program preferences and sponsor identification also receive substantial treatment in the book, with recognition of three basic factors: The listener, the sponsor and the timebuyer. Authors recommend pretesting of new programs before the advertiser contracts for sponsorship, and offer steps designed to building high product identification. A special chapter deals with various methods and rating organizations, complete with tables and selected reports. Other sections treat these subjects: Radio-television production and direction; the advertising agency role, including timebuying; retail and national radio advertising; and a summary of the "New Advertising Medium." Also included as appended data are a timing table for radio commercials and the KYSM Magnus, Minn., BMB report.

THE STORY OF THE FIRST TRANS-ATLANTIC SHORT WAVE MESSAGE. By Tom Rivers. New York: 10 West 42nd St. 78 pp. $1.00. CALLED a collector's item, this story of an historic milestone in radio pioneering has been made available by the Radio Club of America Inc. It is a special commemorative issue of club's proceedings. Collaborating on the detailed record were John F. Grdin, Ernest V. Amy, Edwin H. Armstrong, George E. Burghard, Minton Cronkhite and Walter P. Inman, all active in the 1921 feat of demonstrating the use of short-waves for long-distance radio communication.

NBC HANDBOOK OF PRONUNCIATION. Compiled by James F. Bender, Ph.D. New York: Thomas Y. Crowell Co. 377 pp. $4.50. A REVISED and expanded edition of a first work, also prepared by Dr. James F. Bender under commission from NBC, this new NBC Handbook of Pronunciation contains 15,285 hard-to-pronounce words with their spelling changed to represent pronunciation and also with phonetical spelling. It runs from Aachen (AH'n) to zyme (sighm) and includes some of the most difficult tongue twisters an announcer is apt to encounter. Pat Kelly, NBC supervisor of announcers, wrote the foreword.

DISC-JOCKEY SHOWMANSHIP. Edited and published by Ben J. Murray. New York: Rinehart & Co. 448 pp. $6.50. THIS reference handbook, Disc-Jockey Showmanship, to be published June 1, will serve as a radio-TV promotion encyclopedia. It contains more than 4,000 radio listener ideas, fan-mail "gimmicks," audience-building techniques, program promotion devices, exploitation stunts and important data and showmanship practices covering every level of disc-jockey procedure.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell. New York: Rinehart & Co. 510 pp. $4.50. THIS is a second edition, revised and expanded, of the volume first published in 1946, which in the intervening years has become established as one of the few books which are required reading for anyone considering a career in video programming. The book is particularly valuable for the student or newcomer in television, as it devotes as much attention to the "whys" of TV, what sort of a communications medium it is and how it differs from the theatre, radio and motion pictures, as to the "how-to-do" explanations of the basic TV program operations.

Car Registrations UP 20.6% 
(over first quarter - 1950)
Retail Sales UP 30% 
(over first quarter - 1950)
Building Permits UP 288.3% 
(over March - 1950)

That's the story from fabulous Flint!

It's a story based on this theme: Flint wages were 32% above the national average last year! The people of Flint have the money; they're willing to spend!

SALES COME FAST IN THE RICH FLINT MARKET! ...and leading the way in coverage, listenership, and sales stimulation is Flint's First Station'*-WFDF! Let Flint hear your sales message. It's sure to, over WFDF!

WFDF—one of America's pioneer stations—29 years old May 25th.

Sell where the money is...FLINT! * * See your latest Hooper

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

Page 18  May 21, 1951
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!

Controls can help "hold the line"—but they can't cure Inflation!

Just because controls have been ordered by the Government, does not mean we can now afford to sit back and think there's nothing we individually need to do to check Inflation. Far from it!

To win the battle against Inflation, every one of us must take a personal part. And let's not forget that if this battle is lost, every one of us will suffer.

What can each one of us do to lick Inflation?

1. All of us can help our Government make controls effective by holding the line on prices. Controls may not be pleasant—"good medicine" often has a bitter taste. Controls are helpful as a "stopgap"—until America's production has a chance to catch up with demand.

2. Production is one basic weapon against Inflation. When we produce enough, goods to meet the demand, prices should stop going up. So everything we personally can do to help "get the job out" helps keep Inflation from striking at us.

3. Save all we can, every way we can. By saving, we take money out of competition for scarce goods. We make money available for more production, and build a reserve for our future needs to be spent in more normal times.

4. Buy only for basic and immediate needs. We must prevent bidding against each other for goods which are in short supply.

5. Support "pay-as-you-go" taxation. Tough as it is to pay more taxes, they help us keep the economy of the Nation strong which is vital for the long pull.

6. If we want to save on taxes as well as help check Inflation, let's let our representatives in government (Federal, State and local) know that—while we support strong defense—we also support their efforts to cut all spending that can possibly be cut. The time to speak up is right now!

The Sixth Column Enemy—Inflation—must certainly be checked at all costs. The military and economic strength of the country—and the value of the dollars you have saved—demand it.

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

Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.
new business

Spot

CHARLES L. RUMARRILL & CO., Rochester, placing spot schedule on all radio and TV stations in Pennsylvania for introductory campaign on behalf of Great Western sherry.

ZIPPO MFG. CO., Bradford, Pa. (windproof pocket and table lighters), launches campaign including use of leading TV stations in 30 key cities throughout country. Twenty-second spots are to be aired regularly throughout spring. Agency: Geyer, Newell & Ganger, N. Y.

R & H BEER, N. Y., effective June 5 places Battle of the Boroughs, Louis Cowan package, on WCBS-TV New York. Show may be placed with other brewers in TV markets. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

HOUSEHOLD FINANCE CORP., Chicago, may expand TV spot program schedule after 13-week test. Program, Royal Playhouse, now on WOW-TV Omaha. Agency: Needham, Louis & Breyer, Chicago.

DORMIN INC., N. Y. (sleeping capsules), started spot radio campaign, 52 weeks, using one market, New York, but will expand rapidly to other areas. Agency: Dowd, Redfield & Johnstone, N. Y.

G. N. COUGHLAN Co., West Orange, N. J. (Chimney sweep, Pantastic and De-Moist) launching an eight-week television spot campaign June 25. New York and Chicago stations will be used. Robert Brenner, radio and TV director Lewin, Williams and Baylor, N. Y., is supervising purchase of the spots.

MUTUAL LIFE INSURANCE Co., N. Y., releasing fourth series of 15-minute recorded health programs, free to stations, with recommendations that its field representatives purchase spot or participating announce-

ments on stations carrying shows. Series includes 14 programs, bringing to 54 the number now being offered by company.

MCLARENES Ltd., Hamilton (food products) starts musical quiz shows on major market Canadian stations and spot announcements on 38 Canadian stations. Agency: Stevenson & Scott Ltd., Toronto.

LIC RICH Co., N. Y., (licorice flavored soft drink, ice cream and frozen stick name) names Hutchins Adv. Co., N. Y., to handle advertising, marketing and merchandising. James Burton, former manager of agency's Hollywood office, will serve as account executive. Product and advertising will be launched nationally within the next 60 days. Radio and TV will be used in introductory campaign.

Network

LEE PHARMACAL Co., Beverly Hills, Calif. (Shadow Wave home permanent) May 7 started Chet Huntley & the News, Mon., Wed., Fri., 5:30-5:45 p.m. (PDT) and on May 8 The Frances Scully Show, Tues., Thurs., 1-1:15 p.m. (PDT) on 13 ABC California stations. Both contracts 52 weeks. Firm May 12 started for 15 weeks, on alternating week basis, sponsoring second feature film of Saturday Movie Night and Sunday Night Feature move on KECA-TV Hollywood. Placed direct.

BREWSING CORP. of AMERICA, Cleveland, Ohio (for Carling's Ale) was to sponsor exclusive TV coverage of Belmont Park's Metropolitan Handicap over NBC-TV last Sat., 4:15 p.m. NBC radio also was to cover, and NBC-TV to cover a preliminary race at 3:30 p.m. Agency: Benton & Bowles, N. Y.

NASH-KELVINATOR CORP., Detroit, June 9, starts Paul Whiteman TV Teen Club show on ABC-TV, Saturday, 8-9 p.m. Agency: Geyer, Newell & Ganger, N. Y.

ADIRAL CORP. Chicago, renews Lights Out, NBC-TV, Mon. 9-9:30 p.m., for 52 weeks effective July 2, without summer hiatus. Agency: Erwin, Wasey & Co., N. Y.

SIGNAL OIL Co., L. A., June 3 renews sponsorship of The Whistler on 19 Columbia Pacific stations plus one station in Eureka (Calif.), (Continued on page 81)

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**COMPARATIVE SHARE OF AUDIENCE IN**

6 MONTANA CITIES

Day and Night

Percentages shown in this graph are based on BARROMETER surveys for January-February, 1951 for 6 Montana Cities. Monday through Friday average listening 6:00 A.M. to 11:00 P.M. Averages for stations signing on after 6:00 A.M. or signing off earlier than 11:00 P.M. are based on actual time on the air.

Complete Coverage on Z Net (with a single contract) . . . a better buy! 1 announcement $17.00 ¾ hour 40.00 Stations B, D, E, F, G, H . . . (minimum competitive coverage) 1 announcement $4.16 ¾ hour 133.00 Stations C, D, E, F, H, I . . . (minimum competitive coverage) 1 announcement $4.41 1 hour

The Z Net, when purchased in combination with other XL Stations (KXL-Portland) (KXLY-Spokane) of the Pacific Northwest is procurable at a lower rate than even the low rate quoted above.

Pacific Northwest Broadcasters
San Francisco Los Angeles
The Walker Co.
New York Chicago
What's Louisville Got-

BESIDE

The Kentucky Derby??

The Louisville Metropolitan Area ranks 28th in America.

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars*—or 66.4% as much as the entire State of Kentucky!

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 86,782 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, today!

*Sales Management Survey of Buying Power, May 10, 1950
When you buy radio, you're buying results—you're not buying rates. WITH's rates are low... 'way low! And WITH's audience is big... big and responsive! This means that WITH delivers more buying listeners-per-dollar than any other television or radio station in town—and better results. This means that WITH is BALTIMORE'S BIGGEST BARGAIN BUY! When you want to do a big job in Baltimore—for a little bit of money—see your Headley-Reed man and buy WITH—the big independent with the big audience.
NETWORKS' STAND DEMANDED

By RUFUS CRATER

THE RADIO-WIDE Affiliates Committee to hold the rate line moved last week to establish itself permanently, called upon the networks to say publicly where they stand on radio as a medium, and asked the radio-baiting Assn. of National Advertisers for a chance to sit down and explore the whole question jointly and intelligently. As it acted, the committee received support from a new quarter while being rebuffed from another. The blow—expected and long awaited—was an announcement by ABC on Friday that it will reduce its radio time costs by 15% between 1 p.m. and 10:30 p.m. The support came from the National Assn. of Radio & Television Station Representatives, which set up a committee—upon authorization of the membership—to confer with Affiliates Committee Chairman Paul W. Morency, WTIC Hartford, on ways by which NARTSR can cooperate "in combating further inroads on radio's price structure." The Affiliates Committee's letter to ANA was offered as a "declaration of interdependence" between advertisers and station owners, pointing out that "you really don't want to put us out of business because, as we both know, radio does such a tremendous job in moving merchandise for you." The committee appealed to the advertisers' "intelligent self-interest," and asserted that "only together can we make (radio's) greater usefulness a reality."

NBC Participants Elsewhere on the rate front, NBC announced the station and network representatives who will participate in the basic economic study of network radio which it is projected simultaneously with its rate-cut disclosure [BROADCASTING & TELECASTING, May 7]. In another move in the network radio field, NBC eliminated network-sustaining programming between 8:15 and 10 a.m. and between 6:15 and 6:45 p.m. The reason, officials explained, was that few stations were carrying the programs involved—only three were taking one 15-minute show, and the largest number taking any one in those time brackets was 15. None of the shows was deleted without advance approval by the stations which were carrying them, NBC said.

The ABC cut in time cost reduction differs from those previously announced by CBS and NBC in that it is not a "rate" cut in the strict sense, being achieved instead by changes in discount structures, and in that the 15% reduction applies to afternoon as well as choice evening time while CBS and NBC limited theirs to 10% in the periods from 1 to 8 p.m.

Like NBC, ABC asked its affiliates to accept the reductions as of July 1, the date when Columbia's cut becomes effective. ABC's announcement said the reduction "has been discussed in detail with the network's Stations Advisory Committee." There was no formal meeting of the committee to follow. However, the committee members have been disinclined to convene one in view of the futility of similar meetings of the NBC and CBS affiliates groups prior to those networks' rate announcements.

ABC said its move enables it to maintain its competitive position among the networks—the course its officials have said they would take ever since CBS took the lead in lowering rates. Mutual is expected to follow suit.

Wide Support The radio-wide Affiliates Committee, after meetings in New York Tuesday and Wednesday, sent to affiliates of all networks an account of its activities, reporting that some 500 stations had pledged contributions to its war chest before the sessions were over. unofficially, it was reported that contributions totaled $20,000 to $25,000, and that virtually all of the nation's larger stations were among the participants.

The committee, obviously pleased with the returns to date, asked White & Case, its New York counsel, to prepare and submit recommendations for a charter and by-laws looking toward incorporation. No date was set for the next meeting, but a report from the new firm is expected in about two weeks.

The committee reiterated that it does not intend to "duplicate the activities of any other organization within the industry," but instead "will do our utmost to see that the activities of other trade association groups are channeled in the right directions and that they are pointed so the end results will be satisfactory."

Specifically, the affiliates group stressed the importance of support for BAB—both by networks and by affiliates—in order that BAB "may be in a position to accomplish the research and promotion job so sorely needed to prove the true worth of radio." Support of BAB by all broadcasters "is extremely important," the committee said.

How the networks would react to the BAB research proposals was another question, however. At least (Continued on page 38)
MAGAZINE ADS

$2.3 Million Radio-TV Outlay

Currently Life sponsors Kukla, Fran & Ollie on NBC-TV, one day a week, and a small radio campaign in the midwest on three or four stations plus a schedule in Canada. Time magazine sponsored the Ke- sauver hearings on ABC-TV.

Spend $300,000

Look and Quick magazines are spending an estimated $300,000 annually. Look is currently running a test TV spot schedule in Los Angeles and modified radio sched- ule on owned and operated stations of ABC, CBS and NBC (which is an exchange dollar deal in cash). Newsweek, through Lennen & Mitchell, is spending about $35,000 on TV spots for special issues in about 25 markets, in addition to its sponsorship of last month's Ke- sauver crime hearings on both CBS-TV and DuMont.

Crowell-Collier Publicities is reported to be spending $200,000 in a radio campaign for Collier's and Woman's Home Companion through Kudner Agency, New York.

One show, through Huber Hogue, New York, allocates about $19,000 for its radio and TV promotion. Early in January it ran a six-week campaign using both media.

Street & Smith Publications is allotting approximately $10,000 to promote its Charm, Mademoiselle, and Living magazines. Early in January the firm used a radio spot schedule in 12 markets and plans are underway to run a similar campaign in September. Peck Adv., New York, is handling.

Hea rt magazines—Good House-keeping and Cosmopolitan—are spending about $5,000 in a radio spot campaign during the year. Peck Adv. also handles Hearst pub- lications.

Reader's Digest used to employ spot radio, but has not run a campa- ign since last October and re- portedly is not currently contemplating resuming such activity.

ZIV STAFF

Five Salesmen Added

APPOINTMENT of five salesmen to the staff of Frederic W. Ziv Co., New York transcription firm, was announced last week.

Al J. Madden will work from San Francisco through a territory including Reno, Nev., and Northern California; Ted Swift from Boston through Metropolitan Boston; Paul E. Pauls from Angeles, Ar- KIRK and Joplin, Mo.

Lorillard Renews Show

P. LORILLARD Co., New York (Old Gold cigarettes), has signed a 52-week renewal for the final quarter hour of Stop the Music on ABC, Sunday, 8-9 p.m. The ad- vertiser has been sponsoring the program since May 1948. Lennen & Mitchell, New York, is the agency.

U. S. Steel Pact

UNITED STATES STEEL Corp. has renewed its 52-week radio con- tract with NBC for the 1951-52 seasons, at the same time period on Sunday, 8:30-9:30. Its summer replacement will be the NBC summer concert series featuring the NBC symphony, which goes on June 3. BBDO, New York, is the agency.

Page 24 • May 31, 1951
THE FATE of FCC's whole licensing policy for AM-FM-TV andances—and of its VHF-UHF TV allocations plan, including educationnal reservations—hung in the balance last week as the Commission issued an order on the new "building bottleneck" [Broadcasting * Telecasting, May 14].

The Commission was still weighing the import of a regulation which now requires permission to obtain express authorization to convert existing broadcasting "buildings, structures or projects." NARTB President Justin Miller last Thursday asked an early meeting with Manly Fleischmann, administrator of the National Broadcasting Authority. He will confer, either today (Monday) or tomorrow with Mr. Fleischmann, who has indicated informally that he would be happy to consult on problems.

Miller Scores Action

In a letter to the NPA administrator, Judge Miller complained that the proposed order of conversion of facilities to the original order, which had exempted radio-TV broadcasting, "without consultation either with the radio and television industry inductry leaders or with any informed, with (FCC), has created widespread confusion and deep concern among the broadcasters of the country." NARTB has received perhaps two dozen letters from broadcasters who have been issued CPs for stations or who already have expanded appreciably National Production Authority, though some have not yet begun actual construction. Upwards of 275 AM-FM and 400 TV applications for new stations, 25 of which are in the FCC files. At the same time, authorities point out that present structures are often difficult to convert for broadcast purposes, and work is normally run from the ground up.

Judge Miller singled out the usual procedure involving cooperation of broadcasters with long-established programs of various government departments. This cooperation, he noted, has resulted in thousands of hours of free time devoted to promotion of agency activities. The vital role of radio-TV broadcasting as a news, information and educational medium during national or localized emergencies also was cited.

"Of course the ask is equal, non-discriminatory treatment. Our efforts have been directed, not toward breaking down barriers for the other media of communication, but for the maintenance of the present position of broadcasting with a realistic understanding of its vital importance in time of peril or of actual attack," the NARTB president asserted.

Judge Miller referred partly to M-4 as amended May 10 removing the exemption from radio-TV broadcasting but seemingly allowing certain quasi-priorities for newspapers and other media. Perhaps inadvertently, new broadcasting stations and facilities supplied under conditions less discriminatory than those imposed for stations. This interpretation still obtains legally despite NPA objections of "typographical errors."

The apparent discrimination was brought to the attention of NPA's general counsel on May 11 by Ralph Hardy, NARTB government relations director, and Vincent Wasilewski, legal department. The interpretation was confirmed by John Holland, NPA general counsel, and Henry Heymann, an attorney, who "completely ignores" the public welfare, defeats certain defense effort objectives and precluded possibility of new building, under the present order, by any provision for station construction "in areas adjacent to military establishments or defense plants or projects"—one condition for authorization.

The view of some Commission staff participants—fom FCC's general counsel and engineering department—was that the National Production Authority, which issued the order, had no "complete construction freeze" in mind but rather sought to establish an "accounting procedures" in view of the sharp curtailment of structural steel for civilian use.

At the same time there was no indication either at the Commission or NPA, nor at industry level, that new stations was-M-4 would be relaxed, inasmuch as a further amendment will bring newspaper, magazine and other duplicating and advertising printing on plane of non-exemption. This action would serve to avert complaints that the original directive discriminated unfairly against broadcasting interests.

Restrictions Discussed

The Commission, which found itself caught with its plans down in view of its proposal to lift the TV freeze at least partially, has discussed the construction "ban" in form among its members and with government officials, but had not reached any decisions late last week.

The restrictions pose questions involving pending AM-FM grants, cases now in hearing, TV allocations, educational reservations and future liaisons with key authorities at the National Production Authority. It was felt that liaison activities with allocations agencies could be established through the staff, working through the general counsel's office or perhaps the chief engineer's level. But no procedure had been set last week, though it was explained that the staff would meet again in the near future with NPA.

Meeting last week with NPA were Joseph M. Kittner, assistant to Beneficent F. P. Sullivan, general counsel, Richard A. Solomon, chief of FCC's Litigation Branch, and representatives of the Engineering Dept.

FCC-NPA liaison generally has been lacking the last six months ever since the Commission reportedly renounced its role as a "claimant agency" for electronics and conversion work. The new AM-FM proposal would specifically its Electronics Products Div.—now handles requirement details.

Meanwhile there was evidence last week that electronic manufacturers might enjoy a greater aura of "essentiality" than radio-TV broadcasters who wish erect new buildings. This implied by NPA, which exempted from restrictions of M-4 those plants, factories or facilities which obtain certificates of necessity for additional construction in defense support programs.

It was explained that nearly 30 electronic firms have received such certificates thus far, enabling them to build new plants for manufacture of electron tubes, radar and other military equipment.

With respect to broadcasters' application for building permits, NPA also announced that a substantial proportion of cases will ultimately be determined at its field offices, which now process and pass them on to NPA's Construction Controls Div. Under present plans, that division (Continued on page 74)

ABC SALE DEAD?

Noble Leaves Door Open

NEGOTIATIONS for the sale of ABC broke off in frustration last week, but in the eyes of many in the business community, the failure of the projection for an ABC freeze on television news, in which its parent company, the National Broadcasting Co., was involved, has been "completely ignored" in view of the sharp curtailment of structural steel for civilian use.

Edward J. Noble, ABC board chairman and principal stockholder, indicated in a letter to Judge Miller that the unusual public statement detailing the turn the discussions had taken, and asserting that he and his associates "will continue to operate radio and ABC television."

Less uniquely, he again explicitly left the door open for further negotiations. In his own words, he stated seemed to be a reassuring measure intended to allay anxieties that had mounted among ABC executives and personnel while the secret and unpublicized negotiations were in progress.

Initiated by CBS, but with United Paramount Theatres in the foreground, the negotiations [Broadcasting * Telecasting, May 14], the negotiations foundered on terms. Between start and finish, a number of corroboration bidding rounds were involved. Presumably all would still be interested —if the price were right.

CBS' desire for three additional television stations, of prime motiva-
The two most ambitious network efforts to find a satisfactory format for television news programs are CBS-TV’s Doug Edwards and the News and NBC-TV’s Camel Newsreel, both of which are laboring diligently and with some inventiveness toward that elusive goal, with NBC-TV somewhat in the lead at the moment.

If neither has completely succeeded in discovering the formula for presenting news, it is not unfair to state that nobody else has discovered it either. Indeed it may be that a formula, as such, should not be sought. The intricacies of which the television camera are capable are only beginning to be explored, and it would be unfortunate if the art became hamstrung by a format at this stage of development.

Perhaps the gravest flaw in both programs is their frank borrowing from older forms of news presentation. They lean heavily on the techniques of movie newsreels and radio newscasts, and such experimentation as is apparent is mostly confined to reworking these borrowed methods rather than to developing new ones.

Of the two programs, the Camel Newsreel is the more elaborate. Last Wednesday’s program was about an average for the NBC production. It began with John Cameron Swayze reading a short summary of Korean war news, illustrated by a pointer and a Korean map.

The program was then shifted to Washington where Hanson Baldwin, military expert of the New York Times, delivered a brief and not particularly illuminating interpretation of the Korean news. One of Mr. Baldwin’s predictions belongs with the most memorable analyses of his fraternity.

“It is quite possible,” he said, “that peace may come at any time in Korea, but there is more war to be fought first.”

Mr. Swayze, back in New York, had a short story about the growth of the Greek army, with recent motion picture films illustrating it. This was followed by a filmed commercial, featuring a college coed endorsing Camel. Mr. Swayze resumed with a few short items, and then the program returned to Washington where Robert McCormick summed up the day’s developments in the MacArthur hearing (Gen. Bradley had tangled with Republican members of the Senate committee over his unwillingness to disclose private conversation he had with the President).

Filmed Interviews Used

Filmed interviews with Sen. Russell, the committee chairman, and Sen. Wiley, Gen. Bradley’s antagonist, were shown.

A pickup from Chicago followed where Jack Angel reported on the building of the synchro-cyclotron, the “most powerful atom-smasher in the world,” as films of the installation were shown. Clint Youle, another NBC Chicago newsmen, gave a short weather report for the area covered by the interconnected network.

Mr. Swayze, in New York, resumed with a report on local weather. It had been the hottest day of the year, and NBC cameramen had been busy in Central Park and Coney Island, recording the migrations of city-dwellers to those allegedly cooler locations.

A Camel commercial followed, proving that more doctors smoke Camels than any other brand. Mr. Swayze then gave the latest baseball scores, accompanied by a graphic presentation of a scoreboard. The program closed with Mr. Swayze reading an Associated Press report quoting a front-line officer as saying Chinese attacks were continuing, but it was not known whether the expected offensive had begun and a United Press dispatch identifying the activity as the big push.

On the same evening’s CBS-TV news program, Mr. Edwards opened with headlines of the Korean developments, followed by an Oldsmobile commercial, rockets and all. Mr. Edwards then took up the war in more detail, also accompanied by a map and pointer.

He turned then to the MacArthur hearing. CBS also had filmed interviews with Sens. Russell and Wiley, but the quality was below standard, the sound at times being out of synchronization with the picture.

Mr. Edwards next reported on Congressional action to provide wheat to India, with strings attached. This was followed by a news story showing India’s ambassador, Madam Pandit, receiving anti-cholera serum from a delegation in New York.

Mr. Edwards then gave a brief summary of the Bolivian army coup and the latest developments in Iran. There followed a short interpretative piece on the strategic importance of Iran, accompanied by still picture of oil installations and Iranian soldiers.

The rest of the program was occupied by an interview between Mr. Edwards and Arthur Holzman, CBS stringer recently returned from the Middle East.

The Wednesday evening CBS presentation was not typical. Usually the program covers a wider variety of subjects. Variety in this case was sacrificed to the Holzman interview.

For this reviewer the most interesting part of each program was the filmed interviews with (Continued on page 72)
LICENSE RENEWALS

CHANGES in procedure for sta-
tion license renewals, proposed Dec. 20, 1956, by the FCC, were made
final Thursday [Broadcasting • Telecasting, Dec. 25, 1956].

The new rules require filing of
renewal applications for AM, FM, TV and auxiliary broadcast sta-
tions 90 days prior to license ex-
piration; extend the initial license
period of FM broadcast station li-
ences to three years, and set ex-
piration dates of broadcast licenses on
a geographical basis.

Several sections of the rules—
1.320(a), 3.320(a), 3.620(a) and
4.20—are amended effective next
Aug. 1 so renewal applications for
licenses expiring Nov. 1, 1951, will
be required to be filed Aug. 1, 90
days ahead. Licenses expiring
June 1, Aug. 1 and Sept. 1, 1951,
are not affected.

Amendments Made

In changing the expiration dates
of broadcast licenses to a geographi-
cal basis, several sections were
amended—3.34(a) (b) (c), 3.218
(a) (b) and 3.618—effective Aug.
1. Licenses due to expire on and
after that date will be considered
for renewal under terms of the
amendments.

Other editorial and clarifying
changes: Sec. 3.54(b) deleted;
3.34(c) redesignated 3.54(b); 3.218
(b) deleted.

The schedule of three-year li-
ensurexpiration dates for AM and
VM stations separates them into li-
groups of contiguous stations. A
schedule of one-year license ex-
piration dates was adopted for TV
stations, divided into six groups of
states.

Final order was taken in Docket
9783 by Chairman Coy and Comrs.
Walker, Hyde, Sterling and Hen-
ner.

ABC network had filed an ob-
jection to the geographical basis as
it applies to Class I clear-channel
stations but the Commission over-
rulled it on the ground it was "an
attempt to introduce in this pro-
ceding substantive variations re-
ating to the allocation of clear-
channel stations and other subsid-
ary matters presently being con-
sidered in changes in clear-channel hear-
in Docket 6741."

Text of the rules changes fol-
low:

1. Amend Sec. 1.320 as follows:
Delete paragraph (a) and sub-
stitute the following:
(a) Unless otherwise directed by
the Commission each application for
renewal of license of a standard broad-
cast, FM broadcast and television broad-
cast station, and an auxiliary broad-
cast station (remote pickup broadcast,
broadcast STL, television pickup, tele-
vision STL and television inter-city re-
lay) shall be filed at least 90 days
prior to the expiration date of the li-
ensure that may be renewed; and each
application for renewal of license of
a non-broadcast station shall be filed
at least 60 days prior to the expiration
date of the license sought to be re-
newed. Each renewal application for a
license of a broadcast station will be
based on the Commission's informa-
tion concerning the following:
(b) Deleted.

Amend Sec. 3.320 as follows:
Delete paragraph (a) and substi-
tute the following:
(a) Unless otherwise directed by
the Commission each application for
renewal of an FM broadcast station li-
ensure (remote pickup) shall be filed
prior to the expiration date of the li-
ensure sought to be renewed (Form
FCC No. 302—renewal). A renewal appli-
cation for a broadcast station will be
based on the information concerning
the following:
(b) Deleted.

(b) (b) (c) amended.

(c) (b) (c) amended.

3. Amend Sec. 3.620 as follows:
Delete paragraph (a) and substi-
tute the following:
(a) Unless otherwise directed by
the Commission each application for
renewal of license of an auxiliary broadcast
station shall be filed at least 90 days
prior to the expiration date of the li-
ensure sought to be renewed; and each
application for renewal of license of
an experimental and developmental
group shall be filed by date and num-
ber included in the following:
(c) (c) amended.

4. Amend Sec. 4.30 as follows:
Delete paragraph (b) and substi-
tute the following:
(b) Whenever the Commission
regard an application for renewal of
a station license for an experimental or
developmental broadcast station as
not consistent with the public interest,
requirement that all renewal appli-
cation filed by date and number in
Section 4.20 shall be considered unless
(a) and (b) (c) amended.

The phrases "station licensed
experimentally" and "experimental sta-

tion" are used interchangeably.

The 60-day requirement does not
apply to amusements.

Method Changes Final

W. Way has been closed for the FCC
to render its long-awaited decision
involving the fate of the three G. A.
Richards' stations.

Commission General Counsel last
Monday filed proposed findings of
fact and conclusion. In it was sum-
mated arguments against license
denial. Mr. Richards' WJR Detroit and WGR Cleve-
lance.

Richards' counsel earlier had filed
its proposed findings [Broadcast-
ing • Telecasting, May 14, 7],
urging the dismissal of the proceed-
ings and prompt license renewals.

The proposed findings, in accord-
ance with FCC procedure, were filed
with Trial Examiner James
D. Cunningham, who will issue
a proposed decision. It is on this
decision that oral arguments will
be heard by the FCC, sitting en
banc.

In the 340-page document FCC
General Counsel Benedict P. Cot-
tone reiterated charges that Mr.
Richards' instructions to the three
stations were "deliberately de-
veloped to require one-sided, parti-
san and biased programming."

The brief detailed instances in
which Mr. Richards was alleged to
have injected his personal beliefs
into directives on the handling of

news dealing with Democrats,
minority races as well as person-
alities and organizations to which
FCC Commissioner Franklin F. Rich-
daneous items were placed in juxta-
position to create unfavorable im-
pressions with listeners.

Conversely, it was charged that
Mr. Richards allowed the stations
other extreme to present news in line
with his personal beliefs.

Cites Instances

Among instances cited was one
dealing with Rep. Charles Halleck
(R-Ind.) in which the
Republican majority leader of the 80th Con-
gress made a controversial broad-
cast." FCC held that Mr.
Richards refused to recognize the ob-
ligation to provide time for op-
opposing views; that failure to an-
come or the series was provided by
the GOP violated Sec. 317 of the
Communications Act as well as
Sec. 318.

Commission General Coun-
 sel argued Mr. Richards' "refusal,
as expressed by counsel" to take the
stand in the course of the hear-
tings. The brief declared that Mr.
Richards' "several business trips,
outdoor hobbies, participation in small
ball games, late attendance at pok-
er parties, and other activities of
a strenuous nature" contradicted

the claim that his physical condi-
tion made it impossible for him
to testify personally.

Richards made the point that Mr.
Richards submitted an affidavit in
September 1948 "in which he de-
nied all of the charges" made relat-
ive to program content. Later,
according to the brief, he admit-
ted "the truth of portions of the
charges" as well as expressing a
desire for "an opportunity to ob-
serve the wrongfulness of certain
acts."

"Further deception" was involved
in transfer applications of April
18, 1949, Commission Counsel de-
clared, saying that Mr. Richards' "poor health" and the need for
elimination of responsibility were
given as the reasons. However,
FCC ruled that petition for
nission of the transfer applica-
tions in which the applicants' counsel "asserted" filing of license for the
full period provided for in the rule; or if the Commission had
information it may require the filing
of renewal application (FCC Form 303).

(Continued on page 88)

RICHARDS CASE

Filing Clears Way for Decision

GRINNING with gusto, Milt Blink
(l), midwest vice president in Chicago
for Standard Radio Transmission
Services, welcomes the firm's secre-
tary, Lewis C. TeeGarden, who has
previously headquartered on the
renith Coast. Mr. TeeGarden will work
with Mr. Blink on Standard's library
service and also on the firm's new
television division, United Television
Programs.

BROADCASTING • Telecasting

May 21, 1951 • Page 27
Sales Therapy Via Radio . . .

POLLIO Dairy Products, New York (maker of ricotta and mozzarella Italian cheese), entered radio in 1949 in an effort to break a decline in sales precipitated by the grimly unfortunate similarity between the firm's name and the familiar term for the disease poliomyelitis which was alarming the country in that year.

The problem was a bitterly unique one, but its resolution is a happily unique tribute to the efficacy of radio. Today the company has not only recaptured its original market, but has actually increased its sales by 33%.

The first move of the Pollio Corp. was to change the established spelling of the company product to Polly-O. The next move was to enlist radio as the principal aid in re-establishing sponsor identification.

The outlet the firm chose was WHOM in New York, and the vehicle was a comedy dramatic feature, Due Comari, loosely translated, Two Busybodies. It is still being heard 7 to 7:15 p.m. seven times weekly, and is understood to have the highest rating of any Italian comedy show on the air.

The overall advertising budget for Pollio company is $87,000 which includes re-packing. At least $22,000 of that budget goes into radio, and $21,000 in a recipe book which is part of the radio promotion. The rest is divided into newspaper advertising, packaging, ear cards, etc. The recipe book at a cost of ten cents, has been moving at the rate of 2,000 per week.

Firm Founded
By Pollio in 1899

The history of the firm dates back to 1899 when Guiseppe Pollio came to America from Italy and began manufacturing cheese—ricotta, a clear white cheese, and mozzarella, a stretchy white cheese—in Coney Island. His equipment was the same as that used in his family a hundred years before—

an open fire, a tripod and pot, a long-handled ladle and a strong back.

Guiseppe Pollio's business thrived and when the founder died his son, Albert Pollio, took over and continued building the business and improving the products. Today the firm has six big plants in New York state; it has a rapid train truck system of delivery that makes it possible for the continuous production of the highly perishable cheese and milk and butter which have been added to the line of products.

According to the New York State Dept. of Agriculture, the entire output of the state's Italian soft cheese industry totals about 16 million pounds per year. Sales of the ricotta and mozzarella by the Pollio Corp. amount to 8 million pounds, or half of the state's total output.

Late in 1949 the plague fell. The name Pollio began to assume its unfortunate association.

APG Assoc. Faces
Name Problem

The problem was to take the name away yet retain identity. It was at this point that APG Assoc., New York, advertising agency took over.

Although it was the first Italian account for the agency, APG was equal to the problem.

Albert P. Gavasci, president, stepped in and immediately devised a parrot trade mark that tied in with a newly created name Polly-O. The name Pollio gradually is being played down on the package, and will eventually be eliminated.

Sales began to return almost immediately; the radio show on WHOM became a big hit, and Polly-O has emerged as a vigorous convalescent that licked a disease while it conquered new markets through the unmatched therapy of radio.
BAB SALES CLINIC

IBA Hears About Radio Selling

BROADCAST Advertising Bureau's radio selling was presented to 120 Broadcasters Assn. 's BAB sales clinic.
The meeting, part of the two-day clinic Friday (see JMI story, page 32), was held at Indianapolis' Claypool Hotel, where a luncheon and evening cocktail party interspersed down-to-earth discussions of radio.

Radio's selling pitch has emphasized by BAB's hard-hitting sales trio—Director Hugh M. F. Higgins, President William B. Ryan and Leo Hart.

Miss Hart outlined a copy-minded radio plan as one step toward getting more retail business for stations. A good "radio salesman," Miss Hart said, knows good copy and how to write it. He must do a real selling job for the advertiser, she said.

He should be able to tell the advertiser what his particular approach is, not wait until the advertiser tells him how the campaign should be handled. Principal sale is the radio to get customers into the store, and retailers must plan radio copy with the same care as for printed media, she explained. Radio's selling power, once rationalized, if enough spots or saturation radio are used with the proper copy at the right time of day.

Mr. Higgins spoke of the "Selling Opportunity in Radio 1951." He said only 26% of U.S. families are television families, leaving 74% to radio. Therefore, he concluded, radio has a big sales advantage.

Predicting that spot radio will be greater this year than in 1950, Mr. Higgins said the industry must

NARTSR POST

Flanagan Successor Sought

SEARCH for a successor to T. F. Flanagan as managing director of the National Assn. of Radio and Television Station Representatives was authorized by the NARTSR board last July. Dr. J. V. Doerfler's doctors advised that he not return to his post as active head of the organization. Mr. Flanagan, managing director when its formation in 1947, has been in ill health since last fall, and for that reason was forced to resign. He currently is recuperating at St. Vincent's Hospital, Richmond Heights, Ohio.

The members, expressing deep regret that he will be unable to return to the helm, paid tribute to his work on national and broadcasting during the past four years.

Among the accomplishments they cited were his work on the Spot Rate Estimate agency use, publication of the "Spot Broadcasting Lets you Decide" presentation; creation of spot radio clinics, and service as spokesman for the spot broadcasting industry in a number of industry controversies.

NARTSR President Robert Meeker expressed hope that an announcement of Mr. Flanagan's successor can be made at the June 15 quarterly meeting.

BROADCASTING • Telecasting

TABLE SETS

Survey Reveals Shortage

NINE-TENTHS of the distribution areas surveyed by NARTB report shortages in supplies of AM-FM table sets.

Claim of many FM stations, voiced at the NARTB April convention, that manufacturers were not working to develop sets for receivers with FM, was supported by the survey, according to NARTB. The study covered 41 distribution areas in 18 states and 41 stations was conducted during April.

Manufacturers' shipments of FM-AM table models were inadequate to meet public demand in 36 out of 38 distribution areas surveyed. Twenty-nine percent of 123 wholesalers reported their FM-AM needs for the rest of 1951 would be greater than last year. Fifty-one wholesalers said they were unable to meet the FM-AM demand over a 14-month period. Seven distributors said they were unable to get enough sets.

NARTB's survey showed the demand for FM-AM receivers was greatest in large cities and type of receiver, including: AM-only, FM-only, FM-AM phono, TV-only and TV-FM.

One distributor said he could not supply 300% more FM-AM sets than last year; one said 200% more; two said 100%; one said 75%; four said 50%; 10 said 25%; seven said 15% more. One distributor said the demand for FM-AM sets is heavier in rural areas.

Where demand was inactive, distributors blamed duplication of AM programs as the main reason, along with short operating hours.

Asked about the survey findings, Ben Strouse, WWDC -AM - FM Washington D.C., NARTB committee chairman, said the next move is to inform set makers of the findings as soon as possible. He said he was amazed at the evidence produced in the survey and added that many manufacturers are missing the boat by not making enough FM-AM sets to meet the demand. Mr. Strouse has asked Radio-Television Mfrs. Assn. to set an early meeting of its FM Committee with the NARTB group.

R. N. KING

BBDO Research Dir. Dies

ROBERT N. KING, BBDO director of research, died at his Westport, Conn., home May 12 after a long illness. A native of Brooklyn, N. Y., Mr. King originated for BBDO with the National Panel of Consumer Opinion and the Onondaga Consumer Research Panel in Syracuse.

A former president of the Market Research Council, a director of the American Marketing Assn. and business manager of The Journal of Marketing for 15 years, Mr. King had been at BBDO for 27 years.

He is survived by his widow, Eileen, a brother and a sister.

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THEM OF THE FOUR FM stations originating problems of four counties last January on functional music broadcasting have indicated they are amending their contracts in accordance with a subsequent April 12 policy statement by the Commission.

However, the amended contracts have disagreed that "heep" operations are a violation of the law as contended in the April 12 policy statement by the Commission.

The court's May 10 decision referred to earlier oral argument in the appellate court [BROADCASTING • TELECASTING, March 26] and concluded that the "fear need not go to the stronger [financially]."

The court said that FCC "on inadequate evidence" had judged on Cleveland Broadcasting's financial situation.

The court noted that "this is not rule that the successful applicant had not qualified as to character. Consequently, the FCC's plans and proposals were to some extent advanced, it was said, however, that this should not be a determining factor as against a rival "also well qualified in numerous respects."

Court also upheld the Commission's views on "efficient use of the designated frequency" as well as operating policies.

Accepted was the FCC policy that preferred non-newspaper ownership in a comparative case, all of the applicants being equal, so as to provide wider diversity of control of mass communications within a community.

The court noted that "this is not so to say a permit should be withheld from an applicant because he is otherwise engaged in the dissemination of news."

However, the ruling is that the kind of action the Commission may force its judgment to be influenced "to promote diversity."

The case of Scripps-Harold Radio is owned and controlled by the same interests that have the Cleveland Plain Dealer.

COTTON TO TAKE EXCEPTION TO INITIAL Grant

FCC General Counsel Benedict P. Cotton has taken an exception to an examiner's initial recommendation that would renew the license of WSNY Broadcasting Co., Inc., and permit transition of effective control to Winlaw P. Leighton.

The examiner's proposed ruling would dismiss opposing petitions by George R. Nelson and associates, which alleged "perpetration of fraud and numerous other irregularities" by Mr. Leighton as a stockholder [BROADCASTING • TELECASTING, March 12].

The general counsel took exceptions to Hearing Examiner James D. Cunningham's conclusion that "Western Gateway Broadcasting Corp. [WSNY] is not . . . [qualified to] operate radio station WSNY and to hold the license therefor."

It was noted by Mr. Cotton that: "In view of Mr. Leighton's violation of the fiduciary obligation which he placed on himself by his record of acquisition control without project Commission consent, it should be concluded that his acts, as president and a leading stockholder of the corporate licensees, have reflected an effort to acquire control of the licensees so that it is not qualified to hold a radio broadcast license."

Mr. Leighton, the FCC general counsel emphasized, "violated this fiduciary obligation," with his partner by "acquisition of WSNY Broadcasting in February and March of 1948 and subsequent exercise of the voting rights of the stock owned by himself and his family."

Mr. Cotton further noted that "prior to Nelson's departure for a Florida vacation, in February of 1948, Leighton assured Nelson that he would protect Nelson's business interests in Nelson's absence."

Exception was taken by the general counsel to a portion of the examiner's conclusions and the examiner's failure to conclude in lieu thereof:

That the Commission is within its rights in determining the question of disqualification of a licensee, and

That Mr. Leighton did acquire control . . . wilfully and with intent to hold a license until it had been perfected;

That the Commission has utilized acquisition of control regulations in an arbitrary . . . to disqualify him from being a beneficial and controlling stockholder. . . of . . Western Gateway Broadcasting Co.; and

Hits 'Disregard'

Mr. Cotton also said that Mr. Leighton has acquired control without an application to the FCC and it is apparent that he has acted in flagrant disregard of the law and the Commission rules."

The transfer application involved acquisition of holdings from Benjamin L. Dubbs, Bradley Kincheloe, and Prentiss Curnell Jr. by Mr. Leighton, Florence B. Walcott, Frederick G. Lippert and Barbara W. Leighton.

There is also pending outside the proceeding a separate application for FCC approval to sale of all stock held by Mr. Nelson and Wil- lard D. Cottone to Mr. Leighton pursuant to a settlement agreement of mid-1950. The Nelson group by this agreement also withdrew a competitive bid for WSNY facilities [BROADCASTING • TELECASTING, April, 1950].

SUN COAST

Stay Order Issed

FCC last Thursday announced an order staying the effectiveness of its March 14 initial decision that would permit Sun Coast Broadcasting Corp. to acquire the construction permit for WMJE Miami, Fla.

In that decision [BROADCASTING • TELECASTING, March 19], Lincoln Operating Co., as trustee for Sun Coast Broadcasting Co., would be required to assign the CP to Sun Coast itself, Arthur B. McBride and his Cleveland business associates, Daniel Sherby, are substantial owners of Sun Coast, as well as part owners of WINK Fort Myers, Fla.

Substance of the initial decision was that hearing records contained no evidence respecting the reputation of Mr. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from holding Sun Coast stockholders.

Fortnight ago, the Keafer Crime Committee protested the proposed decision. However, the FCC last week gave no reason for staying the March action.

WBAB FACILITIES

Three File Applications

THREE applicants thus far have filed with the FCC for facilities of WBAB Atlantic City, N. J., which went off the air in late March following disagreement with FCC on procedure in a proposed sale of the former CBS affiliate [BROADCASTING • TELECASTING, April, 9].

Press-Publishing Co., publisher of the Atlantic City Press and Union and licensee of WBAB, is still holding the 250 w full time facilities on 1490 kc. Filed May 11, application was returned for clerical correction.

Garden State Broadcasting Co. also filed on May 15 for the WBAB facilities. Co-owners are Herbert Michels, of WNEW New York; Albert Spillo, of WNEW; and John J. Farina Jr., of NBC (see FCC Roundup page 81).

Third application was entered May 4 by Leroy Bremmer and Dorothy Bremmer, under name of Atlantic City Broadcasting Co. [BROADCASTING • TELECASTING, May 14].

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BROADCASTING • TELECASTING
in Michigan . . . .
you can sell 5 major markets with one station.

WJIM-TV's exclusive coverage of Lansing, Saginaw, Flint, Jackson and Battle Creek offers advertisers rich potential for sales-getting . . . an area with a million people doing a billion-and-a-half in retail sales. And WJIM-TV offers the best in programming as primary outlet for all four major television networks.

For full details on WJIM-TV and WJIM consult
H-R REPRESENTATIVES, INC.
MUSIC CONTEST

CARL HAVERLIN, president of BMI, speaking before 100 Wisconsin Broadcasters Assn. members meeting in Milwaukee May 16, announced a BMI for high school and college students. The contest, he said, would be sponsored annually in each state by the respective state broadcast associations.

Wisconsin broadcasters adopted the plan "unanimously and enthusiastically" and set up prizes totaling $1,000. Ben Laird, WBA president and president of WDUZ Green Bay, made a contribution of $500 per year for three years in his own name, and also contributed $500 toward the $1,000 to be put up by the association for the first year of the contest, which begins in September and closes in June 1952.

The broadcasters present also adopted a BMI suggestion that contestants who are young composers be used on their program schedules from time to time.

Chicago clinic was one of three-state series held by BMI last week in Illinois, Indiana and Wisconsin. Mr. Haverlin, with Robert J. Burton, vice president in charge of publisher relations; Glenn Dolberg, director of station relations, and Burt Squire, Chicago field representative and clinic chairman, carried the sessions to the state meeting Tuesday, Wednesday and Friday, attracting a total attendance of about 250 station men.

The current series of clinics was sponsored in each instance by state broadcasting associations and their presidents—Ray Livesay, president, WLW Mattson, Ill.; Daniel Park, manager, WIVR Indianapolis, and Mr. Laird.

Speakers of the three-state circuit included:


In Springfield and Milwaukee, Koner Heck, program manager for NBC Chicago, outlined "What Management Expects From Its Programming Department." The same topic was handled in Indianapolis by William Mcguiness, commercial manager of WGN Chicago.

The same roster of speakers will appear at the U. of Michigan in Ann Arbor, with two exceptions. Ben Laird will talk on "What Management Expects from Its Programming Department" and J. Harold Ryan, vice president and treasurer of the Fort Industry Co., will explain "Why Program Sales and Front Office Must Work Together." Call to order will be given by Edward Baughn, president, WPG Ann Arbor and of the Michigan Assn. of Broadcasters.

FRIEDHEIM NAMED

World General Manager

Appointment of Robert W. Friedheim to the new position of general manager of World Broadcasting System was announced last Thursday by John W. Sinn, president of the transcription, program and features firm. Mr. Friedheim, 42, has been with WBS since February 1948, when he joined the organization as sales manager. His appointment as general manager is effective immediately.

Before joining World, he was with NBC for 13 years, attaining the position of director of radio recordings. He left this post to join World. He had previously served with WMDB Joplin, Mo., and the Joplin Globe and News-Herald.

BASEBALL SUIT

WFIN-FM Cites Clubs

Hearing will be held today (Monday) in U.S. District Court, Toledo, on petition of WFIN-FM Findlay, Ohio, for an injunction to keep the Lima, Cleveland and Philadelphia Phillies baseball teams from preventing game broadcasts over the station on nights when the Lima club is playing at home.

Findlay is 33 miles from Lima but under Rule 1-D of organized baseball, clubs can stop broadcasts of major league games within a radius of 50 miles when teams are playing at home. The rule had not been invoked against the Findlay station prior to this year. Lima's team is a farm club of the Phillies.

Federal Judge Frank Kloss, after receiving the WFIN-FM petition last week, set hearing May 21 on petition for preliminary as well as permanent injunction.

Antenna Rules

FCC last week amended Parts 9, 10, 11, 12, 16, 19 and 20 of its Rules and Regulations to conform with the provisions of the new Part 17, Rules Governing the Construction, Marking and Lighting of Antenna Towers and Supporting Structures, which became effective Feb. 15.

LATEST HOOPER REPORT SHOWS:

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

and we're gaining there, too.

The Fall-Winter report shows more Central Ohioans listening to WBNS than any other station. Here's twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.
Disc Jockey Contest Ends With Bob Neal Out In Front
And We Give You Our Word, Folks, Never Will We Get Ourselves Involved In Such A Mess Of U. S. Postal Cards Again

By MIKE McGEE

WELL, FOLKS, it's all over. And we swear by the Koran that never, never, never, will we start such a thing as a disc jockey contest again.

A total of 54,104 votes were counted. Another 12,000 were scattered among other candidates in the race.

And now for the final results:

Bob Neal of WMPS 11,887
Runner-up 8,011
Hal Benson of WMPS 7,786
Fourth place 5,637
Fifth Hugh Cherry of WMPS 5,161

ADVERTISER
ABC Chicks
American Safety Razor Corp.
Bristol-Myers Co.
Brown & Williamson Tobacco Co.
Carter Products
Consolidated Royal Chemical Corp.
Continental Baking Co.
Coca-Cola, Inc.
General Electric
General Motors
Griffin Manufacturing Co.
Hulman & Co.
International Salt Co.
The Mennen Co.
Norwich Pharmacal Co.
Peter Paul, Inc.
Pharmacal, Inc.
Potter Drug & Chemical Corp.
Shuprine Co.
Sunway Vitamin Co.
Walgreen Drug Co.
William Drug Co.

AGENCY
Noble-Durry & Associates
Ratten, Barton, Durstine & Osborn
Doherty, Clifford & Shanfield
Ted Bates, Inc.
Simmonds & Simmonds, Inc.
Ted Bates, Inc.
Marfree Advertising Corp.
Ratten, Barton, Durstine & Osborn
Dancer-Fitzgerald-Sample, Inc.
Birmingham, Castlaman & Pierce, Inc.

Duane Jones Co.
Duane Jones Co.
Benton & Bowles, Inc.
Maxon, Inc.
Duane Jones Co.
Atherton & Currier, Inc.
Harvey-Massengale Co.
Blisberne Advertising Co.
Schwimmer & Scott
Louis A. Smith Co.

These advertisers* sponsor program portions or have spot participations in the "Bob Neal Farm."

Each week-day from 5 to 8 A.M., Bob conducts the "Bob Neal Farm," a blend of music, news and farm data that has made him the Mid-South's outstanding radio personality.

Proof again that the WMPS policy of programming gives every advertiser a winning ticket at the pay-off window. Yes, it's WMPS for showmanship, acceptance, results!

WMPS
MEMPHIS, TENNESSEE
Represented by RADIO REPRESENTATIVES, INC.

AMERICAN BROADCASTING COMPANY

BROADCASTING • Telecasting

May 21, 1951 • Page 33
TELEVISION, by introducing viewers to sports new to them and inciting their desire to go out and see it in person, in the long run is a stimulus rather than a deterrent to athletic box office receipts, according to a survey made in February for WPIX (TV) New York.

Made to determine the effect of TV set ownership on the New York sports fan, the study was conducted by Hewitt, Ogilvy, Benson & Mather, New York advertising agency. Questionnaires were mailed to 2,000 persons who had written WPIX for Madison Square Garden score cards offered by the station. Answers were received from 1,116 (60%), all TV set owners and all presumably sports fans.

Asked “Have you seen any sport for the first time on television?,” 81% replied “yes,” with 40% of this group reporting that TV gave them their first look at wrestling, 35% at the roller derby, 25% at basketball, 21% at tennis and so on down through boxing (15%) and basketball (11%) to swimming events and baseball (3% each).

Potential Patrons

Of those who had first seen a sport on TV, 37% stated that following their video introduction they had actually attended this new sport and another 42% expressed the wish to attend it. In other words, eight out of ten persons who first view a sport on television become potential paying patrons of that sport.

Basketball games were attended by 50% of those who first saw one on TV, with another 30% desiring to go to them, according to a breakdown of the replies to a query as to what sports first seen on TV the respondent had actually been to. The report was as follows:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Number of People Attended</th>
<th>% of Sets</th>
<th>% of Sets Who Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball</td>
<td>162</td>
<td>68</td>
<td>20%</td>
</tr>
<tr>
<td>Football</td>
<td>50</td>
<td>34</td>
<td>18%</td>
</tr>
<tr>
<td>Hockey</td>
<td>244</td>
<td>50</td>
<td>29%</td>
</tr>
<tr>
<td>Track</td>
<td>232</td>
<td>47</td>
<td>46%</td>
</tr>
<tr>
<td>Roller Derby</td>
<td>137</td>
<td>40</td>
<td>42%</td>
</tr>
<tr>
<td>Bowling</td>
<td>127</td>
<td>40</td>
<td>42%</td>
</tr>
<tr>
<td>Tennis</td>
<td>190</td>
<td>35</td>
<td>46%</td>
</tr>
<tr>
<td>Wrestling</td>
<td>364</td>
<td>35</td>
<td>39%</td>
</tr>
<tr>
<td>Horse Show</td>
<td>79</td>
<td>35</td>
<td>51%</td>
</tr>
</tbody>
</table>

Like other surveys, the WPIX one found that attendance at sporting events increased with the length of time a TV set has been in the home. Among those who said they had gone to Madison Square Garden during the past year (78% of the total) were 64% of those who had owned a TV set six months or less; 76% of the seven-to-12-month set owners; 79% of those whose sets were 18 months old; 83% of those owning sets for 19-23 months and 84% whose sets are two years old or older.

Asked whether they would rather attend or watch on TV a list of sports, most of the respondents said they would rather attend baseball (83%), basketball (61%) and hockey (61%), while 68% said they preferred to watch boxing at home via TV. Preference for attendance was least among those who had owned sets for a year or less, increasing with the length of TV ownership.

High cost of admissions and ability to see the events at home on TV ranked evenly as the main reason for the respondents’ failure to go. Philadelphia fans visited Madison Square Garden more frequently—40% of the answers going to each of those causes. Lack of interest in the teams playing was given by 17% as their chief reason for not visiting the Garden more frequently, while 14% said the Garden was inconveniently located for them.

Football Revolt?

(Continued from page 28)

State Legislature was scared out of adopting a resolution favoring telecasting of U. of Oklahoma games, according to Mr. Jordan. Big Seven officials convinced the Legislature that not a single team would play the U. of Oklahoma if the resolution were adopted.

With Georgia Tech’s New York alumni taking the lead in open defiance of NCAA, other alumni groups are expected to go into the situation. Alumni opposition to the NCAA plan is based on the desire to see games they are unable to attend; recognition of the promotional value of the alma mater as well as financial benefits from the sale of rights, and resentment of any efforts to take away the alma mater’s right to make its own negotiations for its own properties.

One of the Big Seven colleges, Missouri, is on record at the FCC as desiring to sell telecasts of its football and basketball games commercially in connection with proposed operation of a part-commercial TV station.

The NCAA football proposal was a case “of hasty action born of fear of the novelty effect of TV,” Mr. Jordan told the Georgia Tech Club of New York, “It certainly has no basis in long-range thinking.” He said football, most widely telecast of any spectator sport, had a rising attendance and income record up to 1950, when a slight drop of 4% was noted. This was only 0.3% below the 1947-48 average though it occurred at a time when male student enrollment was off nearly 10%.

Illustrating his claim that TV cuts down the gate to some extent in the early months of a team’s set ownership, he said game telecasts over an 11-year period in the area with highest (70%) saturation of Philadelphia—had effect...
one of america's leading independents announces the appointment of

the bolling company

exclusive national representatives effective june 1, 1951
This new PULSE survey tells the Daytime Story in Waterbury, Connecticut

*Percentages Shown from PULSE SURVEY, Week of April 2, 1951

Ask your Avery-Knodel man for the good news about WBRY C B S and 5000 watts in Waterbury, Connecticut

Page 36 • May 21, 1951

**DISOLUTION**

Kaufman & Assoc. Close DISOLUTION of Kaufman & Assoc., Chicago agency, was completed last week as President Reuben R. Kaufman announced his retirement from the agency business and concentration on Snader Telecription Sales Corp., of which he also is president.

Mr. Kaufman, who has supervised Snader sales for several months, said he was going out of the agency business because he wants "to be in a non-competitive position in working with other agencies in the selling and planning of TV film packages." Snader has more than 400 three and one-half minute video musicals, and Mr. Kaufman will begin production shortly on several half-hour programs, including a mystery series. All will feature Hollywood star talent, he said. He is also negotiating now for television rights to feature films shown in theatres but never on television.

Almost the entire agency staff, executive as well as clerical, will remain with Mr. Kaufman and Snader Telecisions. E. Jonny Graff, former vice president in charge of radio and television for the agency, assumes duties as national sales manager for Snader. Monroe Mendelson, account executive and copy chief, becomes sales service coordinator.

Robert E. Jackson, vice president and general manager of the agency for the past two years, has gone to Crichtonfield agency, also Chicago, as an account executive. He has taken four accounts with him, and may take several others also. The four include Washington Breweries, Columbus, Ohio (Noch Eins premium beer); Burlington Brewery, Burlington, Wis. (Van Merritt beer); Liberty Loan Corp., Chicago, and Colonial Acceptance Corp., Chicago. Van Merritt and Liberty use radio and television. Mr. Jackson formerly headed his own agency.

**FAUST QUITS S&S Executive Joins Biserne**

HOLMAN FAUST, account executive at Schwimmer & Scott agency, Chicago, and former vice president of the Mitchell-Faust advertising agency, same city, has joined Biserne Adv. Co. as executive vice president and partner. The 50-year-old Chicago agency has a lengthy list of professional and ethical accounts, including Sunway Vitamin Co., Chicago, which sponsors radio spots nationally.

Mr. Faust will build the radio and television department. Associated with Schwimmer & Scott since Mitchell-Faust was merged with it in November 1949, Mr. Faust has been an agency and radio-television executive since 1931, when he joined the latter agency.

**Radio Repair 'Freeze'**

RADIO repair shops were virtually frozen in prices charged for services under regulations placed into effect last Thursday by the District of Columbia Office of Price Stabilization.
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></th>
<th>1942</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td>349,610*</td>
<td>767,365**</td>
</tr>
<tr>
<td>Minus TV Families (on the basis used by the ANA)</td>
<td></td>
<td>41,500***</td>
</tr>
<tr>
<td>Net &quot;Radio-only&quot; Families</td>
<td>349,610</td>
<td>725,865</td>
</tr>
<tr>
<td>Basic hour rate (network)</td>
<td>$300</td>
<td>$340</td>
</tr>
<tr>
<td>% Increase radio families</td>
<td>+108%</td>
<td></td>
</tr>
<tr>
<td>% Increase hour rate</td>
<td>+ 13%</td>
<td></td>
</tr>
<tr>
<td>If rate were adjusted to audience increase, WOAI'S rate should be</td>
<td></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

San Antonio

America's fastest growing major city

CLEAR CHANNEL 50,000 WATTS
Networks' Stand
(Continued from page 28)
some have been expected to withdraw if the agency should underwrite the plan.

The question of their "continuing interest in and complete support of the radio medium," and of BAB, was put bluntly to the four networks.

In a letter to the president of each, the committee reported that it appears there is a wide-spread feeling on the part of some of the network affiliates that some major radio networks no longer have a vital interest in AM radio.

"We believe this to be true," the letter continued. "We know of your recent activities in radio promotion and research. Yet the network rate cut, in the face of all the facts, is difficult to rationalize.

"The failure of the networks to strongly support BAB is also extremely hard for the broadcasters to understand. BAB was organised by all segments of the industry as a medium for the promotion and development of radio; and it can succeed completely only with full industry support."

In asking the network presidents to state their positions as to increasing their support of the network of radio, the committee observed that "such a statement should have a salutary effect on our industry."

"The committee respectfully urges you to reply to this letter as promptly as possible and to make your reply public, as we are doing with this letter to you," the letters said.

The letter to the networks and the report to affiliates were released Friday.

The letter to ANA members, being released today (Monday), told the advertisers that the committee, "as representatives of that great mass of radio listeners, and of course your gentlemen who have used to build your companies to their present eminence, wishes to take stock with you.

"The ANA's report on radio rates in TV markets were put into effect, the committee said, "it is extremely doubtful that any national network could exist, nor could good individual radio stations continue to operate in television markets."

Rate 'Negligence'

Professing "negligence" in the radio industry failure to raise rates through the years "to keep pace with the increased impact of our medium," the committee added for the Vindicator, "dispassionate examination of "our positions —yours as a buyer and ours as a seller; in the mutual venture of radio."

The letter continued:

Radio, as you gentlemen know, is the only medium to which 95% of the homes in America subscribe. It's still growing, with 1500,000,000 sets in use—56 of them television centers—report réuss to recover demand in excess of supply.

We know everyone will buy as cheaply as he can, and that we understand. Overzealous, competitive, upward bidding for name talent, both by advertisers and networks, initially caused the dike to break, but will you, as broadcasters, help to build our fertile fields in radio flooded?

The committee said that radio apparently has "missed the boat" in its expenditures of "tens of millions of dollars" in research promotion, because "it would seem that you now think radio is priced too high.

"Actually, the letter said, radio "has been, and still is, under priced both in relation to other media and also on the basis of returns."

The committee suggested that "perhaps the networks have tried hard to furnish you detailed data. Compared to our Hooper, Nielsen, Pulse, Conlan, Radiodex, Creaney, ABP and all the rest, the elemental pattern of Audit Bureau of Circulation (which you seemingly accept without question) is child's play.

"Gentlemen, it is known that these newspapers and magazine readership studies, but one in the most of these must be marked 'classified', since very few see broad daylight.

"The frenzy of newspapers upon the advent of radio was compared with the current excitement over TV's effects. Like radio, the committee said, 'TV, too, will take its orderly place in the scheme of advertising media."

"We believe that radio, far from being on the down grade, is only on the threshold of its greatest usefulness—We feel that you have in your individual and collective view, together can make that greatest usefulness a reality."

"We welcome an opportunity to serve with any group you designate for a full exploration of this subject."

When the Affiliates Committee convened, some 200 stations had volunteered their rate support — and about $13,000. Telegrams were sent out Tuesday to affiliates who had not responded, and by Thursday 150 additional replies had been received; the committee report, called it an "eruption of support."

"The final results will not be available for several days," the report said, but "the committee is more than ever convinced there are fields in which it should and can operate to the lasting benefit of the stations and the entire radio industry."

Only four of the responses to Tuesday's telegrams failed to offer moral and financial support to the committee.

Reviewing its letters to the networks and ANA and inviting ideas from individual affiliates, the committee recommended acceptance of the proposal as a first step.
THIS SLOW-BURN HELPS MAKE STEEL FASTER

These pictures show three things being done to speed up the production of steel in America. More than 200 steel companies and more than 600,000 people are at work helping our country to out-produce the rest of the world. Here are some interesting things they are doing:

1 TOAST FOR A BLAST-FURNACE: This machine mixes powdered iron ore with coal, then passes it through a flaming oven. The result is a supply of porous lumps of fused ore that greatly improve production when fed to a blast furnace. Ore supply is stretched because ores with lower percentages of iron can be used.

2 THE SMOKE GOES DOWN AND AROUND: Picture shows construction of a new blast furnace, with "washer" for stack gases. Besides reducing air pollution, such a washer captures tiny particles of flue dust to be caked for re-use as "iron ore".

3 STEEL FOR TIN CANS AT 28 M.P.H.: That's how fast a strip of steel receives its coating of tin in this electrolytic plating machine.

New ideas and new machines soon will have upped American steel capacity 24 million tons (1948 to end of 1952) to a total of 117,500,000 tons. America has more steel mills, more machines than all the rest of the world, but her greatest asset is her productive capacity. If you want to know more about the tradition of "licking the impossible" in American steel production, write for the reprint from STEELWAYS magazine, "Joe (the Magnificent) Magarac." American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.
The latest Pulse of Birmingham proves once again that WAPI news is hot news for advertisers. It shows that WAPI broadcasts eight out of the top ten news programs, day and night, Monday through Friday.*

Best

Best is the word for WAPI news. And for WAPI's star newscasters. Newsman like CBS’ Edward R. Murrow (12.9 rating) and WAPI's Lionel Baxter (9.0 rating; 5:30-5:45 p.m., Monday through Friday).*

In cases where WAPI quarter-hour news shows compete with other local programs, Pulse shows WAPI news always gets a higher rating. You get a bigger audience (more customers) when you choose WAPI news.*

Alabama

Alabama-bound advertisers who know a good buy when they see one should look in on WAPI and get the news. For complete details and availabilities, get in touch with the nearest Radio Sales office or...

*Pulse: Mon.-Fri.; Mon.-Fri.

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

Page 40 • May 21, 1951

Retailer sales

Retailers who don't use radio are losing "a substantial volume of business" which they could pocket neatly through intelligent use of the aural broadcast medium, H. Norman Neubert, merchandising manager of NBC's Owned and Operated Stations Div., told a Merchandising and Management Conference at the U. of Maryland last week.

"Radio has proved that it can pay its way in sales," Mr. Neubert told a Monday afternoon session, citing case histories to demonstrate radio's sales pull.

Referring to the more than 100 studies conducted by The Advertising Research Bureau Inc., independent research organization of Seattle, which conducts point-of-sale interviews to measure the relative effectiveness of radio and newspapers, he said:

"The ARBI studies showed that 55 out of every 100 customers were drawn into the store by advertising; 25 of these 55 were influenced by radio, 22 by newspaper and eight were influenced by both media. That would indicate that with only eight customers reached by both media there is comparatively little overlap between the store's radio and newspaper markets."

In the tests, Mr. Neubert pointed out, the stores allotted equal budgets to both media.

"The retailer who uses newspapers exclusively is automatically losing out on a large slice of his potential market; he is missing completely those people who are influenced strongly by radio and little or none at all by newspapers," he said. "By using the beamed program technique and spot saturation campaign on radio, a store can reach groups of customers, many of whom normally would never see, let alone read, the store's newspaper advertising."

Comparing the various media's places in customers' leisure-time activities, Mr. Neubert said:

"Only 25% of the population reads a magazine each day. In the case of both radio and newspapers, a daily circulation of approximately 85% is the norm. Newspaper reading accounts for 58 minutes daily in the average home. Radio listening accounts for four hours and four minutes.

"And the radio figures do not include out-of-home listening or secondary set listening within the home. Out-of-home listening, according to a recent survey, would increase radio listening figures by 20%. Your customers not only have radios, but they spend more time listening to their radios than they devote to any other activity."

Cites Cases

Among radio success stories he cited the case of Schuman's in St. Paul, which sold $1,875 worth of china on the strength of three WDGY commercials costing $30 altogether. Steiger's in Holyoke, Mass., he pointed out, eliminated newspaper advertising for an annual sale and yet, using radio alone (WHYN), achieved a total sales volume within 6% of the preceding year's sale.

The circumstances of these stores, and others which he cited, are not "different" from those of stores more skeptical about radio, Mr. Neubert noted. "The only difference in the fact that these 'show me' store heads have not recognized radio as the powerful selling medium that it is," he asserted.

Similarly, he said, the ARBI test cases which he cited are "typical" rather than "exceptional":

"The overall average results from the first 50 tests show that 25.6% of the customers who evidenced interest in the test merchandise were drawn to the store by radio alone; 21.7% of the customers were attracted by newspaper advertising alone; 7.8% were influenced by both media, and 44.8% had miscellaneous other reasons for coming in to look at the test items.

"In 79% of the tests radio actually out-pulled newspaper in the number of customers it produced per advertising dollar spent. In the balance of the tests radio

(Continued on page 89)

Neubert Cites Radio's Pull

THE BEST COSTS LESS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATS OF SELLING POWER

BROADCASTING • Telecasting
INTERPRETIVE DATA on current developments in the oil industry...for your information:

The 178-million horsepower in mechanical energy of oil-powered tractors, trucks, and engines on American farms today exceeds all power in American factories, and is twice that on farms only ten years ago. In that period it has boosted farm output per man hour about 50 per cent.

This mechanical energy is one of the big reasons why the U.S., with fewer farm workers in action, now normally produces 40 per cent more than in the best bumper crop years up to 1940.

This oil-powered energy serves farmers and the nation in many other ways. It has released for food production 15 million acres formerly required to produce feed for horses and mules. It has speeded the spread of stubble-mulching, contouring, strip-cropping, and other soil-conservation practices. Its contribution to the extension of grassland farming helps open up a potential of hundreds of millions of depleted acres that may be restored to productivity.

Other examples of the inter-relation of oil and farming for the good of the nation include the role played by petroleum in the control of weeds. Petroleum chemicals in the form of fertilizers improve the productivity of soils. Insecticides help protect plants, animals, and human beings. Rust preventives conserve farm machines and equipment. Cooking, water heating, refrigeration, space heating, and various power duties are among the farm uses for liquefied petroleum gas in many areas.

America's thousands of privately-managed oil companies, striving to outdistance each other in improving current products and development of new products, have helped the American farmer in countless ways. These contributions combine with a host of others in many related fields in science, research, and industry to give American agriculture a productive strength unapproached throughout the rest of the world.

* * * * * * *

If you would like further information about the oil industry and its operations, please write to me.

Department of Information
American Petroleum Institute
50 West 50th Street
New York 20, New York
NETWORK SHOWS

More Programs Sponsored

GAINS in the number of sponsored programs on both radio and television networks were reported last week in the new quarterly edition of The PACTuary, published by Executives Radio - TV Service, Larchmont, N. Y.

The report showed sponsored programs on radio networks numbered 224 as of May 1 while those on TV networks totaled 165. By comparison, the totals on Feb. 1 were 214 sponsored radio network shows and 159 on television networks.

The report also showed 163 TV networks sponsored as against 129 radio network advertisers. The number of advertising agencies currently handling radio network accounts was placed at 81; those handling TV network accounts, 86.

JUDGES for the National Essay Contest sponsored by the Advertising Federation of America are (1 to r) Dr. Charles M. Edwards, dean, School of Retailing, New York U.; Ken R. Dyke, Young & Rubicam Inc.; Helen Valencetic, editor-in-chief, Charch magazine; William C. Geittinger, vice president, CBS, and J. F. Oberwinder, president, D'Arcy Advertising Co. and judges chairman. The judges met in New York to select national winners. Top award, $500 and all expenses to the AFA 47th annual convention in St. Louis, will be presented to the winner at the convention on June 11. Second award is $200 and certificate; third, $100 and certificate.

18 of the 20 top-rated programs are on CBS 

... and in Buffalo 

CBS is WGR
tangible, telling results!

The Carl de Suze Show... favorite radio fare for thousands of New Englanders each morning from 8:00 to 8:30... keeps moving merchandise for a growing list of participating sponsors! As this letter shows, the Smith House is one of them... an important example, because this advertiser sells both service and merchandise. Important, too, are Carl de Suze's frequent public appearances... not only in Boston but in five New England states. For details, check WBZ or Free & Peters.
Jordan Points to Need for Aggressive Promotion

Radio is operating at a record level but requires an aggressive selling campaign to answer its detractors, according to C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Addressing the Georgia Tech Club in New York last Tuesday, Mr. Jordan chided broadcasters who have a defeatist attitude (see story this issue).

"Radio, in 1951, has more stations, more sets in more homes and more advertisers using it than ever before in its history," Mr. Jordan said. "Certainly, from that background can come a vital new promotion program for the industry."

Regarding the upward trend in radio set sales during the last two years, he recalled that sales are now at an all-time high rate. As to TV's impact on broadcasting, he said: "A defeatist attitude is based on novelty effect, whether in radio, sports or general entertainment, is a much more serious enemy than television itself.

"Our great industries are built by confident, courageous promotion. A new competitor usually is a spur to new, aggressive thinking—and often to new expansion for both. When radio skyrocketed to great national visibility, many people thought it would mean the end of home phonographs and record sales. Who would buy them—when you could get plenty of music free by just turning a dial?"

Victor Promotion

Mr. Jordan reminded that Victor record sales dropped but the company employed new promotion tactics and soon was breaking sales records. He said 1950, TV's big year, also was a record year for total daily newspaper circulation. "Nearly everybody predicted television was sure to destroy radio," Mr. Jordan continued. "And, I am sorry to say, a lot of the important factors in radio were leading the funeral procession."

"No one questions the fact that television cuts into radio listening. That has been clear in every study."

"But the blackest picture I ever have seen painted still showed radio listening more than two hours a day in homes with television. That's more time than is spent reading newspapers, or magazines, or books. In fact, it is still the largest amount of time spent on any form of recreation except television itself."

"And the millions of homes without TV still listen to radio more than four hours a day. That doesn't sound like a sick industry to me."

"Neither do the cold, hard facts of radio's growth."

"More radio stations have been built in the last five years than in the 25 years prior to television. The number of radios in operation hit an all-time high in 1950. Fifty-four million new radios have been sold since TV was selling 10 million new sets."

Mr. Jordan saw a serious problem in radio's "old static measurement..."
"That's right....  
church closed"

"No, this didn't happen in a communist country.
"Happened right here in town. We'd just gotten home from a motor trip and, of course, hadn't heard what happened.
"Been going to that church about fifteen years, so what a shock it was when Officer Povey stopped us at the door. 'That's right,' he told us, 'I said church closed!'
"Then he explained. There'd been a fire in the church the day before and he was shooing folks over to the Guild Hall for services. Mary and I looked at each other... then grinned. We'd both had the same crazy idea that the State had taken over the churches.
"That night Bill and Edna Johnson dropped in for TV. We told them what happened at the church. And about the crazy idea we had. But Bill asked, was it so crazy? Then he pointed out that it had happened in other countries. So we all got talking real serious.
"All week I've had it on my mind... suppose we had no Freedom here? Suppose the State took over religion, the press and professions like music, medicine and art? Suppose they took over industry and made me work where I didn't want to? Suppose the State took over our house? And suppose, on election day, we had our choice of one candidate?
"Maybe I don't run my life perfectly but I sure wouldn't want the State to run it for me! Y'know, every Thanksgiving we give thanks for the good things we have... all of which add up to Freedom. So why shouldn't we all be just as thankful the other 364 days, too?"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose vast Agricultural Industry is unsurpassed. And through Agriculture, Republic serves America. Republic produces quality steels for all industries and much of it can be found in thousands of agricultural tools and equipment for field, pasture, and farmstead. Thus, Republic works with the farmer to help keep America the best fed nation on earth.
LEE WILL CLAIMS
Settled Out-of-Court

WITH out-of-court settlements being agreed upon and thus eliminating a legal contest, the 27-word will of Thomas Stewart Lee, here to the late Don Lee's broadcasting and automobile distributing fortune, was admitted to probate in Los Angeles Superior Court last Tuesday.

He left his entire estate of more than $8 million to an uncle-by-marriage, R. Dwight Merrill, 81, Seattle lumberman.

Mrs. Nora S. Patee, maternal aunt of Thomas Lee, who had attacked the validity of the will (BROADCASTING • TELECASTING, Feb. 27, 1949), dismissed her contest and is to receive a "certain percentage" of his estate, according to attorneys, who declined to be more specific.

Settlements also were reached with the late Don Lee's two adopted daughters, Mrs. Christina L. Rei- ber of Metuchen, N. J., and Mrs. Elizabeth L. Frey of West Los An- geles. Lawyers representing the sisters, while not revealing settlement terms, declared they involved "a specific sum." Before the estate is distributed, terms of settlement must be made a matter of public record.

Willett Brown, president of Don Lee Broadcasting System and lifelong friend of Tommy Lee, is to appear in probate court to testify as to authenticity of the will, dated Sept. 6, 1934. The document is in Tommy Lee's own handwriting.

Taxes and administrative expenses have reduced the value of the estate from $12,728,944.45 to $8,094,170.40.

The figures were furnished to the Superior Court in the first account filed by Los Angeles Public Admin-istrator Ben H. Brown.

Mr. Brown's account shows the estate was charged $4.5 million for federal estate taxes by the Collector of Internal Revenue. Other taxes, administrative expenses and claims honored, the account also disclosed, totaled $322,774.05 from the date of Thomas Lee's death, Jan. 13, 1950, to April 1, 1951.

U. S. POPULATION
July Estimate Up 542,639

ESTIMATED population of the United States as of July 1, 1950 was 151,240,000, compared to the 1940 decennial census figure of 140,827,561. The decennial census was taken in April 1950.

Estimates of total and civilian population by regions, divisions and states were made public by the U. S. Census Bureau. Amount of change and percentage are shown for both population counts.

The mid-1950 figures are comparable with the annual July 1 population figures released by the bureau. Factors included in the estimates are births, deaths, civilian migration along with loss and gain due to the armed forces.

WHEN SPRING thaws and ice jams caused the Sioux River to overflow its banks, KELO Sioux Falls covered flood areas by jeep, plane, boat, and, wherever possible, by foot. Through personal observation, taped word-pictures and interviews, KELO was able to give full flood coverage April 5-7.

In addition to its flood coverage, KELO assisted the Red Cross and municipal authorities in instructing residents prior to and during evacuations Above (1 to r), Lieut. Comdr. C. L. Henley, a rescue worker, is comparing notes with Evans A. Nord, KELO sta- tion manager, and Dean Montgomery, KELO newscaster, to whom much of the credit went for KELO's coverage.

CBS PACKAGE
Wrigley Buys Six Shows

CBS PACKAGE of six shows will be sponsored by the William Wrig- ley Jr. Co., Chicago, during the summer takes the air July 3 with the broadast of Pursuit. Products will be advertised on the programs will be being set now by the agency, Arthur Meyerhoff, also Chicago.

The entire package, similar to that purchased by the same con- cern on CBS last year in a saturation plan, is as follows: Pursuit, from July 3 to Aug. 21, Tuesday, 8-8:30 p.m. CDT; Lineup, July 5- Aug. 16, Thursday, 8-8:30 p.m. CDT; Rate Your Mate, July 7-July 28, Saturday, 7:30-8 p.m. CDT; Thursday Is My Beat, July 8-Aug. 12, Sunday, 8-8:30 p.m. CDT; Rom- ances, July 10-Aug. 20, Monday, 8-8:30 p.m. CDT; and Yours Truly, Johnny Dollar, July 18-Aug. 15, Wednesday, 8-8:30 p.m. CDT.

L.A. OUTLETS
AFRA Opens Negotiations

NEGOTIATIONS started May 14 between the Los Angeles local of AFRA and 13 local independent stations on the re-opening of contracts covering staff announcers (BROADCASTING • TELECASTING, May 14).

The union seeks cost-of-living in- creases for announcers in accord- ance with a present contract clause that allows re-opening of the con- tract in the event of a 10 point rise in the cost of living. Meeting with AFRA was KFAC KFWB KVPD KMPC KGFI KKKD KLAC Los Angeles; KXLK KXKW KALI Pasadena; KGER KFOX Long Beach; KIEV Glendale. Fur- ther meetings were scheduled for late last week or early this week.

SLOAN AWARDS
Safety Presentations Made

ALFRED P. SLOAN Jr., founder and president of the Sloan Foundation and chairman of the board of General Motors Corp., presented the awards after the names of the winners were recounted by Charles R. Cox, chairman of the board of the National Safety Council, which administers the Sloan awards. Pyke Johnson, president of the Automotive Safety Foundation, presided. Principal speaker was Robert Young, star of Father Knows Best, who won an award for "Maxwell House Coffee" in the sponsored network program cate- gory.

Accept Awards

Awards winners and the executives who accepted them were:

WNAR Norristown, Pa. (local sta- tion having program category)— Farris E. Rahal, executive director.

WWJ-AM-FM Detroit (regional sta- tion, sustaining programs)—Don De- groot, manager.

NBC (networks, sustaining pro- grams)—Edward Stanley, manager of public affairs and education division.

WNBV (TV) Washington (TV sustain- ing program)— Ralph Burgin, pro- gram director.

C. W. Kelley Transport Co., Hutch- inson, Kans. (local station commercial category)—A. C. Sutherland, secretary-manager, Tank Truck Carriers Inc.

Plymouth Dealers of Greater Det- rroit (regional station, commercial program)—Jack Rose, president. (Programs were on WWJ-AM-TV.)

Maxwell House Coffee Division, General Foods Corp. (network com- mercial program)—J. K. Evans, general manager of the division. (Program on NBC.)

Local Chevrolet Dealers Assn. (re- gional TV network program)—Roy Zabinski, president, Local Chevrolet Dealers Assn. of New York.

WUOT-FM Knoxville, Tenn. (non-commercial educational station)—Kenneth Wright, director of broad- cast.

WOMEN'S CLUBS
Network Radio Awards Made

GENERAL Federation of Women's clubs, meeting in the Shamrock Hotel, Houston, Tex., on May 19 and nounced radio awards to networks for the best program for children, for the whole family and for adult listening.

A special award was made to Cavalcade of America (NBC) as the only program which received a substantial number of votes in all three categories.

Page 46 • May 21, 1951

BROADCASTING • TELECASTING
IMMEDIATE DELIVERY
Collins 300G . . .
finest of 250watt transmitters

There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, the best costs very little more than the cheapest.

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

QUALITY FEATURES
Full size cabinet
Dual oscillators
Motorized tuning
Pressured cooling
Complete accessibility
Full metering
High safety factors
Proved reliability
Superior operating characteristics

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

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THE LATEST WCKY STORY

WCKY Sells More than a Million Packages
Of Garden Seed for the Lancaster Seed Company in Only Ten Weeks---

MORE THAN ALL OTHER STATIONS COMBINED!

WCKY continues to grow in audience and in effective selling power. This year WCKY sold over twice as much merchandise for Lancaster Seed Company as last year with less time used.

Read the success story on the opposite page. This is typical of the many unsolicited letters WCKY receives from its advertisers for the outstanding results we produce.

THE BEST COSTS LESS IN CINCINNATI

BUY WCKY

INVEST YOUR AD DOLLAR WCKY'S-LY
Mr. Charles W. Topmiller,
Station WCKY,
Cincinnati, Ohio

Dear Top:

You have just had such an outstanding success for our client Lancaster County Seed Company that I want to write you about the results. I believe that even though you are used to dealing in astronomical results, you will be surprised.

Last year during a twelve week period, you sold over 480,000 packages of seeds for our client. This was exceptionally good and better by far than the results we got on any other stations, however, this year despite the fact that mail returns generally have been down, you sold in a ten weeks period, over 1,010,000 packages of seeds!

You produced more orders by far than all the other stations combined which we used.

Any additional comments I might make would be superfluous so I'll close and say, "Thanks a lot for a terrific job".

Most cordially,
SHAFFER BRENAN MARGULIS ADVERTISING CO.

SIR:PC

Chick
S.I.Rosenfeld

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Fee-Bite Again

The Fee-Bite is on again in Congress. The House has passed a bill to allow government agencies, such as the FCC, to assess charges for special services rendered. This isn't necessarily a franchise tax, or a "license fee," although it could reach that undesirable point. A one-year "test" is indicated.

It is easy to understand why Congress is trying to tap every possible revenue source. FCC charges for special services weren't doing the job. Radio and TV paid taxes on a half-billion dollars in revenue last year. It cost the FCC about $6,800,000 to operate, of which probably half was spent for common carrier, safety-of-life, telephone and telegraph regulation. So it readily can be seen that the broadcast media pay more for their portion of federal regulation, without a semblance of a voice in FCC's management.

If there's a franchise tax (which presumably would entail new legislation) then broadcasters and telecasters certainly should be given license tenures longer than three years and one year, respectively. If it's the payment of filing fees and charges for paper-work, there would be no reason for the largest ones to out-network. But no matter how slight, those charges would be burdensome to smaller stations, which require the same degree of handling as the larger ones. The FCC's own records show that about one-fourth of the stations lose money.

Who Complained?

It comes as no surprise that FCC General Counsel Cottone has told the licenses of the G. A. Richards' stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles) should not be renewed, which would snuff out properties worth possibly $10 million. Never before has there been a case before the FCC so fraught with bitterness, innuendoes, personal recriminations, and total lack of objectivity.

Proof of this is in the 164-page motion filed by Mr. Cottone to accompany his 340 pages of proposed findings. This motion seeks to "ex-punge as scandalous, scurrilous, sham and frivolous" a previous motion of Richards' counsel. It may be legal jargon, but it sounds like something plucked from a dime novel!

Expenditure of more than a million dollars and elapsed years of three years weren't necessary to prove that Mr. Richards is a strong-willed person who takes his nation, his politics and his business seriously. Whatever his views may be as to Communists, Mugwamps, Republicans or Democrats are his own business, under our Constitution and our Bill of Rights.

What goes on over the microphones of his stations is another matter. Has there been any public complaint that his stations have been unfair, bigoted, or prejudiced? Has he used those facilities as his personal mouth-piece?

We know of no such complaints—except from disgruntled ex-employees, from pressure groups outraged by them and even by FCC staff members.

The test is not what Mr. Cottone, or members of his staff may think about Mr. Richards' personal views or predilections. There's no thought control yet. Censorship is barred. The question before Examiner Cunningham, and ultimately before the FCC, is: "Has the public complained?"

Edward Lee Norton

Edward Lee Norton leaned back from his mahogany desk in the Federal Reserve Building. A twinkle crept into his blue eyes.

"Do you really want to know how I got into radio?" he said, chuckling.

"My wife and I were in the Statler Hotel in Boston in about 1929 and I happened to put on one of those crystal sets. The song, 'Among My Souvenirs,' was playing.

"I listened a minute then said to my wife, 'That's the damndest thing I ever saw. What an advertising medium that is!'

"I made up my mind then to get into radio." One would have to say that Mr. Norton very definitely did "get into radio." Today he is chairman of the board of the Voice of Alabama Inc., which operates WAPI-WAFM (FM)-WAFM-TV Birmingham, and of the Florida Broadcasting Co., which operates WMBR-AM-FM-TV Jacksonville.

At 68 years of age, Mr. Norton is riding the crest of his third successful career. First, banking, then radio, and now as a government executive.

On June 2, 1950, the U. S. Senate approved the Presidential appointment of Mr. Norton as a member of the Board of Governors of the Federal Reserve System. Sept. 1 he was sworn in.

It was an honor not sought but richly deserved. And though his hundreds of radio friends throughout the United States find it difficult to think of him other than as simply Ed Norton, he may properly be called Governor Norton.

Governor Norton was born Edward L. E. Norton June 13, 1892, in Blountsville, Ala. Most of his formative years were spent in that steel center of the South.

At Birmingham Southern College, from which he received a B. S. degree in 1913, he gained an enviable reputation as an athlete.

In 1913-14, Mr. Norton attended the U. of Alabama. Later he returned to his Birmingham alma mater for an LL. D. degree.

Such an outstanding baseball player was he that there almost was a fourth career—for Ed Norton at that age showed major league promise.

The late R. S. Munger, however, offered him a job as his private secretary and although Ed Norton did—and loves baseball, he decided to accept. In fact, he was on a business trip for Mr. Norton to Boston when he heard that crystal set.

He rose rapidly in the Munger organization, assuming more and more responsibility. His success in banking was closely allied to service

(Continued on page 57)
what city is this?...

It's New York . . . in 1951.
The sign reads, "Pedestrian Crossing". With more than 2,000,000 Italian-Americans living in the New York area, it is understandable why traffic signs in Italian are needed.

For the advertiser, these signs are pointing the way to success in New York. The New York Italian market—the WOV market—has a purchasing power of more than $2,300,000,000 a year. It is by far the most important single economic group in the area. And because it is so close-knit a market, you can cover it all through the one medium that dominates it: WOV's Italian-language programs.

Aware of this result-getting buy in New York, more and more national advertisers include WOV as a must in their basic campaigns for this market. Dramatically, traffic signs in Italian point up the soundness of this choice. Ask us to show you WOV's new animated sound film, "Three Million People". We'll bring it right to your office.

ROME STUDIOS: VIA di PORTA PINCIANA 4
National Representative: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19
IMPRESSIVE lineup of New York advertising people enjoy interlude during day's festivities arranged May 14 by WITH Baltimore management and account executives and Headley-Reed, station's national representative. Party included (i to r): George Shaffer, WITH, Maurice Jennings, McCann-Erickson; Dick Hurd, Headley-Reed; Helen W. Bowden; Frank Breslin, Headley-Reed; Lillian Selb, Foote, Cone & Belding; Sterling Beson, Headley-Reed; Dorothy Fessler, McCann-Erickson; Edna Cathcart, J. M. Mathes Agency; Bill Warren, WITH; Esther Ogala, DCBS; Frank Silvernail, BBDO; Dick Rudolph, WITH; Stanley Pulver, Dancer-Fitzgerald-Sample; Chet Slaybaugh, Moore International; Pat Harnett, Cunningham & Walsh; R. C. (Jake) Embry, WITH, vice president and commercial manager; Helen Thomas, Street & Finney; Tom Tinsley, WITH, president and general manager; Vera Brennan, Duane Jones; Bill Wren (kneeling), J. Walter Thompson; Dick Hurley, Compton Ad.; Jean Sullivan, Duane Jones; Ken Kerns, Biow; Al Petteway, Al Paul Lefton; John McHugh, Joseph Katz Co.; Frank Miller Sr., president, Headley-Reed. In the party but not shown were Key Shannahan, Moeye, Humm & Johnstone; Pat Harnett, J. M. Mathes, and Ray Simms, Erwin Wasey. Day started with two-hour boat trip in Baltimore harbor followed by tour of Sherwood Gardens, site where photo was taken, cocktail party and dinner at Hotel Sheraton-Belvedere where station's disc jockey spoke. Visits to night clubs and other entertainment also were included on the agenda.

DEMOCRAT MEET
Radio Coverage Plans Near Completion

NATIONAL radio coverage of the combined Western and Midwest states conference in Denver May 23-25, encompassing talks by key Cabinet and Congressional members, was firmhed up by the Democratic National Committee last week.

Panel discussions and major addresses will flavor the first two days of the conference during which administration officials will glad-hand with state chairmen and other top party workers. The national committee will hold open and closed sessions on Friday, May 25, selecting a convention site and date for the '52 convention and weighing political strategy.

All major national networks—and one regional—are slated to carry some of the proceedings, most of them "live," to millions of listeners as public service features, according to Ken Fry, radio-TV director of the Democratic National Committee. Conference site excludes possibility of live telecasts.

Tentative schedule follows:


- May 24—Secretary of Commerce Charles Brannan, Secretary of Labor Maurice Tobin and Secretary of Interior Averell Harriman, special programs of the annual dinner jubilee of earlier discussion. ABC (coast-to-coast live), 10:30-11 p.m. (EDT).

- May 24—W. Averell Harriman, special assistant to the President, luncheon meeting, speaking on international relations at NBC (coast-to-coast, transcribed-delayed), 11:30-12 midnight (EDT).

- May 24—1st Vice President Alben Barkley, dinner meeting, subject undetermined, Intermountain Network (regional, approximately 20 stations), 9:30-10 p.m. (MST). Address will close conference.

- May 25—William M. Boyle Jr., chairman of Democratic National Committee's special report on committee action, MBS (coast-to-coast live), 10:30-11 p.m. (EDT).

Local non-affiliated stations also are expected to air portions of the three-day conference, though details were not available.

The national committee probably will follow the lead of the GOP and choose Chicago as the '52 convention site, thus saving around $30,000 in facilities. Bill Henry, heading the convention group of the Radio Correspondents Assn., is to present radio-TV requirements similar to those he submitted to the Republican National Committee [BROADCASTING * TELECASTING, May 14, 7].

The thorny issue of sponsorship of the '52 convention may not be posed during the three-day Denver conference, though problems certain to arise are being mulled behind the scenes for thorough airing at a date closer to the actual conventions.

Mr. Fry said last week he has received numerous inquiries on the question, which projects questions involving exclusivity of commercial sponsorship to any one network, types of advertisers to be allowed, and partial coverage on a commercial basis with rejection of other networks, and a retaining and stay of Kefauver crime hearings and coverage of the MacArthur return have accentuated the controversy in recent months.

One line of thought in Democratic national committee headquarters at this time is merely that sponsorship should be vigorously opposed if it precludes full and complete reports on all convention proceedings and if it inverts product advertising on the political scene.

Whether either major party would permit—in fact, even be legally empowered to "sell"—convention coverage directly is also a moot point at this stage. Emergence of television on the national scene also is an important factor, authorities point out.

UNION ELECTION
Ordered at WORZ by NLRE

AN ELECTION to determine the bargaining representative for all operators, announcers and continuity writers at WORZ Orlando, Fla., was ordered by the National Labor Relations Board last Friday.

Both the CIO and AFL seek to represent employees at the WORZ affiliate, which is licensed to Central Florida Broadcasting Co. Hearing on the case was held early last January at which time the station requested a rehearing and stay of any proceedings to allow it to file a brief. The request was denied. WORZ had contended that Will O. Murrell, an attorney, part owner and chief witness, had been excluded from the hearings.

Florida Assn. Meeting
FLORIDA Assn. of Broadcasters annual meeting will be held at Mayflower Hotel, Jacksonville, June 8-9.
WSAB MEETING

Chitty Renamed President

ANNUAL spring meeting of the Washington State Assn. of Broadcasters, in Seattle May 11, elected officers; endorsed the NABR agreement, and considered why the telephone companies spend their advertising budgets with newspapers.

In an amusing side issue, the meeting inaugurated a "bundles for networks" campaign and created the organization, CORN (Cooperative Organization for the Benefit of Networks). [Broadcasting * Telecasting, May 14].

Fred F. Chitty, general manager, KXAN Vancouver, was re-elected president. Others elected were W. R. Taft, KRKO Everett, vice president; Allan Miller, KWSU Pullman, secretary-treasurer, and Rogan Jones, KVOS Bellingham, and Loren Stone, KIRO Seattle, directors.

Two state officials, Earl Coo, secretary of state, and Jack Taylor, land commissioner, praised the association for keeping the public informed of openings in the state government.

The officials also praised the new radio-advertising law, passed by the 1951 session of the Washington legislature, which provides for legal announcements on the air for the first time. Both said the law would be invaluable in carrying out their duties. (A similar movement was underway in the Florida legislature last week [Broadcasting * Telecasting, May 14].)

WSAB voted also to look into the matter of copyright matters as they pertain to ASCAP, BMI and SESAC; voted to ask BMI to hold a program clinic soon in the Pacific Northwest, and decided to hold the fall meeting in the Washington State College in Pullman.

The association resolved to condemn the continued use of the press and a single network for institutional and advertising by the telephone companies and requested a review of that policy.

Among those attending were: Don Wike, KUT Walla Walla, Jerry Geethan, KMO Taos: Mark DeLaurier, KVOS Seattle; Fred Chitty, KIT Down- ing, Radio News, Olympia; C. O. Chat- terton, KWL, KXLL Walla Walla; Stone, Jim McKenzie, KRKO William Tucker, KIRO; Leonard Reynolds, KOMO Seattle; Con- zona, Lincoln Miller, KKA Seattle; Bert Fisher, KXLE Ellensburg; Joe Chvill, KGET-AM Chehalis; Rob- bert Finley, KAPA Raymond; Earl Irwin, KVY Mount Vernon; Mary Appalachian; Pat: Spokane; Marvin Johnston, KWE Kennewick, and Ed Davis, KXBO Aberdeen; Mr. Taft, KRKO; Tom Olsen, KGY Olympia; Mr. Niel, Mr. Jones, H. E. Studebaker, KUZ; Bert McAlla- ter, KCLI Colfax.

'ARMED FORCES DAY'

Radio-TV, Ad Council Join in Observation

MAJOR radio and television networks combined forces with The Advertising Council and the Dept. of Defense last week, devoting time and facilities in national observance of Armed Forces Day May 15.

The Advertising Council, which set aside an allocation May 14-19, distributed announcements, slides, and other aids for networks to use on about 100 radio network commercials was sustaining shows and 25 TV network programs. Networks also used Armed Forces Day spots on various stations. The materials were furnished by the Defense Dept. Radio-TV Branch.

CBS aired spot recorded reports from Korea on its Tov and World, Monday through Friday, and an explanation for continued military training and preparedness. NBC planned to broadcast a special hour-long segment Monday featuring commentator Bob Trout and on-the-spot recordings made at various plants by the Defense Dept's Radio-TV Branch. MBS was to broadcast special programming from Bolling Field, Washington, while ABC announced it would air special messages on its Navy Hour.

Television coverage was to be extended by CBS-TV on its The Facts We Face Sunday, with use of special films and brief remarks by Defense Secretary George C. Marshall. Additionally, high-rank- ing military officers were to appear on the network's People's Platform the same day. Tribute also was paid on the network's Fred Waring Show, Arthur Godfrey and His Friends and The Goldbergs.

Ad Council Plans

NBC-TV ABC-TV and DuMont TV Network also incorporated observations on a number of programs under the Advertising Council allocation, as did various non-interconnected video outlets on a local basis. By mutual consent of all media, working through the council, the whole week was set aside for special coverage because of tight schedules last Saturday.

WAAM (TV) Baltimore last Thursday staged a mock attack on its own station as an example of Armed Forces operations. Filed Operation WAAM, the telecast used air, ground and coastal units comprising "defenders" and "ag- gressors" and equipped with weapons. Actual "attack" came during the afternoon TV show, "Wee Vee Waamboree." Smoke bombs and detonations were set off around WAAM's "Television Hill."

WITHYCOMB TO RFE

Heads New Munich Station

DONALD WITHYCOMB, veteran broadcast executive, has joined Radio Free Europe as manager of the RFE Munich station when it began operations May 1 [Broadcasting * Telecasting, April 30], broadcasting to Czechoslovakia in direct competition with that country's Communist controlled sta- tions. Mr. Withy- comb entered radio in 1926 as an assistant to the president of NBC. Mr. Withycomb is a former GPO photographer, and has managed NBC's overseas radio networks.

Mr. Withycomb is a former GPO photographer, and has managed NBC's overseas radio networks.

Healings New Munich Station

Since then his activities have included management of the network's European network, manager of NBC, general manager of WMIL Philadelphia, wartime duties with the Coordinator of Inter- American Americans, head of the aural network of the BBC. Mr. W. F. Johnson, and international manager of the network, television consultant to the Baltimore Sunpapers, WMR (TV), and to Meredith Publishing Co., WHN (TV) Syracuse.

Since 1933

Since 1933 the Oklahoma Tire & Supply Company, operating in Oklahoma, Kansas, Missouri and Arkansas, has been a consistent user of KVOO. How Mr. Maurice Sandlin, president of OTASCO, and guiding head of its some 200 retail stores, feels about KVOO is best expressed in the following paragraph from a recent letter to us:

"I want to express my appreciation for the effective advertising medium offered by your station. Your coverage is by far the best of the 40 odd stations we are using in our trade territory, and based on dollar results, also the most inexpensive. Your services over the past 18 years or more have played a very important part in our success and we are very appreciative of it."

Our best wishes for another one-third century of success to this great institution which, this year, celebrates its first third of a century of progress.

Call, wire or write KVOO today, or contact your nearest Edward Petry & Company office for latest KVOO availabilities.
HIGHER TAXES

Recommended for Sets

A HIGHER excise tax on radio and television receivers at the manufacturing level was recommended last week by the House Ways & Means Committee.

The committee suggested the levy be increased from the present 10% to 16%. This would boost TV sets, according to some estimates, at the retail level as much as $7.50 for the lower-priced receivers. Also included in the recommended increase were phonographs and records (also to 16%). The Treasury Dept. had requested an increase in set taxes from the current 10% rate to 25%.

The committee, which is writing the Congress' revenue-tax bill, estimated that the increases on radio, TV sets, phonographs, records, and musical instruments would raise $55 million more revenue.

Photographic equipment would be taxed at 20% rather than the 25% now levied. Tax on films would be raised from 15 to 20%, the readjustment yielding an estimated $9 million more.

A host of industry witnesses—including NARFTB and Radio-Television Mfrs. Assn.—appeared before the House Ways & Means Committee last March to protest the proposed tax increases. [Broad-

CASTING * TELECASTING, March 19, 5].

House committee action followed by only a few days the presentation of an RTMA study prepared by Boni, Watkins, Mounteer & Co., New York, showing possible effects of the proposed boost on industry sales and on government tax collections. [Broadcasting * Telecasting, May 14].

Study was sent to Capitol Hill by RTMA's Tax Committee Chairman A. M. Freeman. Industry sales would be drastically affected by a 25% levy, it was pointed out. The government would lose revenue in income and excess profits taxes, impact already felt from the November 10% levy on TV sets and thus would be heightened, and the burden would fall most sharply on lower-income groups, the study said.

Also emphasized was the stunting of TV industry growth the imposition of a greater tax might have on current circulation, as well as the dubious possibility that new markets will be opened soon because of the so-called "unfreeze."

Sarnoff Honored

BRIG. GEN. David Sarnoff, chairman of the Board of RCA, was one of eight men honored last week with Horatio Alger Awards of the American Schools and Colleges Assn. for their rise to eminence in the Horatio Alger Association. Other winners, chosen by student campus leaders at 450 institutions, were:

Gen. Sarnoff

Harold Stassen, president, U. of Pennsylvania; James L. Kraft, president, Kraft Foods, Chicago; James J. Nance, president, Hotpoint Appliances, Chicago; Frank C. Russell, president, F. C. Russell Co., Cleveland; Arthur Wiesenberger, president of New York Stock brokerage firm of that name; Frank Bailey, retired president, Title Guarantee & Trust Co., New York; Finn H. Magnus, president, Magnus Harmonica Corp., Newark.

MOORE FOUND

Police Find Body Afloat

A POLICE patrol boat May 13 found the body of Lyford Moore, ABC Berlin bureau chief who disappeared Dec. 12, 1960, in Oslo, Norway. The body was found in the inner Oslo fjord.

Fingerprints were used to establish the identity of the body. Clothing was partially intact, but the correspondent's watch, wallet and passport were missing. No marks of violence were found.

Mr. Moore had flown to Norway with an Army mission from Frankfurt to pick up Christmas trees for delivery to American airmen in North Africa. He was seen last, according to police reports, in front of the Oslo railroad station in the harbor area. The Norwegian radio, following his disappearance, frequently broadcast descriptions of him and followed up several clues which proved false. Ships leaving Oslo at the time were checked, but the harbor dragged without result.

The search conducted by the Oslo police received the cooperation of ABC offices in New York, Washington, Berlin and Paris as well as correspondents in Stockholm and Oslo, and a special investigator sent to Norway by Mr. Moore's family.

Mr. Moore, 40, a native of Detroit, had been with ABC for two years, prior to which he had been Berlin correspondent for Reuter Agency, Army Psychological Warfare Service, Detroit Free Press and KGA Spokane, ABC radio affiliate. Surviving are his widow, Anne, and two children who had been with him in Berlin since the war.

'A Slight Pause'

WOR-FM New York went off the air last week temporarily to permit technical adjustments in coaxial transmission lines. Spokesmen said they expected the station to resume broadcasting in about two weeks.

CHNS

The Shortest Route
To Results in
This Area is Via
HALIFAX
NOVA SCOTIA
Maritimes Busiest Station Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS NOW!
By JOSH L. HORNE
PRESIDENT
WCWE-WFMA (FM)
ROCKY MOUNT, N. C.

STANDARD broadcasting may through its neglect, with or without wilful intent, kill frequency modulation broadcasting — but it will be a double homicide when it happens, within my judgment, and I speak as the owner of both an AM and an FM station.

The present plight in which the standard stations find themselves, and their networks with rate card difficulties, is of their own making. Unless there is an end of duplicative programming and treating FM as a bonus to the advertiser is halted, if there's a promotion of FM and selling of aural entertainment, such as the homicide referred to will loom large on the horizon.

Cities Arguments

Owning and operating an AM station for the past 4½ years we have heard the arguments against FM that there were no sets, and in turn the FMers have retaliated by pointing to the disparity between coverage claims as made for advertising consumption and those made of the stations' performance by the FCC. With both in the aural broadcasting business, they should be the last to "snipe" one another. They are like the two farmers who go to court to settle the legality of who owns the cow and it winds up that the cow is the property of the lawyers.

That is what is happening in radio today. While the networks and the advertisers are clamoring for listeners, the FMers are talking about the power and knocking FM with the next breath, while the FMers are talking about superior-ity of reception, the freedom from a directional coverage pattern and trying to reel in success stories.

Admitting a limited experience in my slightly more than three score years, I have found that neither a farmer, nor a daily newspaper publisher lends itself to anything near the returns in development for efforts expended as does an FM radio station. But it can't be done by duplicate programs, or selling spots or adjacencies on the one and making a gift of the other. The AM'er that took on FM just in case something developed is now finding that the advertiser is just as suspicious of the gift of FM as he would be of a half-hour program, when only 15 minutes was purchased, or of a schedule being run 26 weeks with the last 13 as a "gift."

Duplicating programming has prevented the development of an auto radio, or a small outdoor portable on FM because the receiver manufacturer has said "it isn't required, it is listenable on AM," and in a great many instances it was. The same has held true in the manufacturer and sale of sets, until today the retailer is souring on radio and pushing other lines of merchandise. It is no wonder he turns to television, although it is admitted there will always be aural as well as visual broadcasting. In the meantime it is highly imperative that the network affiliates realize that such a recent cut is merely an initial step by the advertisers, and they are shopping around between direct mail, billboards, magazines, newspapers and hundreds of other media. It is high time that aural broadcasting set its house in order.

A $100 million invested in FM transmitters and stations, in 1950, was an all time high of 270,000 sets manufactured in a single month capable of FM reception, as was the case in March 1961, should be cause for thought.

Borrowing a phrase we hear oft quoted these days—"It's later than you think."

REPORT SUPPLY INADEQUATE

RADIO set distributors in Ann Arbor, Mich., are unable to obtain FM-only or AM-FM table models despite demand for such receivers, according to Waido Abbot, director of broadcasting at WUOM, University of Michigan station (see FM survey story this issue).

Of the distributors in the area who received copies of a questionnaire prepared by NARTB, four replied and all indicated the supply is inadequate, and almost non-existent, according to Mr. Abbot. NARTB recently completed a nationwide distributor survey showing a demand for more FM sets [CLOSED CIRCUIT, May 14].

Mr. Abbot sharply criticizing set manufacturers. "If FM receivers are not made available, the investment in educational stations will be lost. Before World War II we were pushed into FM. Telegrams and notes came from the FCC, from the U. S. Office of Education urging us to keep our presentations and applications in quickly for FM." He continued:

If you look at the files, you will find that the various Commissioners urged the adoption of FM. As the result of the enthusiasm and the insistence of people like James Fly (FCC) and John Studebaker (Commissioner of Education), those of us in the fields of education spent a great deal of money on FM, and now we feel we are being let down.

The manufacturers also pushed FM through lookbooks on the advantages and the wonderful future in store for the new medium. Some of those manufacturers are now depriving it of listeners by limiting their output of receivers. Some sold us transmitters and other equipment but refuse to build or sell us sets, the audience by the inexpensive method of installing FM in their TV consoles. They are cutting their own throats as well as ours, for few educational institutions can afford to own and operate their own TV stations while hundreds would build low-power FM stations if they could be encouraged about receivers for potential listeners.

The present is a time high of 15 minutes, yet there is no feeling that such a recent cut is merely an initial step by the advertisers, and they are shopping around between direct mail, billboards, magazines, newspapers and hundreds of other media. It is high time that aural broadcasting set its house in order.

FM SET DEMAND

"ITU Geneva Posts Open TWO vacancies in the Specialized Secretariat of the International Frequency Registration Board (IFRB)—those of first-class engineer and assistant administrator technical officer—have been revealed by Harvey B. Otterman, acting chief, Telecommunications Policy Staff, Dept. of State."

Stressing the need for American representation on the Secretariat of the International Telecommunication Union in Geneva, which notified the U. S. of the vacancies last month. Noted that applications be filed with the Secretary General of ITU at Palais Wilson, Geneva, by July 1. Candidates would serve a one-year probationary period before appointments are finalized.

These qualifications were set forth:

1. For engineers—degree in physics or electrical engineering; in a telecommunication branch from a recognized technical college; five years service with a government or private organization in radio-communications; and experience research and development. In the first class knowledge of telecommunications terminology in all languages and one learning language of the Union, and knowledge of international radio regulations. For Officer—equivalent of secondary school certificate and successful completion of technical college course; practical technical or administrative experience with government or private firm; working knowledge of at least three languages of Union. Knowledge of telecommunication regulations required. For Terms and experience with shorthand and filing systems also are desirable.

NET EARNINGS (after taxes) of $645,872 for 1960 were reported for Tele-Tone Radio Corp. and its subsidiaries, of Elizabeth, N. J., in company's first annual report.
WALT wive INDIE civic WALTER E. sales staff ALEX appointed account executive to WIBR, Baton Rouge.

FRANK S. LANE, sales manager KRMR Tulsa, appointed assistant general manager

VIOLET SHINE, office manager KVER Albuquerque, appointed executive assistant to WILLIAM T. KEMP, president.

J. HAROLD RYAN, vice president and treasurer Fort Industry Co., and former NAB president, is at Flower Hospital, Toledo, following a mild cerebral thrombosis, suffered May 14. He had just motored to his Toledo home from Florida with Mrs. Ryan. His doctors have advised complete rest for two to four months. He is 65.

LYNN PENTONY, program director KTDL Texas City, appointed manager, succeeding JOHN MILLER resigned.

THURSTON SHAYS, salesman NBC, to Metropolitan Sunday Newspapers Inc., N. Y.

Mr. Ryan

RICHARD CASS to sales promotion staff MBS Chicago.

MILTON F. ALLISON, New York sales representative WBBM Chicago, to CBS Radio Sales, N. Y., as account executive. SAM MAXWELL Jr., account executive WBBM, will succeed Mr. Allison as New York sales representative.

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

ALEX C. CARTER, sales representative Southern Dairies, appointed to sales staff WCGO Greensboro, N. C.

WALTER E. MOORE, sales staff WAGA Atlanta, Ga., appointed sales manager WGAP Maryville, Tenn. Mr. Moore will direct station sales and civic promotions in the Maryville-Alcoa area.

INDIE SALES, N. Y., appointed national representative for WCCC Hartford.

FLETCHER TURNER, sales staff WQXR-AM-FM New York, appointed account executive WOR New York. Mr. Turner earlier was associated with CBS Radio Sales.

WALT HENRICH, announcer: WGAR Cleveland, to sales staff WERE Cleveland.

FORJOE & Co., N. Y., appointed national representative for WHEE Boston, Mass. Company was also appointed exclusive national representative by WAAA Winston-Salem, N. C.

HAROLD SODERLUND, sales manager KFAB Omaha, Neb., elected first vice president Omaha Advertising Club. Mr. Soderlund is the first radio man to be elected to a vice presidency in the club. CLETE HANEY, vice president Bozelli & Jacobs Advt., elected president of club; EDWIN C. SHELTER, Union Pacific, elected second vice president; JOHN HENRY, Omaha Better Business Bureau, elected secretary-treasurer.

RUDI NEUBAVER rejoins NBC Chicago staff as member of the national radio spot sales division headed by BOB FLANIGAN. Mr. Neubauer had been laid off in recent network cost cutbacks.


IRVING R. ROSENHAUSE, president WAAAT and WATV (TV) Newark, elected for two year term on board of directors of Broad Street and Merchants Assn.

WILLIAM E. WARE, president KSTL St. Louis, father of boy, Billy, ... LLOYD E. YODER, general manager KBNC San Francisco, appointed volunteer chairman of safety services committee of San Francisco chapter of the Red Cross. ... RICHARD E. HUNT, president and general manager WPTW Piqua, Ohio, father of girl, Ginger Diane, May 9.

MARSHALL FIELD, president Field Enterprises Inc., Chicago (WJID and WMPM (FM) Chicago, KOIN-AM-FM Portland, and KJR Seattle), elected president of Child Welfare League of America, succeeding Leonard W. Mayo. ... MORT THORP, KOA Denver account executive, presented industry-wide achievement award from Denver Sales Executives Assn. Inc., local chapter of national association. He is first radio salesman to receive the award.

JOHN D. SCHEUER, operations assistant to general manager WFIL Philadelphia, appointed to Philadelphia Advisory Board of American Women in Radio and Television. ... KAY CRONIN, promotion director CJFO Vancouver, on first eastern Canadian business trip covering Toronto, Montreal and Ottawa.

GRAND OPENING
KMBC-KFBR Has New Center

CELEBRATION of the "Grand Opening" of KMBC-KFBR Kansas City, Mo.'s, new radio and television center, slated for last Saturday, got underway as early as the preceding Monday, the station reports.

Some 700 close friends of the station and its president, Arthur B. Church, received their first look at the 222 W. 11th St. building during the week, marked by a round of cocktail parties which were held daily. Schedule called for Sigma Delta Chi members, May 14; advertising and agency officials, and local and regional advertisers, May 15; city leaders and officials, May 16-17.

On opening day, Mr. Church was honored in a special CBS broadcast of Brush Creek Follies, 9:30-10 p.m., as part of the month-long celebration of Mr. Church's "30 years and 30 days" of broadcasting.

LOCALIZE NEWS
Advice to Small Stations

SMALL-SIZED stations are "over-looking the tremendous interest of listeners" in local news, according to Robert M. Bruce, radio consultant, in an address to U. of Oregon journalism students.

Mr. Bruce, part-owner of KRCO Prineville, Ore., and former station manager, pointed out that networks cannot compete with reporting of community news and extra money invested for news personnel will pay off in increased sales. Mr. Bruce, who is advising station owners in Oregon on methods of improving programs, sales campaigns, and building of listeners, spoke on "What Do Listeners Want Today?"

Page 56 • May 21, 1951
Mr. Station Manager—
**We Can Give You**
$125 - $450 Additional Weekly Billing—
Yet you don't Lift a Finger or invest a Cent!
You owe it to yourself to get the details of the "HOLD THE PHONE" sales promotion plan, the jackpot show which is breaking all records in audience, in revenue, and in sponsor satisfaction, all over the East. Now on the air in 50 markets of every size and description. All you do is supply the time (1/2 hour strip daily). We do the rest.

- **We Supply the Sponsors!**
Sole of sponsorship in each market is handled by our own especially trained men who call on only the accounts YOU CAN'T SELL! Regular station account or "hot" prospects are not contacted. Then, once the show is fully sold under six months' contract we turn these accounts over to your salesmen to service and renew. No staff problem here.

- **We Supply the Prizes!**
Real jackpot prizes, not junk, are part of the secret of the success of "HOLD THE PHONE." We supply everything—daily jackpot prizes, men calling on sponsors, everything that's needed to build audience.

- **We Supply the Show!**
We furnish stations with a complete operating manual, with scripts, transcriptions of "Melody X." Every thing you need to air the best jackpot quiz show in your market.

- **We Supply the Promos!**
Top notch visual materials, window streamers, posters, registration blanks, all these are part of our "HOLD THE PHONE" service. All advertising is imprinted with your call letters and frequency.

**Write, Wire or Phone** for full details of the "HOLD THE PHONE" PLAN.

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**Hold On There!**

MAJOR radio networks dropped from four to three in a space of a few minutes on Capitol Hill last Monday. Members of the House listening to Rep. Foster Furcolo (D-Mass.) speak on the projected sale of ABC to CBS perked up their ears when the Congressman said: "But in the radio field, there are now only three large companies, the American Broadcasting Co., Columbia Broadcasting System, and the Mutual Broadcasting System." If CBS buys ABC, observers noted, that would make it two radio companies in the U. S., according to Rep. Furcolo's arithmetic.

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**NEWS SOURCES**

**Bill Permits Protection**

**NEWS-GATHERERS** for radio, television, newspapers and other media would be permitted by law to withhold their information sources in federal courts in certain instances under legislation proposed by Rep. Bill last Tuesday.

Under a bill introduced by Rep. Louis B. Heller (D - N. Y.), the privilege would be established save in cases where, in the opinion of the court, disclosure is necessary in the interest of national security or to avoid the concealment of crime. The measure (HR 4100) would be heard by the House Judiciary Committee.

Rep. Heller's legislation stemmed from a court decision, handed down fortnight ago, that newspapers have a privilege as to conceal their sources of information. The incident involved Columnist Leonard Lyons, who had published certain items in connection with the espionage of Ethel Rosenberg in an atom spy case. The ruling was made by Judge John C. Knox of the Federal District Court for the Southern District of New York.

Rep. Heller told House colleagues that the ruling "will adversely affect the freedom of the press" and said it would endanger national security by concealing of crime was involved in the case of Mr. Lyons, a New York Post columnist. "The privilege which would be established under this bill would apply to any person who is engaged in gathering or presenting news, whether for newspapers, periodicals, radio or television," he asserted. Heller's bill would amend Title 28 of the U. S. Code by adding a new section relating to evidence and witnesses.

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**KGER Rate Increase**

KGER Long Beach, Calif., has increased its rates approximately 7½%, effective May 20. According to Manager Bob Gilbert, station manager, the decision to boost rates came as a result of heavy increases in auto and "out of home" listening, in addition to a "substantial" increase in the station's operating costs.

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**WFLI Adopts 45 rpm**

WFLI Philadelphia today is slated to adopt the 45 rpm record system as standard equipment. The station has acquired a 5,000 selection library of 45 rpm records. Conversion of WFLI's standard dual speed turntables was accomplished through a special conversion kit developed by RCA. Mindy Carson is to be featured on radio and television programs in celebration of the switch.

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**Respects**

(Continued from page 50)
to his community and the crowning achievement of his banking career was his appointment to the FRB. In addition, he played a leading part in the organization and development of the Coosa River Newsprint Co., of which he is president. Banking interests have termed this company the largest industry estabished in Alabama during the past decade.

Throughout his many successes, his partner was his devoted wife, the late Jessie Anna Sted, who died nearly two years ago.

A nutshell compilation of Mr. Norton's affiliations would show that he is a member of Omicron Delta Kappa, chairman of the board of trustees, Highland Methodist Church, and several local charities. Also, he is very active on boards of several educational institutions.

In short, he is a very busy man. But, with efficient use of his time, a characteristic of successful men, he still manages to find time to play a few rounds of golf a week.

He stands alongside of Gen. Omar Bradley as one of the best non-professional golfers in Washing-

Although the first line of re-
sponsibility with Governor Norton is his Federal Reserve Board position, he still remains in close contact with radio.

**Keeps Well Posted**

Several times weekly he talks over the phone with WAPI and WMBR. And he spends alternating weekends in Birmingham and Jack-

sonville. He is getting tired of all that travel, but is content.

In the travel department, it may be said that although he has seen much of the United States, Mexico and Canada, he has been abroad only once. He has been a war-monger, during World War I at my 'Uncle's' expense," he said with a laugh.

Among his fellow governors, he considers himself a liberal. His "liberal" names stem from his deep faith in the seemingly limitless productive power of the United States, and his belief in American youth. He does not believe in measuring situations of today with yesterday's yardsticks.

Mr. Norton believes that radio, despite television, has a lasting future to look forward to.

He feels that "fresh ideas" and a return to its original enthusiasm are radio's greatest needs.

"I believe in time each will find its own bottom—will have to. Music is the common denominator of radio and drama will be the common denominator of television. Each will have its place."

To underscore his meaning, Gov-
ernor Norton walked across his FRB offices to an empty room.

"Come here a minute," he beck-
oned. He pointed to the parked cars which hemmed both sides of Constitution Ave.

"See those cars out there. Look at them. I don't see one of them with a sticker. Why?"

"I'm not discounting television. But it's going to affect billboards and door-to-door salesmen to a greater degree than radio."

"As I said before, radio needs new ideas and the enthusiasm it had when it was starting out."

Mr. Norton made it clear that he felt that radio and television can live side-by-side and that anyone who "dumps" radio now is just plain foolish.
LAbor of Love
Schofield Talks Radio-TV

Broadcasting has enabled many people to turn a penchant for talking into a profitable profession, but despite—or perhaps because of—this, the industry contains very few individuals like Arthur C. Schofield, who has made talking his avocation.

During working hours, Mr. Schofield employs typewriter, pen and pencil in the silent fulfillment of his duties as director of sales research and promotion of the Paul H. Raymer Co., station representative organization. But three or four evenings a week—and often two or three lunch hours as well—he can be found on the dais as the featured speaker of the meeting.

During the winter season just past, Mr. Schofield made 18 talks to men's service clubs, 14 to women's clubs, 11 to high schools, eight to teacher groups, plus a dozen to miscellaneous gatherings. His spring-summer schedule is nearly as extensive, with new speaking appointments being added daily.

He collects no fees for his out-of-office oratory, which is strictly

Crime Hearing

CKEY Coverage Disallowed

An attempt by CKEY Toronto to give a Refaeuver committee an account of the Ontario government's current crime committee hearings at Toronto was turned down by the Ontario government. Attorney General Dana Porter refused CKEY permission to install a microphone and make a tape recording of proceedings, although the station's reporters were allowed to make notes at the hearings. Mr. Porter stated that since proceedings of the Ontario legislature are not broadcast he did not think that those of the legislative crime committee should be.

Harry Rasky, youthful news editor of CKEY, felt the ruling unfair to radio on grounds that actual broadcasts of proceedings of such a nature constitute radio's most effective means of coverage. He stated, "The microphone is radio's reporter's instrument and it should be permitted, as a public service."

No Canadian legislative proceedings are recorded for broadcast, although CHML Hamilton has in past years recorded meetings of the city council for broadcast.

WOKY Affiliates

Bartel Broadcasters Inc., which operates WOKY Milwaukee, has signed an affiliation contract with Clear Channel Liberty Broadcasting System, Dallas, bringing the network's outlets to more than 370. WOKY operates 22 kw. and has been on the air as an independent since 1947.

Mr. Schofield is shown in characteristic speaker's pose as he "talks up" role of radio-TV broadcasting in defense program.

* * *

a labor of love. "After all," he says, "these speaking engagements give me the chance to talk about the greatest development of modern times, its place in our society and its effect on the lives of us all."

His subject: "AJEKTOK" radio-broadcasting—radio and television—with its role in the nation's defense program currently emphasized.

TAPE LIBRARY

Cornell U. Sets Up Center

Cornell U., with an initial library of 450 tape recorded talks, has established a Tape Recording Center of talks, discussions and dramatizations covering general subjects and a comprehensive selection of material relating to home economics and agriculture.

The tapes are available to any radio station, school or interested group which has use of a tape recorder. Cornell feels that this will provide a means of disseminating information in centers far removed from the campus. Transcribed programs have for years been available to radio stations on a regular basis. This service will be continued, the university explained.

NY Ad Club Officers

New officers and members of the board of directors of the Advertising Club of New York took office at a luncheon at the Waldorf-Astoria last Wednesday, led by George S. McMillan, vice president, Bristol-Myers Co., newly elected president.

Others:
Stanley Resor, president; J. Walter Thompson, and Frederic Schneller, general merchandising manager; Lever Bros., vice presidents; James A. Brewer, chairman of Brewer-Cantelmo Co., treasurer. New members of the board of directors are: Walter B. Bruce, advertising manager, H. C. Baskett Co.; Horace H. Nahm, president, Honey Letters Inc.; Frank A. Canonico, vice-president, United Cigar-Welsh Stores Corp.; Carl R. Eler, president and publisher of Bagel & Underwear Review; Frank S. Schrott Sr., publisher The Brooklyn Eagle, and Samuel D. Foss, vice president, Kudner Agency.

Utah Network

Tri City Group Formed

Formation of the Utah regional Tri City Network, comprising KMUR Murray, KVOG Ogden and KCSU Provo, has been announced by Bob Davies, KMUR, newly-elected president of the network. The regional group became operative May 18 with a rate card covering nine hours of evening programs and plans to appoint a national representative.

The network was formed at a meeting of executives from the three stations who cited the need for a concerted effort to sell advertising on a regional basis. Approximately 78% of the state's buying power and 75% of its population are concentrated in the three cities. Each station serves as an originating point for programming each night. College and sports shows will be stressed.

Other officers named are Harold Van Wagenen, KCSU, vice president; Wayne Settles, KMUR, secretary-treasurer; Howard Finger, KMUR, commercial manager, and Mitzi Patterson, KUMR, program director. Rates range from 85.76 to 85.76 for one hour on a 26 or more time basis—with prices slightly higher for 13-35 and 1-12 time uses. Network headquarters are at 4604 S. State, Murray, Utah, with other offices at KCSU and KVOG.

Media Institute

Sessions Open June 15

Ninth annual NBC-Stanford U. summer radio-television institute will open in San Francisco June 21. The eight-week institute, limited to 78 students, offers 16 courses in radio and television for full university credit.

Nine KNBC San Francisco staff members and six San Francisco area educators will be named as instructors on the institute faculty. Facilities of KZSU, Stanford radio station, KNBC, and KRON-TV San Francisco will be used.

The KNBC staffers are Lloyd Yoder, general manager; George Graves, assistant general manager; Anthony Freeman, musical director; John E. Grover, announcer-producer; Budd Heyde, announcer; William Minette, director of public affairs; Paul Speegle, program manager; John H. Thompson, manager of news and public affairs; and Hal Wolf, chief announcer.

On behalf of Sylvania Electric Products, President Don G. Mitchell has received 1950 Gold Medal, Ford Award for "outstanding growth in sales" by Sales Managers Assn. of Philadelphia.

Why buy 2 or more... do big sales job on "Radio Baltimore"

Why buy 2 or more... do big sales job on "Radio Baltimore"
CAVALCADE of STARS
—in review!

**Chicago**
Where other variety shows leave you gasping for breath, “Cavalcade of Stars”, leaves you longing for more. This builds up what TVers call “continuing audience loyalty”. In other words, you are much more likely to tune in next week.
—CHICAGO HERALD AMERICAN

**Boston**
In the last couple of months, Jackie Gleason has been evoking more genuine laughs than many of our more publicized video comedians.
—BOSTON AMERICAN

**New York**
Santapause Dept.: Jackie Gleason’s way with a gag via “Cavalcade of Stars”.
—WALTER WINCHELL
N. Y. MIRROR

**Pittsburgh**
Videodex ratings in Pittsburgh place DuMont’s “Cavalcade of Stars” first, NBC’s “Texaco Star Theatre”, and “Philco Playhouse”, in second and third places respectively.
—RADIO DAILY

**Starring Jackie Gleason**
AND PRESENTED
EVERY FRIDAY, 10:00 TO 10:30 P.M.
OVER THE
DU MONT
TELEVISION NETWORK
62 AFFILIATED STATIONS

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Sells Frozen Confection on Easter Sunday Like July Fourth

Four "Dairy Queen" stores on Davenport side of the Mississippi were persuaded to announce their Easter Sunday 1951 opening over WOC-TV. Station's staff wrote, produced and telecast power-packed 20-second and station ident announcements. Five were aired Saturday and early Easter Sunday afternoon (a cold March 25). This schedule gave these four stores the largest single selling day in their history — bigger than any sultry July or August day of previous years. "Dairy Queen" stores in Clinton and Burlington, Iowa, wanted in act — joined with the four local outlets to sponsor live 15-minute weekly WOC-TV production.

10,000 Proofs of Purchase from Locally Produced Commercials Integrated in Film Show

Each Sunday for four weeks, Cowboy Ken Houchins stepped before WOC-TV cameras. Gave commercial pitch for Flavor-Kist cookies during 1-hour John Wayne film. Then showed cute Shetland pony which advertiser offered to youngster submitting most suitable name . . . each name to be accompanied by bakerman trade mark from package of Flavor-Kist cookies. Results from four programs: 10,520 names for the pony EACH ACCOMPANIED BY PROOF OF PURCHASE OF FLAVOR-KIST COOKIES.

"Motion Picture Daily" Gives Accolade to WOC-TV Produced Program

In January 25 issue, "Motion Picture Daily" second annual television poll placed WOC-TV production among top fifteen local shows of the nation — stating that program "won considerable critical acclaim." "Two for the Show" is 15-minute weekly program, headlining Marjorie Meinert and George Sontag piano-organ duo. Produced, directed and telecast for Ford Dealers Association, by station's staff. Even musical theme for commercials originated by WOC-TV program department. The "Motion Picture Daily" accolade is flattering — so, too, is the fact that "Two for the Show" is operating on its second 26-week order from Ford Dealers Association.

WOC-TV Sells and Sells

It's "know how" that does it — the "know how" to stimulate the buying urge of people in the Quint City area — people with a per capita effective buying income of 30.2% above the national per capita average. Let WOC-TV write a successful sales story for your product or services. Your nearest F & P office has the facts — or write us direct.

The Quint Cities

B. J. Palmer, President
Ernest C. Sanders, Resident Manager
TV STANDARDS

NARTB Group Warns Stations: Asks Program Logs

THE TELEVISION PROGRAM Standards Committee of NARTB, following a meeting in New York last Thursday, sent letters to the operators of all of the nation's 107 TV stations asking them first to provide the committee with a copy of their program logs for the week of May 6-12 to Robert D. Swezey, committee chairman, care of NARTB in Washington, deleting its call letters if that were deemed necessary. "In any event," the committee wrote, "we assure you that the station is not making a request for the station- or station-by-station comparison will be made, nor any station identified.

"We need the material," the committee explained, "in order to make consolidated findings of the facts and trends now predominant in our programming." Committee intends, it said, to make a thorough analysis of the program data submitted and to draw from that analysis certain salient topics to be submitted for open discussion" at the general meeting of all TV stations on June 22.

Committee proposed that the meeting "be largely devoted to a closed working session in which we may have a frank, shirt-sleeves discussion of the facts confronting us and the consideration of appropriate methods of treating them. It may well be that we will conclude, in our first meeting, that it will be desirable to appoint various industry committees to deal with specific questions and that a further general meeting be held sometime in the early fall.

Stress Seriousness

"Your committee does not mean to be alarmist in any respect," the letter stated. "However, we cannot overstate the seriousness and pressing nature of the matters before us. We have come to the considered conclusion that the only way in which they can be adequately treated is through the prompt and wholehearted cooperation of all operating television stations.

"The fewness of our numbers is in entire disproportion to the magnitude and number of our problems, and if our industry is to survive and flourish in a pattern consistent with the aim and ambitions all of us have for it, it is absolutely essential that we give immediate and intelligent consideration to our present situation and make appropriate plans for the future.

In addition to Chairman Swezey, the TV Program Standards Committee members are: Clair McCollough, WICAL-TV Lancaster; Frank Russell, NBC; George E. Storer, Fox Industry Co.; Chris Witting, DuMont TV Network.

March Network Gross $9,585,386

1951, published for the first time with the March PIB report, changes the network gross figures for January and February from those reported earlier [BROADCASTING • TELECASTING, April 30, 9]. Correct, four-network totals are: January $8,553,633 February 9,818,269 March 9,585,386 First Quarter $26,348,468 Procter & Gamble Co. again heads the list of TV network clients with March gross time purchases of $500,210. R. J. Reynolds Tobacco Co., as in February, ranks second, with $555,416. General Foods Corp., which ranked fourth in February, rose to third place in March, with $274,788, while Anchor-Hocking Glass Corp., third in February, dropped to fifth place in March, with $256,800, following fourth-place Ford Motor Co., with $291,030. (Table I shows the top 10 purchasers of TV network time during March. Table II lists the leading advertisers in each class of product advertised on the video networks in March.)

The most noticeable gains, as can be seen from Table I, were by Kelloggs, which rose to ninth place with $381,493, and by Anchor-Hocking Glass Corp., which rose to third place with $236,800.

Table I shows the top 10 advertisers in March, with their respective gross grosses, and Table II lists the leading advertisers in each class of product advertised on the video networks in March.

TABLE I

<table>
<thead>
<tr>
<th>Top 10 TV Network Advertisers March 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co. ....... $2,186,513</td>
</tr>
<tr>
<td>2. J. Reynolds Tobacco Co. .... 2,043,415</td>
</tr>
<tr>
<td>3. General Foods Corp. .......... 1,774,788</td>
</tr>
<tr>
<td>4. Ford Motor Co. .......... 1,526,030</td>
</tr>
<tr>
<td>5. Anchor-Hocking Glass Corp. .... 1,249,743</td>
</tr>
<tr>
<td>6. Lippett &amp; Myres Tobacco Co. .... 920,748</td>
</tr>
<tr>
<td>7. Campbell-Hunt-Five-Foot Co. .... 817,581</td>
</tr>
<tr>
<td>9. P. Leutard Co. .......... 798,631</td>
</tr>
<tr>
<td>10. General Motors Corp. ....... 188,460</td>
</tr>
</tbody>
</table>

GROSS time sales of the four TV networks in March of this year totaled $26,348,468, according to figures released last week to BROADCASTING • TELECASTING by Publishers Information Bureau, which compiled them from reports of individual advertiser time purchases (calculated at gross rates, before frequency and volume discounts) from the four video networks.

The figure is not precisely comparable with the $22,065,300 for the year ago as during 1950. DuMont figures were not available and the PIB material then issued covered only ABC, CBS and NBC TV networks. Similarly, the four-network total gross time sales of $26,348,648, reported by PIB for the first quarter of 1961, should not be compared directly with the $10,608,814 three-network total reported for the first quarter of 1950.

Inclusion of DuMont data for...
IN A MAJOR Senate speech last Tuesday, Sen. William Benton (D-Conn.) asked FCC to pause and reconsider in order that educators can close ranks in their quest for TV channels.

Benton said the time has come for a special subcommittee would be needed to recommend an action which would call for a full-scale Senate investigation, review and study of proposed television allocations. He contended it is "too late to make any comprehensive revision of the FCC's rule No. 197."

Benton, chairman of the Senate Commerce Committee, said he was a member of a resolution which would call for a full-scale Senate investigation, review and study of proposed television allocations. He contended it is "too late to make any comprehensive revision of the FCC's rule No. 197."

Benton, chairman of the Senate Commerce Committee, said he was a member of the subcommittee that was considering the resolution. He said the subcommittee would present its findings to the full Senate as soon as possible.

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**AD ECONOMICS**

“WE HAVE NEVER spent an advertising dollar that has caused so much conversation or brought so many direct and spectacular results in every direction as the dollars we are spending on television today,” J. Gilbert Baird, sales promotion manager of Westinghouse Electric Corporation's Television Division, told a joint meeting of the American Television Society and Sales Executives Club of New York last week.

One of a series of speakers on television subjects, Mr. Baird related how his company, which sponsors Studio One over CBS-TV, had begun in 1946 on a nine-station network and a $400,000 budget and today is on a 51-station network and $2.3 million budget. Mr. Baird said there were good reasons.

First, he said, the show reaches 9 million people each week. A top Hollywood movie, by comparison, must play a whole year to reach 6 million, while a Broadway play such as “South Pacific” would have to play 17 years to reach 9 million.

Second, he continued, “one of the (rating) services has ruled us in the top 10 for 9 out of the past 12 months,” and Studio One had received a total of 18 “top dramatic honors from a variety of sources.”

Cites Cost

Third, there was cost. The total budget of $2.3 million, he continued, included $75,000 for newspaper advertising and $50,000 for dealer promotions, “with additional monies for publicity. We found out early in our experience that simply having the TV show was not enough—we had to do a complete merchandising job on the show to make sure that we got full value out of the budget.”

With 63 shows a year, he said, the cost was $43,400 per show. Three commercials per show, each on a different product, made the cost per product commercial $14,466. Dividing 9 million viewers into $14,466, the cost is $1.60 per thousand viewers. If it is assumed 30% of the audience think the commercial “a fine time to leave the room to see if the kids are asleep or to mix a fresh drink,” then the cost is $4.80 per thousand prospective purchasers.

“At this price,” Mr. Baird pointed out, “we find ourselves right in the customer’s own home, with their undivided attention, and we are demonstrating our product. With our merchandise, you must demonstrate to sell. Here we are making the demonstrations with the husband and wife together, under the most favorable conditions, where the buying decisions are made.”

There were other reasons why his company was happy with television, he said. “The biggest one: ‘We can actually trace a lot of sales directly to the demonstrations on the show. We have a steady flow of correspondence from our distributors telling of dealer reaction and actual sales.”

Westinghouse finally had gotten its Laundromat into one of the country’s greatest department stores, he continued, because the president’s wife was a regular viewer of Studio One and had been sold by Betty Furness. One demonstration of Mobilaire fans, priced at $70, sold 572 fans at a stock of 900 in a Chicago store, he said.

“The real payoff comes in at the dealer level. The toughest problem is getting dealers to feel enthusiastic about your advertising efforts and to do something about it. Now—for the first time in our experience—we get a steady flow of dealer correspondence telling us of their enthusiasm for our show and the sales they have made from it.”

“Certainly it is not an advertising activity that can be run from a rocking chair. It’s hard-hitting, fast-moving—and it has a new kind of language and a great new impact. And it brings on a whole new kind of responsibility. For the sponsor finds himself in the living room of the customer as a guest.”

As a result, Mr. Baird continued, “interesting things happen.” An incorrect demonstration of how to mix clothes in a Laundromat brought protests which are still continuing, while improper loading during another demonstration resulted in numerous service calls from customers who weren’t getting proper washing results.

Reaction Surveyed

One thing particularly has been learned, he said, after a survey by McCann - Erickson, Westinghouse agency. “The public does not hold a sponsor liable for story content,” although the content may indirectly affect sales by leaving the listener in an undesirably-disturbed state of mind for reception of commercials. Dislike, however, is not transferred to the sponsor, he concluded.

Paul Ralbourn, vice president of Paramount Pictures Corp., which owns KTLA (TV) Los Angeles, said that the “amount of brow sweat an American public is willing to pay for the pleasures of television must be classified as an economic marvel.”

He compared the '20s during which about 2% of national income was traceable to amusement and the present when families “seem to be willing” to spend 2% for television alone.

The average family buys a TV set, he said, "because they expect... interesting and dramatic (Continued on page 74 )

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**N.Y. Clubs Hear Experts**

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**ASCII LICENSES**

A TOTAL of 66 of the country's 107 TV station operators have refused to accept either of the proposed licenses for the use of ASCII music on telecasting programs, compared with 36 stations known to have accepted the ASCII blanket license, Dwight W. Martin, WLWT (TV) Cincinnati.

A break, were resumed early this year until ASCII decided to issue licenses with terms of its own making, the talks now beginning will have to produce results rapidly, if at all. ASCII sent its proposed license forms to stations about March 10, from which date 30 days were allowed for consideration and another 60 for negotiations for more favorable terms. That period will conclude about June 10, following which stations must either sign up with ASCII or stop using its music, unless they ask the Federal court in New York to set fair terms and the court continues the interim-use arrangement during the time of its deliberations.

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**FORCEFUL REMINDER** that there are still large areas of the nation where television is a novelty is this picture from Portland, Ore. RCA Victor's closed circuit telecasting demonstration was shown in display windows of Meier & Frank Co., city's largest department store, as a part of the Greater Portland Industries Exposition (Broadcasting * Telecasting, May 7). Crowds quickly formed on the sidewalk during each telecast.
HOPES DIMMED last week for possible overall lifting of the television freeze by the end of this year as FCC postponed to June 11 its deadline for filing of replies and counter-replies in initial comments on the revised TV allocation plan and delayed commencement of the hearing on city-by-city allocation proposals until July 9.

The additional 6 weeks to study the record and render a final decision on its master allocation will be used by DuMont in its presentation before FCC during the forthcoming hearings.

Influencing Factors
Observers are attempting to draw answers out of the multitude of sometimes conflicting factors, attending the TV enigma in filing of initial comments at deadline May 7 upon the Commission's greatly revised plan, announced in late March [BROADCASTING • TELECASTING, March 29 et seq.].

Factors, directly influencing any projected time table on lifting the freeze and making actual grants, include:

- **Prospects that the hearing on city-by-city allocation proposals may last anywhere from two to nine months.**
- **FCC Chairman Wayne C. Ody that after this final hearing, the Commission may need two months to study the record and render a final decision on its master allocation.**
- **Indication perhaps another two months would be allowed for filing of new applications for the allocation plan were finalized.**
- **Expectation once freeze is lifted and grants possible that lengthy, hotly contested comparative hearings will ensue in major cities, particularly for VHF assignments.**
- **Posibility of further delays through court litigation revolving around broad questions of whether FCC's cease and desist order is lawful, as contested by FCBA and certain individual broadcasters, as well as the FCC's reservation issue, as well as specific city allocation conflicts.**
- **Unknown complications resulting from FCC's earlier proposed "partial" lifting of freeze, on which it currently declines all comment.**
- **Practical effect of restrictions already imposed or which may be imposed by defense program upon new station building and manufacturing of equipment and receivers.**
- **Host of additional problems inherent in forthcoming Supreme Court ruling on color television litigation, particularly should green light be given to colorcasting through decision upholding FCC's approval of CBS system.**

FCC last Tuesday announced the further delay in filing of comments and beginning of the city-by-city hearing. Earlier, the replies were due May 22, with the city-by-city hearing scheduled June 11. These dates already had been once-postponed from the original schedule under which initial comments were due April 23, replies May 8 and city-by-city hearing May 23.

The July 9 hearing is to commence at 10 a.m. in the Department of Commerce Auditorium, 14th St. between Constitution Ave. and E. St. N. W., Washington, scene of the majority of earlier phases of the allocation proceeding.

Expectation that the city-by-city hearing will run through the summer and possibly well into the fall came from both commercial broadcasters and educators. Many experts view the allocation proceeding as virtually the last chance to get into television.

City-by-city allocation proposals are expected to be prosecuted as vigorously, if not more so, than individual applications in any comparative proceeding.

Organized education alone, according to present indications, is seen pressing the cause for reservation of noncommercial channels in nearly all cities, as minimum reservation plus other key areas not now so reserved. A roster of leading citizen witnesses might be in prospect in each case, some predict, as the Commission on Educational Television attempts to guide education's cause away from any stigma of a generalized "boiler plate" presentation.

Education across the U. S. has been well briefed on the TV proceeding from many quarters, including an early April prompting, by letter, by U. S. Comr. of Education Earl J. McGrath of Federal Security Agency's Office of Education.

Commercial interests likewise have seen firsthand fully every aspect of the allocation story in their efforts to develop a national competitive service and comprehensive local facilities.

According to some reports, the Commission continues of the opinion that intermixing of VHF and UHF channels must be retained if there is to be a nation-wide competitive system.

But the contention of FCBA that allocation by rule-making is unlawful and the plan should rather (Continued on page 67)

Distribution of HOPE FREEZE LIFT HOPE DMS With FCC Delay

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SET SLUMP

TELEVISION set dealers, distributors and manufacturers last week fought hard—and with some success—to combat the crippling effects of government credit restrictions, over-production and the general slump in the appliance business.

Most dramatic step was that of Monarch-Saphin Inc., New York distributor chain, which last Monday started public auction of about 11,000 late-model TV receivers representing approximately $5 million of motionless inventories.

But one of the most effective steps appeared to be the RCA Victor market stabilizing plan [BROADCASTING • TELECASTING, May 7].

Presented to the company's distributors April 30, the plan has received "wide acclaim and the complete support of both distributors and dealers," according to A. B. Mills, general sales manager of RCA Victor Home Instrument Dept.

Backbone of RCA Victor's plan is a two-fold guarantee, at least until Aug. 1, not to change factory list prices of TV sets or bring out new models. Dealer morale has been strengthened, according to one major distributor. Others joined in this statement, and also said the effects spread into finance companies and banks in accepting RCA Victor paper over competition.

The Better Business Bureau in New York stepped into the picture last week on the ground that the Stevens Radio & Television Co., Long Island City, was misrepresenting its "cost" prices. The Bureau contended that "make an offer" advertisements did not mean what they implied. "In this case any prospective purchaser could reasonably assume a set could be purchased at your cost price or less," the Bureau stated. "We recommend that such advertisements be discontinued." The bureau added that it had sent a shopper to the store.

Stevens Revises Ads

The Stevens store revised its advertisements, according to the bureau.

Reportedly every brand on the market except RCA was represented among the sets being auctioned by Monarch-Saphin. With prices said to be averaging $50 below dealer-delivery prices in the early sales, heavy dealer buying was reported. Attendance was estimated between 4,800-5,200 persons the first day and the day's sales, were placed between $120,000-$150,000.

Government credit restrictions, which Albert V. Saphin, Monarch-Saphin president, was reported as saying had killed 80% of his business, had cast a gloom over all TV location, with large inventories by the company in anticipation of wartime shortages, were said to have made the sale necessary.

The auction was held on the stage of the Capitol Hotel Carnival Room, which was lined with cash registers and booths for completion of cash purchase transactions, with over 100 sales personnel on hand.

Floor selling prices included excise tax and manufacturer's warranty for one year. Delivery, installation and service contract were extra, but available at standard rates. Cash transactions required a 10% deposit and a completion within 48 hours. Monarch-Saphin offered to arrange credit terms where customers desired, although 60% of the early sales reportedly were for cash.

Auctioning proceeded on a "mass" basis, with the auctioneer, one of several, in each particular set had established a price, including (Continued on page 78)
COMMUNITY antenna projects—offering TV to isolated areas—appear destined to further enhance television's selling story.

Networks and stations alike have been observing the five-month expansion of an idea [Broadcasting • Telecasting, Feb. 19] which made a strong showing for service for many existing outlets. Thus far, however, there is not enough tangible basis for radical revision of present policies.

The networks themselves are non-committal. It is further pointed out that the community projects accommodate pickups from only one station at a time. That means restricting audience choice of programs and limiting stations' coverage claims.

The idea of a master antenna pickup service, in which each TV line into subscriber homes has captured the fancy of countless communities cut off from TV by hills or comparable terrain characteristics.

FCC in Washington already has received numerous queries from communities and parties expressing interest in the idea for comparable service. Commission approval is not required in such undertakings, but that agency is keeping an informal file on the subject and is interested in far as the system presents a means of broadening existing and proposed TV coverage.

The most ambitious project is unofficially reported for the Rocky Mountain area. Under study is a plan to establish service from Salt Lake City south to Provo, Utah, and westward to its products, with programs coming from two Salt Lake City stations, KSL-TV and KBYL-TV.

Greatest concentration of installations thus far is in Pennsylvania. Philadelphia station reception is reported being brought into Lansford (by Panther Valley Television Co.), Honesdale (Kenneth Chapman) and Franklin (Harren Corp.).

Most recent undertaking is at Danville, N. Y. There, Peerless Television Corp. is running a cable from an antenna on East Hill to bring service (at $3 a month following $75 installation charge to customer) from Western New York stations.

Other areas negotiating for service include Lack Haven, Har- risburg and Pottsville, Pa., which would provide Philadelphia pick-up; Astoria, Ore. (Radio & Electronics Co.), to relay service from Seattle; and Bellingham, Wash., also planning Seattle pickup.

Lansford Project

At Lansford, an 85-foot antenna produced by Jerrold Electronics Corp., Philadelphia firm which developed the idea, picks up signals from Philadelphia, 85 miles away, and feeds them into the homes by wire. A Jerrold salesman cited this as a specific example of a community, down in a basin between mountains, that would be without hope of service under ordinary circumstances.

Company President Milton Shapp ventured that TV stations could more than double their coverage if the present emergency shortages do not stop materials for building.

Evolution of the community TV antenna plan came after the need was realized to different sets for in-store demonstrations; then advanced the same theory to produce master antennas for apartments and like buildings; and finally recognized that the principle could be applied to communities distant from TV service.

It is estimated that installation costs for the proposed service of $30,000, although it is hoped that new equipment ideas currently being perfected will substantially reduce this figure.

Charge to customers averages around $100 for initial installation with a monthly charge of $3 or slightly more.

Only one possible competitive development in the foreseeable future is a plan of Gordon Brown, WSAY Rochester, N. Y. In submittal to FCC of his proposed allocation plan, Mr. Brown urged setting up of low-powered rebroadcast stations to give TV to the same type of isolated communities.

[Broadcasting • Telecasting, May 14].

FOREIGN FILMS

FOREIGN FILMS made especially available in this country beginning in the fall as a result of arrangements made with British and French movie producers by Con. Mortimer W. Jacobson, who is now in England, have last week announced its return from six weeks abroad.

The films will be made as half-hour programs, each complete in itself but with the same characters continuing through a series. Comdr. Loewi said, however, the British and French series can continue as long as interest in the story and characters is maintained.

In addition, the films will be ready by summer's end, he said, so American TV broadcasters can start televising them in the fall.

Exclusive Rights

DuMont has obtained exclusive American TV rights to the output of a number of foreign film companies, Comdr. Loewi reported, after he had presented these companies with a plan for making pictures in the pattern of half-hour program units. The companies will themselves retain the theatre release of the films and make arrangements for showing either as half-hour series or with several episodes combined and edited into feature picture length. The foreign producers were persuaded to make these films, he said, when they showed them that the American TV market offers them repeated sales of their films, both in new cities as TV stations spread through the country and for second and third runs following their original TV showings.

In addition to the movie series, Comdr. Loewi reported that he had begun negotiations with three foreign entertainers—two British and one French—for American TV adaptation. These foreign artists are determined to make use of the foreign talent pool as a means of developing new TV stars at home. Citing the many foreign films, who have become America's top motion picture stars, he said he sees no reason why the same formula would not work in TV.

These foreign artists “are eager to come here, too,” he said, “for while they wish to work in the new medium they haven't a chance of doing so in the British and Continental systems of telecasting. Many of the foreign unique acts could make a real contribution to our programming.”

Andrew P. Jaeger, manager of DuMont's film division, accompanied Comdr. Loewi on his European trip and discussed the technical details of making films for TV with the European movie makers and telecasters, who also were shown DuMont teletranscriptions (kinescopic films).

Behind U. S. TV

Comdr. Loewi reportedly was not greatly impressed with the status of television on the world scene, the way he felt is far behind TV in this country, both technically and programwise. Government monopoly, with its attendant lack of competition for the artistry of writers and producers—the creative people of television—cannot produce the quality of programming which arises from the competitive free enterprise system, he declared. Nor, he added, with a smile, did they receive any incentive for improvements in technical standards.

May 21, 1951 • Page 65
WOMEN'S SHOWS

WOMEN'S TV programs—"women selling women, through television"—were cited last week by the TV Div. of Edward Petry & Co., station representative firm, as constituting a sure-fire sales formula to reach the people who control the country's wealth and spending.

"In this country it is an established fact that Mrs. America is the purchasing agent," the brochure declared. It pointed out that women "spend 85% of the consumer dollars, in addition to being beneficiaries of more than 80% of all privately owned life insurance, inheriting 70% of the estates left by men and 64% of those left by other women, owning 50% of all privately owned stock in large corporations, holding two-thirds of all privately owned war bonds and spending 75% of all money expended for clothing.

Local advertisers have found immediate local acceptance for women's daytime TV shows and national advertisers "are buying into local women's programs at a fast pace with the result that by fall many of these programs may be sold out," the brochure asserted. "The fall of 1951 will see many of the local women's programs on the Petry TV stations with an SRO sign..."

Some 20 women's programs are currently being carried on 11 of the television stations represented by the Petry agency.

Aside from the fact that women's TV shows are aimed at the audience that predominates in family buying, the Petry report noted, this type of program offers these additional major advantages:

1. They provide "the personal, locally flavored touch...most effective..."
2. They permit "maximum use of that most powerful of all sales-tested devices—demonstration of product usage..."
3. They have "the personal endorsement factor..."
4. They have "low cost per commercial...You need no commercial production...no costly films to prepare..."
5. The program is there every day," making it possible to "sell harder and more often..."
6. The programs permit the advertiser to schedule his sales message on weekdays in the daytime when the bulk of the shopping is done...Every weekday is a shopping day, and that's when women's TV shows do their selling..."

The report named 46 companies in a "partial list of key national advertisers" currently using women's local television shows.

Sure-Fire Sales Formula—Petry

U. S. Court of Appeals for the District of Columbia last Thursday decided to withhold its ruling on petitions by the City of Jacksonville (Fla.) that sought to hold up the FCC's proposed allocations hearings. The city had sought the stay order until the lower court had disposed of an earlier appeal that involved a Channel 2 construction permit in Jacksonville [BROADCASTING • TELECASTING, May 14].

The court Thursday downed it intended to consider the earlier appeal on the construction permit in the first part of June and implied that disposition of that case could make it unnecessary to rule on the stay order petition.

The City of Jacksonville, licensee of WJAX, on Aug. 8, 1948, had been issued a TV construction permit for Channel 2. In May 1949 FCC denied WJAX-TV's application for extension of time to complete the construction. After hearing, the examiner's decision, Jan. 27, 1950, granted the city's application for extension.

Relief Denied

However, after the FCC General Counsel filed exceptions and an oral argument was held, the FCC on July 28, 1950, issued a final decision which reversed the initial order and denied the application. After denial of a petition for rehearing, and the other relief, the City of Jacksonville filed its notice with the Court of Appeals [BROADCASTING • TELECASTING, Nov. 6, 1950].

The city's most recent appeal held that if the FCC finally reallocated Channel 2 away from Jacksonville and subsequently the Court of Appeals reversed in favor of WJAX-TV on the CP appeal, then the Commission would be in the position of not being able to comply with the request.

Richard A. Solomon, setting assistant general counsel, Thursday told the court that Channel 12 would be available under the proposed reallocation and that the Commission could give that to the City of Jacksonville. He further held that the appellant has taken no steps to exhaust its administrative remedies before seeking relief in that court, and that the petition was premature.

L. D. Merwin, of Dow, Lohnes & Albertson, on behalf of WJAX-TV, argued that coverage aspects of Channel 12 were much less than Channel 2.

Florida Counsel said the Commission recognized no "substantial" difference in the two channels, and that if Channel 12 proved unsatisfactory, the petitioner could seek hearing before FCC.

KLAC-TV Hollywood has added five hours to weekly schedule bringing total of weekly programming hours to 170. Station starts on hour earlier Monday through Friday, going on at 9 a.m.

Page 66 • May 21, 1951

Daytime TV Delivering Results

in Oklahoma's Multi-Million Dollar Market

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KLAC-TV Hollywood has added five hours to weekly schedule bringing total of weekly programming hours to 170. Station starts on hour earlier Monday through Friday, going on at 9 a.m.
New York TV station operators are again discussing the idea of a television city for their mutual use, Mayor Vincent R. Impellitteri revealed last week when he made public the report of a three-man committee suggesting 18 possible sites.

Noting that the television city idea had been considered some years ago but "temporarily dropped because of differences of opinion, unforeseen technical problems, uncertainty of outlook, etc.," the committee reported that the project has now been revived.

"As a result of an out-of-town conference with representatives of the six largest companies on April 24, it appears that there is a disposition on the part of the big companies to settle in this vicinity and to occupy one center. . . . Apparently the industry would like to be near the center of the city, but outlying suburban acreage is not excluded if adequate and rapid transportation can be obtained."

The report, signed by Robert Moses, construction coordinator for the city; John J. Bennett, chairman of the City Planning Commission, and Michael A. Castaldi, acting corporation counsel, pointed out that the plan requires about 125 acres of land and perhaps ultimately as much as 200 acres, adding that "no such acreage is available in Manhattan." The proposed sites, located in the city's other four boroughs and in Nassau County, range in size from 87 to 401 acres and in cost from $34,900 for a 175-acre farm in Nassau County to $4,793,300 for Aqueduct Race Track in Queens.

Report Distributed

The report, copies of which were sent to the TV companies involved, added: "Obviously, a center of this kind involves many features of city planning and zoning, and cannot be carried out successfully without complete cooperation between the industry and the various agencies of government concerned."

The committee's proposals came, by coincidence, just as WOR-TV New York was announcing that construction is under way for its own television center (see story page 70).

A CBS spokesman reported that "we are studying the proposal and have conferred with the other parties again." Speculation that CBS-RCA rivalry over color television would in itself prevent a cooperative venture involving CBS and RCA-owned NBC was discounted.

Chris Witting, general manager of the DuMont TV network, said there was "no merit, but we want to study any proposed plans very carefully before making a final decision about participating in such a project."

Talent Fees

TVA-Defense Dept. to Talk

GEORGE HELLER, national executive secretary of Television Authority, has requested a meeting with a Dept. of Defense official looking toward establishment of a national, high-level policy with regard to "working permit" or standby fees by TVA on certain network commercial programs, including Arthur Godfrey & His Friends on CBS-TV last Wednesday, had stirred some confusion among military branches at the height of Armed Forces Week. At least half a dozen appearances of military personnel had been slated, it was understood.

Liggett & Myers Tobacco Co. (Chesterfield) last week paid out $800 in such fees covering the appearance of a WAVE Nurse and 80-piece chorale group from Ohio, Ohio.

Network Index

Nielsen Issues New Report

A. C. Nielsen Co. last week released its Nielsen Television Index Complete Service clients its first bi-monthly analytical report on network television.

The Nielsen Co. stated that for the first time TV data comparable in scope and application to the network radio analyses which have been developed for the Nielsen Radio Index, are available to NDI Complete Service clients in standard report format.

Video programs can be directly compared with radio programs in terms of ratings, both "rating" and "share" numbers. For example, what is the Dow Chemical Co. ad doing in terms of daypart ratings? How does the new "Family Affair" compare with "Father Knows Best" in household ratings? How does "The Ed Sullivan Show" rate in comparison to "The Tonight Show?" How far was "The Eleventh Hour" behind "The Philco Ford Playhouse?"

Both meetings held so far and will continue to sit in on any discussions in hopes that some practical plan may develop. There are many problems to be solved, however."

NBC officials said they had not yet received a copy of the city committee's proposals. G. Bennett Larson, vice president and general manager of WPIX (TV) New York, felt "the idea of a television city seems interesting, but we want to study any proposed plans very carefully before making a final decision about participating in such a project."

Advanced Tube

DuMont Develops New Unit

NEW cathode-ray picture tube with "100% built-in automatic focus," eliminating the focusing mechanisms currently used by all existing types of magnetic and high voltage electrostatic cathode ray picture tubes," was announced by Allen B. DuMont Labs Inc. at Clifton, N. J.

Described as the forerunner of a whole line of automatic focus tubes by DuMont tube officials, who said 17-inch types of the new tube can replace all 17-inch glass rectangula- 

Tubes on the market today, the tube will be given its first public demonstration May 21-23 in Chicago, at the Paris Distributor Show.

The development resulted from a new-type electron gun, the operating part of the tube which shoots electrons to the tube's phospher face, the announcement revealed.

"Substantial savings" of critical materials, such as brass, copper, aluminum, steel and rubber, will be effected, it was reported.

Proposal by New York Group

Freeze Lift Hope

(Continued from page 61)

be used as a "guide" is understood to be causing concern within the Commission. It's now believed in some quarters there is an even chance that FCC will follow the suggestion of using the plan as a guide, but the decision won't have to be made until after the city-by- 

Lean October 3rd and November 7th.

city hearings since the plan now is only a proposal.

FCBA, as well as WKMH Dear-

born, Mich., one of the few individual broadcasters to contest the allocation legality, has asked oral argument on the issue before commencement of the city-by-city hearing on grounds such hearing would be rendered moot if their views were sustained. This would speed up the decision and ultimate lifting of the freeze, they indicated.

FCBA earlier had stated it would hear the FCBA argument after the city-by-city hearing rather than before. Commissioner attorneys also pointed out last week the hearing will still be necessary although the plan were used as a guide because the city would be entitled to a voice in finalizing even an informal plan.
'Fight of Week' Leads Trendex Report

CBS' Fight of the Week, with a 44.8 rating, headed the 10 most popular sponsored, network television shows report, covering May 1-7, released last week by Trendex Inc. The report covers cities on the interconnected network.

The 10 programs, rated according to a single live broadcast during the survey week, were listed by Trendex as follows:

1. Fight of the Week 44.8
2. Godfrey's Talent Scouts 37.3
3. Star Theatre—Bars 43.5
4. Your Show of Shows 30.0
5. TV Playhouse—Philco 37.3
6. Your Show of Shows 22.0
7. Godfrey 'n Friends 25.7
8. Man Against Crime 35.3
9. TV Playhouse—Philco 24.8
10. Your Hit Parade 30.3

**Production Surveys Sourced by Ross**

PROGRAM packaging and production control of 188 network-sponsored television shows was key down as follows, according to a Ross Report on Television, released last week: 45% are being created and produced by independent packagers, 40% by the networks and 15% by the advertising agencies.

These figures, when supplemented by programs on the New York local level, tend to approximate those for a year ago, when Ross programs last

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**Weekly Television Summary**—May 21, 1951, Teletesting Survey

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**Commercials Surveyed By Social Research**

(Report 164)
"MORNING DEVOTIONS"

another WSB-TV service in the public interest

Prominent religious leaders of Atlanta are participating with WSB-TV in this unusual television series which brings to viewers a daily devotional service, Mondays through Fridays at 10:30 a.m.

These programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such a unique position in the hearts and homes of the people they serve. WSB-TV is represented nationally by Edward Petry & Company, Incorporated.

Affiliated with The Atlanta Journal and The Atlanta Constitution
**TELEVISION SQUARE**

Streibel Announces Construction Plans

PLANS for the first made-for-television-only building in New York will be completed by Jan. 1, 1952, were announced yesterday (Sunday) by WOR-TV New York President Theodore C. Streibel.

To be known as “Television Square,” it will cover almost the entire block between 67th and 68th Sts. on Broadway and Columbus Ave. It will consolidate under one roof all the station’s production activities. Construction is now underway.

“Not for the first time, TV producers will be able to put on a show in a building designed and built expressly for them,” Mr. Streibel said.

Features of the building, which will incorporate many innovations in design:

- Rehearsal and production facilities will be kept separate.
- A main floor with 6,600 square feet of floor space and with walls 35 feet high.
- A large studio will have a balcony seating 299 people, and a dressing room floor, two extra rehearsal halls besides the one grouped with each studio.
- A panel system, such as now in use at WOR-TV, will permit switching of control rooms instantaneously to the facilities of any of the production rooms.
- An extra chamber (three) for special sound effects under each producer.
- Film storage facilities designed for inflammable nitrocellulose film.
- Eight film cutting and editing rooms, two reviewing rooms, and projection rooms with six projectors and two Telepos for slides and photographs.
- Properties and sets storage facilities located along entire west side of building and accessible to trucks from either end for loading and unloading. Connecting doors to production rooms large enough to admit cars and other big “props.”

“We are going to have the new

**AT&T Link**

Planned for Southeast

TO AUGMENT existing coaxial cable facilities now providing TV and other communications between the Southeast and the rest of the country, AT&T has filed applications for FCC permission to construct a $8.3 million microwave radio relay system connecting Washington, D. C., Charlotte and Atlanta. This system would join the present New York-Washington radio relay system at Garden City, Va., just across the Potomac from the Capital.

Plans call for erection of 16 intermediate stations along the new route which would provide two channels in each direction. The southbound channel would be ear-marked initially for TV program transmission between Charlotte and Atlanta, and the others being reserved at this time for long distance telephone service.

**SCIENCE FICTION**

Program Rights Acquired

RIGHTS to more than 2,000 short stories and 25 novels of science fiction, written by Science Fiction League of America members, have been acquired and prepared for television under the title, From The Beyond, by George Foley and Dick Gordon, TV program packagers, it was announced in New York last week.

The series, submitted to agencies last week, has been prepared for weekly, half-hour, live TV programs. Production is by Mort Abrahams, with adaptations by Draper Lewis, Jack Weinstock and Willie Gilbert.

**BARNES RESIGNS**

To Produce Film Series

HOWARD G. BARNES, vice president in charge of radio and television of Dorland Inc., New York, has resigned to do film production.

Mr. Barnes’s first series is a 52-week, half-hour dramatic program based on Liberty magazine adaptations for Flamingo Films. It is understood that the series is currently being bid for sponsorship by two major advertisers.

Mr. Barnes’ office is located at 40 E. 49th St. He is also owner and president of General Entertainment Corp., which is currently marketing and producing Hollywood’s Open House, a transcribed radio program on 65 stations.

**New Color System**

DEVELOPMENT of a new color system has been announced by John M. Sherman, technical director of WTCN-TV Minneapolis, and Ed- will Fisher, printer and color photographer. Tests on WTCN-TV are reported to indicate their system, which employs no moving parts, may permit inexpensive modification of equipment and receivers for color reception.

**BREWERY FUNDS**

Von Volkenburg Cites TV

BREWING firms have been among the staunchest pioneers in the successful development of television in both national network and local spot advertising and have contributed considerably toward public enthusiasm for the medium. Jack Von Volkenburg, CBS vice president, declared May 9. He addressed the Diamond Jubilee convention of United States Brewers Foundation in St. Louis.

Mr. Von Volkenburg noted that the brewing industry ranks eighth in network TV sales and invested 8% of its national media funds in video last year compared to 5% by the average national advertiser. He said its impact is even greater on the local and regional levels where over 130 different brewers are advertisers in some 61 TV markets. Brewing and food are the two largest users of spot program television and “your advertising investment has directly and indirectly helped speed television’s rapid growth,” he told the foundation.

James P. Holihan, president, Diamond Spring Brewery, Lawrence, Mass., told conventioners that more beer is being consumed at home and attributed a boost in package sales to television. According to a survey by the foundation, 62% of American families now buy beer for home consumption.

**SALES INCREASE**

...that’s the result of the WLW-Advertised Brands Week, March 9 through March 19.

Thousands of druggists in WLW’s merchandise-able area of Ohio, Indiana, Kentucky and West Virginia tied in with this gigantic promotion.

A check on sales of the 47 drug products advertised on WLW and WLW-Television showed an increase of 26.5%.

... this is just another “Merchandising Service” of WLW

The Nation’s Most Merchandise-Cable Station and WLW-Television

Crosby Broadcasting Corporation

Page 70 • May 21, 1951
Better Circuit Reliability
Without Operator Adjustment

The GPL Synchronizing Pulse Generator provides circuit reliability superior to that of comparable studio equipment. Operator adjustments are now eliminated by means of advanced circuit design, including binary counting circuits, delay-line-controlled pulse width—all operating from a stable master oscillator. The generator provides standard RTMA outputs with automatic termination of unused outputs. The AFC circuit is readily set to operate at mid-range when locked to the line.

Since the unit is smaller than existing equipment, even with its self-contained power supply, it is ideal for field operation. Swing-down panels simplify maintenance. Components are mounted on standard relay panels, facilitating studio rack mounting.

Typical of other GPL developments, the Synchronizing Generator is designed for maximum quality, operating efficiency, and dependability. Write for literature and operating information.

Write, Wire or Phone for Details

General Precision Laboratory
PLEASANTVILLE, NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Sync Generator set up with compact GPL Control Console
JOINT working committee to direct the 11-station cooperative telecast of General Douglas MacArthur's return to the United States in San Francisco [BROADCASTING • TELECASTING, April 23], were (standing 1 to r) Dave Kees, KPIX (TV) San Francisco, who headed the joint engineering staff; Fred Henny, KTVU (TV) Oakland, representing Northern California independent stations; and Bob Bennington, KNBH (TV) Las Vegas, representing Southern California network stations. Seated is Bill Hollenbeck, KGO-TV San Francisco, producer-director of the telecast.

Set Slump
(Continued from page 61)

other sets of the same make and model.

Mr. Saphin was reported as saying that his firm would not go out of business, that other lines were selling all right, and that the auction was only an answer to Regulation W.

Emerson Radio & Phonograph Corp. announced last Tuesday that the television receiver price cuts it put into effect May 1, ranging from $30 to $170, had been so successful in moving merchandise that list prices will be increased on June 1. A 30% cutback in production also is planned, to meet government requirements.

Extent of the price increases had not been determined, but President Benjamin Abrams said a new price schedule would be worked out and announced before the end of this month. It was expected that eventually the prices would be restored to pre-reduction levels, but whether this will be done immediately or in successive steps was not known.

The company said its May 1 cuts, authorized for a maximum period of 90 days, had "greatly exceeded ... expectations and already has achieved the desired objectives." Except for government restrictions on the use of critical materials, Mr. Abrams reported, the demand for sets at the lowered prices could be met by increasing production.

However, he said, Emerson plans a 30% cutback in two weeks to comply with governmental requirements. This means the present rate of 1,500 sets produced and shipped daily will be cut to 1,000. Rko set production will be cut from 3,600 daily to 2,500, he added.

The increase in TV list prices was attributed not only to achievement of the price cut's objective, but also to increases in production costs.

The sale of television sets has rounded the "distress corner" and is "headed in a more successful and orderly direction," according to Ross D. Siragusa, president of the Admiral Corp., Chicago. He said prices are at pre-Korean war levels and manufacturing and sale of sets are being stabilized.

Admiral is producing more than 40,000 sets monthly, he announced, "although some manufacturers have closed their production lines, at least temporarily." The current Admiral production compares in unit production to that of the second quarter last year, he said.

There is a perceptible increase in production of sets, but the turning point was a price reduction to $199.95, which was the first step in locating a satisfactory price medium between seller and buyer.

Belmont Campaign

Detailed questions and answers explaining to readers why they should buy television sets now are featured in a series of ads being run for six weeks in the Chicago Tribune by Belmont Distributors Inc., same city [BROADCASTING • TELECASTING, May 14].

On behalf of the parent firm, Raytheon TV, Belmont Distributors Inc., a subsidiary of Belmont Radio Corp., is running a series of six ads, all of which attempt to sell television "now." The initial insertion on May 10 answered simply such questions as: "What are the chances of TV set prices going down? What about developments in color TV? What about these new UHF television channels I read about? Can I depend on a continued supply of replacement parts and tubes in case I need them?"

Regarding prices, the answer given was that TV sets—as with other appliance items—under normal circumstances have become cheaper as more models are produced and sold. "Because the country is engaged in a long-term program of defense production, greatly increased TV set production—with consequent lowering of prices—seems unlikely to occur soon... we see no widespread, permanent price reductions until the U. S. returns to normal peacetime living. That's probably many years off."

Color television, reported the ad, "is still many years away. Commercial color might come in three years, more probably not for five years. Color TV would also require scarce, strategic materials."

In the second of a series of Chicago Tribune ads Thursday, Belmont lists "nine points to look for" in the selection of a television set. Noting first that "research proves all TV sets are not the same," the company listed these criteria for purchase—good picture quality, sufficient number of tubes, good contrast, minimum of interference, well-engineered tuner, warranty, service quality, styling, cabinet construction and endorsement seals.

Agency is Cowan & Denger, New York.

In Review
(Continued from page 26)

Sens. Russell and Wiley. To be sure, they were essentially newsreel techniques, but fresher than any newswipe. The incidents treated in the interviews had occurred that day and were still news. Insofar as it is technically possible, greater use of such filmed coverage seems indicated.

The unique advantage that television has over other news media in on-the-scene reporting of events as they happen has been repeatedly illustrated, the Kefauver hearings and the MacArthur return being recent examples. Since it is not often possible to coordinate the timing of events with television schedules, the next best thing is to record the event, edit the recording skilfully, and telecast it as soon as possible after the event has occurred.

Whenever possible television should present the event itself, not somebody talking about it.

Both Mr. Swazey and Mr. Edwards fulfill excellently the job of television newscaster. It is at best a limited job, however, since the televised news itself must always exceed in interest and significance anyone reporting it by word of mouth.
Chef MILANI can make the sales pot boil for your food product!

Five days a week, 3:30 to 4:00 p.m., world-famous Chef Milani really ropes and hog-ties the ladies with his television magic!

He talks and demonstrates his wonderful recipes and food preparations to a goodly portion of the 2,000,000 homemakers in this great market—second largest in food sales in the Nation.

Yes, products move with every Milani mention. Milani also knows and calls in person on leading food dealers and chain owners to stimulate direct merchandising of his sponsored products.

A few choice spots are still open on this popular participation show. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete facts on the dynamic Chef Milani Show!

TO SELL THE BUYING MILLIONS IN
AMERICA'S 2ND LARGEST TV MARKET
**Time Sales**
(Continued from page 61)

foods as the most highly type of TV network advertised product during March, 1951, with a $10,000,865. Smoking materials ranked second among TV network advertised merchandise, with $2,152,244 worth of time. Toiletries ranked third, with $2,592,921; automotive fourth, with $2,386,670, and soaps and cleansers fifth, with $706,383. In addition to the increased time purchases since March of last year, it is noteworthy that the rank order of the product groups also has changed appreciably since March 1950, when smoking materials stood first, followed by automotive, food, radio TV sets, and toiletries, in that order.

**Ad Economics**
(Continued from page 62)

scenes will appear ... and soul-stirring sounds will issue. It would amaze them to learn that the hundred dollars annually it will cost will go, 20% for the program in picture and sound, while 80% will go for the physical side of its operation. Such a ratio belongs on the sillier side of our economic organization. It isn’t likely to stay that way. As it changes, there can be more programs on the air which mean greater diversity of programming.

Pointing to the great need for additional channel capacity, Mr. Baird berated the educato’s eager quest for a share of outlets.

“Since the educators believe these channels are going to be scarce they also believe they would be derelict in their function as the guardians of our cultural heritage if they don’t immediately get their hands on a proper share of them.”

“They will thereby keep out of the reach of those amusement entrepreneurs whose sin is that they will persist in giving the public what the market will bear and hear rather than what the educators think is good for it.”

“I believe that educators and educational institutions should have access to television time but I am willing to bet a $4 pink and blue straw hat that if there were enough

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<tr>
<td><strong>GROSS TV NETWORK SALES FOR MARCH AND FIRST QUARTER 1950 and 1951</strong></td>
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<td><strong>MARCH 1951</strong></td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<td>Automotive, Automotive Supplies</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
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<td>Radios, TV Sets, Phonographs, Phonograph Records</td>
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<td>Retail Stores &amp; Direct Mail</td>
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<td>Soaps, Canners &amp; Polishes</td>
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<tr>
<td>Tires &amp; Electrical Goods</td>
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<td>Miscellaneous</td>
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TOTAL $9,583,386 $29,349,640 $2,186,513 $5,890,814

**Sources:** Publishers’ Information Bureau,
* 1950 figures cover ABC, CBS and NBC networks, with DuMont not reporting.
* 1951 figures cover all four TV networks.

**Building Impasse**
(Continued from page 25)

will make its findings, based on future recommendations from FCC and NPA electronics, and forward them to the NPA administrator’s office.

The government already has said that building permits would be issued on the "merits of individual cases," taking into consideration "the type and quantity of materials at hand, and the need for the facility, and the effect on the com-
domestic welfare."

Early confusion over the NPA edict was further compounded last week, however, with the establish-
men of a new top-level government Requirements Committee, and a slightly modified chain of command, which would bring the NPA Office of Civilian Requirements into greater play.

Formation of the new group, which will review overall demands for steel, copper and aluminum allotted under the Controlled Materials Plan, was announced by Edwin T. Gibson, acting Defense Production Administration. Its primary purpose will be to recom-

dend policies and programs for balancing supply and demand.

**Meetings Held**

Actually the committee has been meeting for months under the chair-

manship of Charles E. Wampler, director of DPA’s Programs and Requirements Office. One of its members is Lewis Allen Weiss, director of NPA’s Office of Civilian Requirements and former board chairman of MBS and the Don Lee Broadcasting System.

Other functional areas to be covered in the committee’s work will be construction requirements, in-

struments, production, planning, and military requirements. In a sense

the committee is comparable on a broader scope to the Electronics Production Board, whose recom-

mendations still will carry weight in the overall civilian economy picture.

The board, headed by Ed Morris

of Westinghouse Electric Corp., Baltimore, is charged with determi-
nation of civilian and military re-

uirements for electronics and with setting policies and procedures for insuring production, expansion, conservation and product standardization [BROADCASTING * TELECASTING, March 21]. Recommendation

ments will be submitted to the new Requirements Committee, it was understood.

At the NPA level, Mr. Weiss’

organization could face in-

sensible shortages, which civilian requirements and forward proposals designed to avert damage to the civilian economy. Since the com-

munity factor is inherent in NPA’s new building directive, it is ex-

pected that the Office of Civilian Requirements will play a key role in keeping the broadcasting industry afloat in the perilous clime of a controlled economy.

Mr. Wampler will make decisions relative to (1) requirements for defense purposes; (2) supplies and the amount they should be boosted; (3) programs for direction of resources; (4) policies regarding related or competing programs.

**Metals Shortage Cited**

At a news conference following formal creation of the Requirements Committee, Mr. Gibson posed the issue briefly: There are simply not enough metals to support all activities at full production for the war effort.

Perhaps the best answer to the question of top priority was given by an NPA allocation official who described radio-TV broadcasting as an "essential industry," vital enough to keep operating but lacking of suf-

icient priority to warrant blanket authority for continued expansion, save in individual cases where hardship might be imposed on any one community.

**Upcoming**

Meetings
time at the NPA’s winter confer-

ence in Cleveland, and was

appearing before the NPA’s spring meeting.

**NATIONAL FEATURES**

**FORIO, ILLINOIS**

* Edgar L. Bill
  Merle V. Watson
  Julian Montell
  Sales Manager
  We can produce more sales records and letters of recommendation that members of the Association have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.
**BREAKING A JINX**

WIBG Philadelphia ran ad in Philadelphia Daily News directed at Philadelphia Athletics baseball team, returning home from bad road trip, stating, "We've killed the Jinx! Sic those Yankees ... WIBC." It took two days for the hex breaker to take effect, the A's dropped their first game to the Yanks, but the following day they dropped the mighty Bronx Bombers in both ends of a double header. Rupe Werling, production and promotion manager of station, and who also thought up the jinx breakers, is taking full credit for the twin killings pulled off by the A's.

**SUMMER SALES KIT**

KNX Los Angeles sending agencies and advertisers complete kit designed to sell summer radio in general and KNX-Los Angeles market particularly. Presentation divided into various sections, starts off covering definition of summer selling campaign, opportunity offered advertisers in summertime, summer sales potential and information about part station plays in aiding its sales representatives and advertisers. Next section contains reprints of summer sales stories appearing in trade press as well as ad station has run emphasizing fact that "summer is only colossus" in Southern California. Another section lists all special summertime programs with comprehensive information about each show. One portion of sales presentation contains names of national advertisers in July issue of popular weekly magazine and advertisers who regularly buy newspaper space in Los Angeles market in summer. A KNX summertime saturation plan, which offers advertisers up to 40% discount, is described. Last section explains station's promotion plan to attract still more listeners.

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**LOOK MAGAZINE**

June 5 issue, features 16 early-morning disc-jockey shows in story titled "They Wake Up Beaming." Explaining that "Here are America's human alarm clocks—the crack of dawn radio stars who start each day with more cheer than seems reasonable," the magazine gives short description of each program with on-the-air pictures. Included in story are: Ruth Lyons, WLW, Cincinnati; Sandy Saunders, WKY Oklahoma City; Bill Mosher, KJR Seattle; Phil Alampi, WJZ New York; Tex and Jinx McCravy, WNBC New York; Don and Jane Butler, WQBS Miami; Mr. and Mrs. Menjou, transcribed over 300 stations; Don Bell, KRNT Des Moines; Jack Sterling, WCBS New York; Rayburn & Finch, WNEW New York; Skitch Henderson, WNBC New York; John Gambling, WOR New York; Bill Weaver, KCKS San Francisco; Ted Harding, WGN Chicago; Buddy MacArthur, WMAQ Chicago, and Eddie Gallaher, WTOP Washington.

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**MOTHER'S DAY WINNER**

WBUD Trenton sponsored "Trenton's Newest Mother" on Mother's Day, 1951, contest. The young mother was showered with gifts that were topped off with basket of orchids. The station also performed another service to help out the new parents. The father was (Continued on page 90)
CANCER CRUSADE

Stations, Organizations Ally in Fight

STATIONS and civic organizations are uniting in a drive to recruit funds in a war on cancer. Among those who have reported their efforts to BROADCASTING • TELECASTING are:

ABC Chicago donated 2½ hours plus personnel and facilities to an American Cancer Society benefit show over WENR-TV Chicago.

In addition, Jim Moran, president of Courtesy Motors, gave his Courtesy Hour for one night to swell the total to 3½ hours. Radio and television stars also donated their services.

Last year the cancer telethon collected $19,000 from viewers. This year’s plans were made by Mr. Moran, ABC, Malcolm-Howard Agency and Leo Salkin, talent agency.

WHLI Hempstead, Long Island, N.Y., scheduled 18 public service programs dealing with cancer, in addition to brief announcements. Special programs also are set for WSTC-AM-FM Stamford, Conn. Seven stations of the Connecticut State Network carried speeches by state and city officials at a banquet opening the fund drive.

Last half-hour of Milton Berle’s Teasoo Star Parade was preempted by WDTV (TV) Pittsburgh, when the station presented a special program, Cancer Will Be Conquered, as part of the famous Johns Hopkins Science Review on the DuMont TV Network. Station carried the program as a public service, in fulfillment of its 1951 fight-cancer campaign. Dr. George O. Gey, university cancer research specialist, demonstrated the difference in normal and abnormal body cells. Program is directed by Lynn Poole.

WAAM (TV) Baltimore on April 21 telecast the Johns Hopkins-Princeton lacrosse game. The sponsor had specified that his name not be mentioned except for the required FCC credit previous to the telecast. All commercials plugged the 1951 Cancer Crusade.

WOAI-TV Donates

WOAI-TV San Antonio donated air time and technical facilities to a 75-minute Cancer Crusade benefit show.

WCCO Minneapolis presented three half-hour programs devoted to the crusade. Included were interviews by George Grimes, newsmen-reporter-commentator for WCCO, with cancer patients.

WPWA Chester, Pa., last month held a 24-hour Cancer Marathon devoted to aiding the Delaware County Cancer Society campaign. Highlight of the station’s effort came when Don Piccard, son of the internationally famed balloonist, Prof. Jean Piccard, took off from in front of the station on a flight over the community.

Lou Poiller, WPWA president, announced that the station has adopted a public service policy which eliminates direct soliciting. Said Mr. Poiller: “We have been having solicitations over the air for so many causes that the public is revolting.” He explained that WPWA will “publicize as strongly as ever but the organizations will have to back it up in the field with collection drives.”

Pooling their talents, entertainers, production and engineering staffers at WBAF-TV Fort Worth put on a full hour show to benefit the cancer drive. All personnel donated time and services, and the station management gave full support by donating the time, facilities and equipment. Newspapers cooperated fully with the station publicity staff in publicizing the show a week preceding the telecast.

A five-hour telecast by WBNS-TV Columbus, Ohio, using an auction sale format and entertainment features, brought in approximately $7,000 for a one-night drive of the American Cancer Society Franklin chapter. WBNS staffers Erwin Johnson, Chet Long, Tom Gleba and Bill Pepper served as emcees and auctioneers during the session, which featured choral groups, novelty song and dance routines. Local merchants donated a large quantity of merchandise, which made it necessary to extend the program beyond its originally-scheduled three hour length.

REPAIR SERVICES

OPS Price Ceiling Imposed

PRICE OF services furnished by radio and television appliance repair firms was placed under a ceiling in a regulation imposed by the Office of Price Stabilization May 11. The new order covers about $10 billion of commercial and personal services provided by over a million establishments.

Under Regulation 34 service charges “raised unjustifiably” since Jan. 26, date of the price freezes, will be rolled back to the highest base level during the period Dec. 19 to Jan. 25. Prices will be posted in every retail service place.

OPS authorities said the regulation probably would have no other applications to radio, TV or advertising in general beyond its reference to appliance repair firms.

CLAIM that Rep. Jacob Javits (R-N.Y.) seeks to remove Congress “from the closet and place it in a goldfish bowl” by means of television and radio coverage of important House debates highlighted a special line article by the House member in the May 6 issue of the Sunday supplement, Parade.

Owing up to the claim, which he described as “an excellent sum- mation of his bill (HR Res 60),” Rep. Javits said he has encountered “a lot of opposition” to the proposal from Congressman themselves. Chief arguments, he noted, are that:

1. TV might develop “a snooping camera”; (2) emphasize absence of members from the floor; (3) cause debate to deteriorate into “ham acting,” with senior members hoisting the floor, and (4) individuals might be lobbied on the floor.

On the contrary, Rep. Javits suggested, debate would be more concrete to the citizens and viewers who would learn of the vast amount of committee work off the floor and judge members’ absences as well. In addition, there are over 10 million in use who others are being installed at a rate of 750,000 per month, he explained.

Television, he continued, would create a greater public interest in government and could help raise the voting percentage well above the present 60%. He singled out a survey showing that 82% of all non-voters don’t know too little knowledge of candidates to make a choice.

Parts Meeting

FIFTEEN featured speakers and panelists will appear at three morning sessions of the annual Parts Distributors Show & Conference, opening today (Monday) at Chicago’s Stevens Hotel. The program will include discussion on all aspects of availability of materials, inventory control financing, sales training, management and merchandising as applicable to distributor businesses, Jerome J. Kahn, show president, announced in Chicago.

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'GOLDFISH BOWL'
Via Radio-TV—Javits

WHILE OF . . .
233,012* People Rock Island Arsenal Over 300 Industrial Firms

* 1950 U. S. Census Preliminary Report

Quad-Cities’ giant manufacturing concerns are turning out a vast array of materials for national defense . . . as well as the vital products for peace-time civilian life. Industrial employment numbers over 50,000. The population trend is up . . . manufacturing payrolls are UP . . . consumer buying is UP. WHERF is the station with the coverage and impact to deliver sales at a profit in this big, unified market.

WHBF
5000 WATTS BASIC ABC
AM TV FM

BROADCASTING • Telecasting

IF HE DOESN'T TEAR HIMSELF AWAY FROM WTAD, WE WON'T EVEN BE ABLE TO WALK THIS WINTER

WTAD
130 KC, 1,000 Watts CBS
A LEE STELL CO
WSIR ATTACKED
Man, Woman Arrested

TERROR stalked the studios of WSIR Winter Haven, Fla., May 12 in the form of two unheralded but not unpublicized visitors who attempted to invade the station in different forays.

The first, a 225-pound male intruder, paid his call that morning, attempting to choke the announcer, abusing the chief engineer and forcing the station off the air for 30 minutes while he sputtered into a dead microphone. That evening, an elderly woman moved in on WSIR with full intentions of committing, ah, mayhem.

Program Director Dick Eyrich pieced together this story: A man entered the control room at 7:30 a.m. that Saturday and ripped two records off the turntable. He grabbed Announcer Dick March by the throat, twisted Engineer Orden Craig's arm and warned them both to silence transmissions. Quietly, but urgently, they guided him to an unused studio, handed him a microphone and told him he was "on the air."

During the fracas a faithful listener, who had called to request a musical selection, telephoned police. The intruder, confronted with the sheriff and a deputy, grabbed his bicycle and sped for town where he was apprehended and confined to county jail for conservation. The station meanwhile had resumed its program.

That evening, according to Station Manager Larry Rollins, a woman pounded on the door, announcing she would "take over where my friend left off." Forewarned by a citizen of her threat "to kill five or six people" at WSIR, the station alerted itself for the invasion and called the sheriff's office. The sheriff caught up with her in a taxicab and, after taking her to the hospital, confined her also to the county jail.

KFMV (FM) Hollywood has discontinued studios at 6540 Sunset Blvd. and is now concentrating all activity from its transmitter site atop Mt. Wilson overlooking Pasadena. Business offices continue temporarily at the Sunset Blvd. address. Station is licensed to Union Broadcasting Corp.

BEST CREATED SHOWS

Chicago Ad Club Awards to WLS, WNBQ (TV)

CHICAGO'S best shows created in 1950 were The New World of Atomic Energy on WLS and Mr. Wizard, telecast by WNBQ (TV) to the NBC network, according to judges in the annual Chicago Federation of Advertising Club contest, who presented awards to winners Thursday night at a banquet in the Morrison Hotel.

The New World of Atomic Energy was conceived and produced by Josephine Wetzler, director of education at WLS and recipient of many national awards. The series, which included 11 broadcasts on atomic energy, was a part of the regular School Time series aired daily to Midwestern school children. Mr. Wizard, which features Don Herbert and is his package, is produced by Herbert S. Lauenman & Co. NBC-TV donates time to the feature, and the Cereal Institute, Chicago, pays for talent and production.

Other awards:

Four first-place winners among television shows were Stud's Place, sponsored by W. F. McLoughlin & Co. (Manor House coffee) on ABC-TV with a WENR-TV Chicago originated, through Earl Ludgin Agency; The Adventures of Uncle Mistletoe, sponsored by Marshall Field & Co. (department store) on WENR-TV and produced by James Sagher Productions; The Wayne King Show; Standard Oil of Indiana through McCann-Erickson on NBC-TV from WNBQ, and Super Canada Dry Gingerale, M. & M. Candies and Weatherbird Shoes on ABC-TV from WENR-TV.

Six first-place award winners in the commercial announcement category were the Tonti Co., through Foote, Cone & Belding; Gold Seal Glass Wax, through Campbell-Mithun; Armour & Co. (turkeys), Foote, Cone & Belding; Swift & Co. (ham), J. Walter Thompson; Grennan Bakersies (cakes), Young & Rubicam, and Jules Montenier (Stottpete deoderant), Earl Ludgin.

Two commercial spot honorable mentions went to the Santa Fe Railroad, through Leo Burnett Agency; for its industry promotion and the Pure Oil Co., through the same agency, for its public service.

The Patrick O'Day Show on WBBM, sponsored by P. Lorillard & Co. (Old Gold cigarettes), was first place winner in the local program radio class. Honorable mentions went to The Music Lovers Hour on WCFL, sponsored by the Goldenrod Ice Cream Co.; Gold Coast Rhythms on WBBM, which has 16 participating sponsors, and Uncle Nels's Squadron on WMAQ. Best radio network show originating in Chicago was Cloud Nine, aired from WBBM and sponsored by the William Wrigley Jr. Co. The Quiet Answer on the same station earned top billing in the special features class, as a public service program. Honorable mention in special features went to News on the Spot with Len O'Connor, broadcast on WMAQ under sponsorship of Potter & Gamble, Loew's Inc. and Celanese Corp. of America.

Toni Co., through Foote, Cone & Belding, placed the winning radio commercials, with honorable mention going to Best Foods Inc. (Shredded, Earl Ludgin Agency. A special award was given to Ball Bros. Inc., for commercial broadcast on the Hallmark Playhouse. Foote, Cone & Belding is the agency.

WWDC
WASHINGTON, D.C.
is happy to announce that we are now represented nationally by

JOHN BLAIR
and Company

OFFICES IN
NEW YORK • CHICAGO • DETROIT
ST. LOUIS • SAN FRANCISCO
DALLAS • LOS ANGELES

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JERRY DANZIG, associate director of programs CBS-TV, has signed producer's contract with network under which he will give up all executive assignments except supervision of color television shows and will concentrate on creative assignments. He joined CBS-TV in 1948 as senior producer and later the same year was promoted to his last post.

HANK BASAYNE, promotion department, KCBS San Francisco, appointed writer-producer.

LARRY HARDING, head of his own New Orleans and Phoenix public relations firm, to CBS Hollywood, as client executive. Former ROBERT MONTGOMERY, EDWARD ROBERT MACK, NAT HILDEBRAND, broadcast writer, and JAMES DEAN MOZLEY, executive writer, have been named to KCBS San Francisco.

ROBERT PEREZ, sales service manager, KNX Hollywood-Columbia Pacific Network.


ROBERT S. WOOLF appointed manager of DuMont Television Network's Teletransmission Dept., succeeding EDWARD R. CARROLL, resigned.

MINABELLE ABBOTT, WLW Cincinnati, appointed director of women's programs WFTW Piqua, Ohio.

ROBERT MONTGOMERY, actor, executive director of NBC TV and former U. S. Navy commander will act as chief narrator for NBC's forthcoming television series depicting the history of the Navy, it was announced last week by SYLVESTER L. WELLS, Jr., New York, appointed chief of charge of TV. For past year, Mr. Montgomery has been producer, narrator and host of Robert Montgomery Presents Your Lucky Strike Theatre, alternate Monday evenings over NBC-TV.

FRED HOLTORGE to research department ABC Chicago. He was with Joseph Ryerson & Son, steel warehouse concern, same city.

EDWARD McCALL, WXJN Plainfield, N. J., to announcing staff WCCG Hartford.

FRANK MUCKENHAUPT, production manager WOR-N. Y., father of Nancy, Joan, born May 1.

EDWARD FLOCKEN, assistant audio director CBS Hollywood, elected chairman broadcast sections, L. A. Credit Managers Assn., replacing HELEN MCDERMOTT, KLAC.

NANCY CRAIG, women's commentator WJZ New York, beginning new program on WJZ-TV named Nancy Craig Time, 4:45-5:15 p.m., Mondays, Wednesdays and Fridays, and 4:30-5 p.m., Tuesdays and Thursdays, effective today (Monday).

OZZIE NELSON and NARRIEIT HILDE- liard will portray themselves in Universal-International film based on their ABC Adventure of Ozzie & Harriet. Original story authored by Ozzie and his brother Donald, and William Davenport, writer of radio show.


PAUL LALIDY, executive Vee Bros., received on behalf of company from American Veterans, plaque for contribution of Big Town program, "Dead End Street," in fighting juvenile delinquency and subversive doctrines.

ANNE HAYES, director of women's activities KGLO Kansas City,appoint- ed to publications committees of American Women in Radio & Television.

EDWARD PHELAN, assistant manager WVVM Vicksburg, Miss., to staff WMIS Natchez, Miss.

GRADY COLE, emcee and star per- sonality WBTM-AM and WBVT (TV) Charlotte, N. C., presented plaque from American Veterans Chapter 10, for helping "se- cure gainful employment for disabled and handicapped veterans."

BILL GOODWIN, Hollywood an- nouncer-stooge on CBS-TV Burns & Allen Show, signed for feature role in Columbia Pictures Pictures. DICK SCHACKLE named page cap- tain WBBM Chicago, replacing BOB DEVERE, resigned.

JOHN JACOBS, announcer CBS Hollywood, father of boy, John Pat- rick.

DORCAS RUTHERBEN, director of "Strike for Peace," for "outstanding, awarded plaque by chair- man of Kentuck March of Dimes campaign for disabled and handicapped children, the interest of polio care, education and research."

PEGGY WOOD, actress and author, received citation from Mothers of Paris on the 2.001st anniversary of the city, aboard the U. S. Lines Lux- tury Line, America, last Monday. The citation is being made because of Miss Wood's title role in Memo on CBS-TV.

TED MACK, ACTV-TV, and EDWARD R. MURROW, CBS, received awards for television and radio from New York City Federation of Women's Clubs for "memorable series and programs today (Monday).

WMCN New York received a United Parents Assn. special citation for "memorable series and programs today (Monday).

BETTINA KOTRICH, actress, and MAURICE SIMS, producer, for outstanding work in the arts" in New York last week.

WMCA New York received a United Parents Assn. special citation "for contribution of New York safer for children" in New York last week.

Award was inspired by WMCA series investigating auto accident causes and effects and broadcasting license plate numbers and New York City traffic violations.

WMCA Educational Director Helen S. Strauss received citation on behalf of station from Superintendent of Schools William Jansen.

MEL WILLIAMSON, producer Ginny Simms, Front & Center on KRTV (TV) Hollywood, called to active duty as lieutenant-colonel in Air Force. He is in Washington to make recommenda- tions on setting up TV section in Air Forces Pictorial Service.

HELEN J. SHOUBSAT, CBS director of talks, will discuss "Of Mice and Men," a narration of experiences bringing speakers before the micro- phone and TV camera for past decade, before 500 business leaders attending a Rotary Club session in Atlanta, Ga., Tuesday (May 23).

RICHARD S. BEAN, continuity writer WNAW Yankton, S. D., father of daughter.

TONY FONTAINE, WGN-AM Chicago singer, and Kay Vaughn, daughter, announce their mar- riage.


CARL E. BRUTON, producer and cameraman, and RUBY VOOGT, traffic department WTVJ (TV) Miami, announce their marriage.

BETTINA KOTRICH, film director KRON-TV San Francisco since station's first telecast in November 1946, to overseas division, Voice of Amer- ica.

LEE PHILLIPS, general manager WTTV Miami, to WTVU (TV) Miami, as staff announcer.

RAY HUBBARD, KPIX San Francisco, art department director, father of boy, Bruce Duncan.

DAVE STEPHENS, musical director, Westwood Broadcasting and JIMMIE DIEHL, staff singer WCAU announce their marriage.

DICK ROLL, program director WLOK Lima, Ohio, to WOL Washington (LBS affiliate), as newsman.

EDDIE LYON, newscaster KFWB Hollywood, to KLAC-AM-TV same city, in similar capacity.


HANK WEAVER starts new five weekly- quart-hour newscast on KECA Los Angeles. Newsman now does three noon hour newscast.

ED HELLING, NBC narrator and com- mentator, selected for first community service award to be given by Veterans of Foreign Wars to encourage leadership and participation in public service activities. He was chosen for his recognition and support of others and his work in their behalf, "both through his radio and television programs and through his personal endeavors."

JOHN W. VANDERCOOK, commentator, author and newscaster to CBS.

PAUL GALLICO, author and news- man, will cover Middle East region for CBS news on special assignment until end of summer, appearing on World News Roundup and other regular news shows and frequently on weekly Report From Overseas.

BRUCE BARRINGTON, news direc- tor KXOK St. Louis, appointed to radio commercial section of commu- nities division of St. Louis Civil Defense Organization.

JOHN BRUBAKER, staff announcer WCCG Hartford, appointed news edi- tor of WNEW BROOKS, WWWW Rochester, N. L., appointed assistant news editor WCCG.

BILL FOX, news editor WFTW Piqua, Ohio, recalled to active duty with Navy.

CARL RUPFER, Armed Forces Radio Services, Hollywood, to KCBS San Francisco, as newswriter and overseas producer. He replaces ED ZUSI, re- signed.

FREDERICK M. CUSICK to news and special events section in Radio-TV Branch, Dept. of Defense, as Naval lieutenant. He was with WWM Boston, as program director.

DON MOXLEY, newscaster KCBS San Francisco, initiated into Sigma Delta Chi, national professional journalism fraternity.
UN Radio Tour

TOUR of 10,000 miles covering 30 key cities to describe various United Nations services and programs to broadcasters and civic bodies was begun May 2 by Mrs. Dorothy Lewis, U. S. station relations coordinator for United Nations Radio. A former NAB executive and founder of the Assn. of Women Broadcasters, Mrs. Lewis' tour will take her through Pennsylvania, Kentucky, Tennessee, Mississippi, Louisiana, Texas, Colorado, Utah, California, North and South Dakota, Minnesota, Wisconsin and Illinois.

New Business

Klamath Falls and Eugene ( Ore.) Contract for 52 weeks. Agency: Barton A. Stebbins, L. A.

RCA VICTOR, Camden, N. J., for its portable-radio batteries, scheduling promotion on six radio and TV programs: The Big Show, Boston Pops Orchestra, Screen Directors' Guild, Duffy's Tavern, The Man Called X and Rubble, Fran & Ollie.

Agency Appointments • • •

CAMERA & FILM INDUSTRIES, Indianapolis (Falcon candid camera), names Arthur Rosenberg, N. Y., as agency. Account using about 50 radio stations and plans expansion.


COCA-COLA Bottlers, N. Y., names William Esty & Co., N. Y., to handle its advertising. Television has been recommended by agency. Account was formerly handled by D'Arcy Agency, N. Y.

STOKELEY-VAN CAMP Inc., Indianapolis, effective June 1 appoints Calkins & Holden, Carlock, McClinton & Smith, New York, as agency for Stokely division account.

GRUEN WATCH Co., Cincinnati, names McCann-Erickson, N. Y., to handle advertising, effective July 1. Agency had served watch company for 12 years prior to 1947. Network television will be greatly expanded in addition to continued use of national magazines, Bernard M. Kiliman, advertising director of Gruen, said.

DEXTER Co., Fairfield la. (washing machines, automatic irons and electric and gas dryers), names Dancer-Fitzgerald-Sample, Chicago, to handle its advertising. Media plans are being discussed now. F. Sewall Gardiner, executive vice president is account executive. He will be assisted by Thomas K. Denton.


FRANK FEHR Brewing Co., Louisville (Fehr's beer), names McCann-Erickson, N. Y., as its advertising agency. Media plans currently being made.

Religious Panel

Studies State Dept. Shows

AN ADVISORY panel comprising Washington, D. C., representatives of the Jewish, Protestant and Catholic faiths has been set up by Edward W. Barrett, Assistant Secretary of State for Public Affairs, to study the present religious content of Voice of America programs.

In announcing formation of the panel, Secretary Barrett said the State Dept. is convinced that "our Campaign of Truth can be made tremendously more effective through increasing the proportion of religious materials in the radio programs, pamphlets and motion pictures that we are sending to people of all religious faiths the world over."

The group is meeting regularly to consider Voice and other U. S. information and education activities.

BROADCASTING • Telecasting

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Strictly Business
(Continued from page 11)
they turned out 37 film shorts called *Inside Secrets of Baseball.* The sportscaster narrated while Ted Williams and other stars demonstrated. The films have been telematic in segments adjoining baseball games in Chicago, Atlanta, Dayton, Philadelphia, New Orleans and other cities.

Sponsorship of the TV baseball films took a new turn last year, with advertisements shifting from the company level down to the local store. Two years ago Palm Beach was co-sponsor of the Boston major league ball games. Today the stores allocate an estimated three-quarters of a million dollars among television, radio and newspapers—with the parent advertiser shouldering part of the expenditure.

Television, Mr. Morse points out, is a "very strong selling medium, particularly for products having visual points of superiority." As an example, he cites Palm Beach Springweave suits, worn by a performer who takes off the coat, ties the sleeve in a knot and then unites it. "Such demonstrations make sales," he believes.

It was Mr. Morse's contention that the suit manufacturer should not limit its advertising to baseball, however, and as a result the firm prepared a series of films, *How To Improve Your Golf.* Narrator is Harold "Jug" McSpaden, famous ex-pro and now sales promotion director for Palm Beach.

This interest in the fairways sport led to probably another TV "first"—NBC-TV coverage of the Palm Beach round-robin tournament at New Rochelle, N.Y., in June 1950. Plans are being made for CBS-TV to telescast the 1951 Palm Beach event next month over 16 or more stations.

The company has not used radio to any appreciable extent, although it is expected that ABC will carry the Palm Beach round robin championships June 7-10.

As vice president in charge of advertising, Mr. Morse does not sell radio short and feels, in fact, that it is "an important selling method." Radio, he points out, reaches the housewife in the kitchen, before she is seated in the family car—all normally inaccessible to TV. Mr. Morse also reminds that radio in its infancy threatened to put movies out of business.

Joins in 1936

Mr. Morse, a native New Yorker and a graduate of Columbia, came to the Palm Beach company from National Oil & Supply Co., New York, N.J., in quest of "a better opportunity" in 1936. Starting as an order clerk, he moved his way up the management ladder and, finally, into a vice presidency with supervision over all advertising.

A past president of the Advertisers' Club of Cincinnati, he represents the Palm Beach in the Advertising Foundation and serves on the Cooperative Advertising Committee of the Assn. of National Advertisers. Mr. Morse also has helped further the current "Advertising Costs" public relations project of the Advertising Federation of America.

He has a minor quibble on the subject of television, which may appear slightly ironical in view of his television "firsts." The landlord of his Park Ave. apartment refuses to allow him to erect an outdoor TV antenna unless he pays a 15% rent increase. An indoor aerial has been tried and found wanting.

Mr. Morse married the former Frances Wayne of New York in 1954—two years before he joined Palm Beach. They have two children, Billy, 9, and Carolyn, 13. He says "hobbies are a fine thing but not for me." He could work on that serial problem, though.

Set Sales

SALES of radio receivers in Canada in the first quarter of 1951 totaled 104,714, valued at $13,970,000. This compares with 142,040 sets sold in the first quarter of 1950, according to Radio Mfrs. Assn. of Canada.

A SUDDEN windstorm snapped guy wires, twisted and toppled one of the 360-ft. antennas belonging to WYOK Birmingham, Ala. Alert engineers cut power flowing to the fallen antenna and station continued operation without loss of a minute of air time. WYOK also was able to warn Birmingham residents of the storm. Examining the twisted framework are (in foreground) Ire Leslie, WYOK program director, and Mr. Rafele W. Benns, WYOK president.
wood, to Bing Crosby Enterprises, L. L. C., as story editor of firm's television film productions division. In new position Mr. Kay is in charge of all story purchases for Crosby Enterprises. In addition he supervises writers currently preparing material for TV films now going into production.


ROYAL FIVE PRODUCTIONS is new Hollywood TV unit organized by SCOTTY BROWN to produce Western films.

CAPITOL RECORDS, Hollywood, will put company's catalogs and other musical material available to other record manufacturers at no charge. Engineering drawings and technical specifications will be loaned by firm upon written request, it was said.

SAM ROSSANT, sales manager MGM Radio Attractions, father of boy, May 6.

RAY SINATRA, orchestra leader, named vice president of Trans-World Pictures, newly organized Hollywood TV production unit. RON FREEMAN is president.

RICHARD A. WALSH, from Hollywood writing assignment, to editorial staff Jam Handy Organization, Detroit.

STATE DEPT. announces availability of booklets and pamphlets based on Germany for program directors and personnel.

BOB CHESHIRE, assistant eastern states regional manager Allen B. Du Pont Labs' receiver sales division, named southwestern regional sales manager for division, succeeding BILL COWAN as assistant general sales manager of cathode-ray tube division.

George L. Peck appointed super-

vising writer and publicity for General Electric Co. broadcasting sta-
tions (WGY, WRGB (TV) and WGF M. (PM) Schenectady). Mr. Peck joined GE in 1946 after serving in the lighting and rectifier division's production and commercials section and transferred in 1948 to program development unit of the apparatus department's employment and community relations division. He earlier was associated with BBDO's advertising department.

MARK SIMPSON Mfg. Co. Inc., Long Island City, N. Y., announces availability of six models of Masco tape recorder. Features of units include 7.5 in/sec. recording, high-fidelity reproduction, noon volume level indicator and some models have built-in microphones. GORDON E. WALTER appointed assistant division engineer of General Electric's Specialty Transformer Engineering Division, Fort Wayne, Ind.


Polarad Electronics Corp., Brooklyn, N. Y., issuing new catalog on laboratory instruments. Equipment described in enlarged catalog includes all-band spectrum analyzer, microwave signal sources, video amplifier and laboratory power supplies.

Harold A. Kittleman appointed engineering representative on West Coast for Polarad Electronics Corp., Brooklyn, N. Y.

GENERAL ELECTRIC, Syracuse, N. Y., announces production of new 24-inch picture tube and circuits which provide increased picture contrast. Firm reports this is largest set they produce. Company also announces new line of 100-watt d.c. capacitors, with double capacitance designed into same capacitor space.

Remington Rand Inc., N. Y., publishing booklet which describes VeriColor television system and shows use of system in government, education and industry. Color television system was developed by Remington Rand and CBS, and booklet emphasizes potential of invention, especially in fields of medical education and department store selling and demonstration.

Sprague Electric Co., Benning-
ton, Vt., announces purchase of part of main plant of former Halco Leonard woolen mill. Company bought property to expand facilities for manufacture of Ceramic 200 and Ceramic magnet wire. Bennington facilities augment those of present Ceramic plant in North Adams, Mass. Company also announces publication of engineering bulletin which list revised standards for Ceramic 200 and Ceramic T high-temperature magnet wires.

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KMOX PETITION

Injunction Restrains WIBV

CBS and its St. Louis station, KMOX, have been granted a permanent temporary restraining order in St. Louis, Ill., restraining WIBV Belleville from broadcasting a transmitted show to which KMOX claims exclusive rights. Granting of the circuit court injunction leaves the way clear for the network and station to sue the transmission firm, Colson and Co., Dallas. This was one of the moves reportedly being considered.

KMOX charged in the petition that the Colson Co. sold its Dizzy Dean Show exclusively for broadcast in the area to KMOX, and that shortly after the program took the air on KMOX it was also broadcast on WIBV, 10 miles away.

The quarter-hour weekly feature, starring Dizzy Dean interviewing guest celebrities, was scheduled as a major attraction in the KMOX Sunday daytime lineup. St. Louis charged that WIBV broadcast the same show 30 minutes earlier than KMOX on the same day, and programmed the series a week in advance of the KMOX broadcast. The CBS station put on the show on the air Feb. 25, Sundays, 12:30-4:30 p.m. under sponsorship of B-1 Bottlers, for lime soda drink, on a 26-week contract.

May 11 Applications

Accepted for Filing

AM—1320 kc
Sullivan County Bstg. Co., Kingsport, Tenn.—New AM station 1320 kc D AMENDED to request 1320 kc.

License for CP

WOKW Green Bay, Wis.—License to cover CP new AM station and change main studio location.

License renewal applications filed by following AM stations: KWEM West Memphis, Ark.; KDK-100 Long Beach, Calif.; KUOW Sioux, Mo.

Modification of CP

KRES St. Joseph, Mo.—Modification of CP for extension of license.

KOBZ Myrtle, S. C.—Same.

WOBW Mayaguez, P.R.—CP renewal for extension of license.

WDLA Walton, N. Y.—CP renewal for extension of license.

KLAC-TV Los Angeles, Calif.—CP renewal for extension of license.

KYTV Ch. 6
Peoples Bstg. Co., Lancaster, Pa.—New CP for new AM station Ch. 9 (100-182 mc) EIRP 9,646 kc, 0.474 kc, 4.8 kw aux. AMENDED to request Ch. 8 (156-186 mc) EIRP 5.95 kc, 0.48 kw aux.

WRFM Ch. 9

WCHC Chillicothe, Ohio.—CP renewal.

APPLICATION IN DISMISSAL

WBCS Bensenville, Ill.—Dismissed after application for extension of license.

May 14 Decisions

By the Secretary

Certified records in following proceedings for ruling of hearing on reasons for denial (Jack P. Blume) who presided at hearing.


By Commission on June

May 15 Decisions

By the Bureau

May 25

by the Bureau

May 15 Decisions

By Commission on June

Service directory

Commercial broadcast equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Sterling 3262

Antenna: Day—LS—local sunset
N—night
S—special conditions
Un—unlimited hours

May 17

Commercial radio monitoring company

Precision frequency measurements

"A reliable service for over 30 years"

For information, call:

JACKSON 5302
P. O. Box 7027
Kansas City, Mo.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1529 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4141
Member AFCCE*

McNARY & WRATHALL
RADIO ENGINEERS
906 National Press Building
Washington 4, D. C.
District 1205
Apts, California
Apts 5532
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3247
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3237
WASHINGTON, D. C.
Member AFCCE*

RYLELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

RUSSELL & CARR
WASHINGTON, D. C.
1603 Connecticut Ave.
Dallas, Texas
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 5215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
820 13th St., N. W.
EX. 8073
Washington 5, D. C.

THE WEST TURNER CO.
11 years TV Eng. Experience
Construction & Operation Supervision
9918 E. Camino Real DO 7-6355
ARCADIA, CALIF.
(A Los Angeles suburb)

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON A, D. C.
MICHIGAN 2261
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television- Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Member AFCCE*

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 9000
WASHINGTON 6, D. C.
Member AFCCE*

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-1213
Riverside, Ill.
(A Chicago suburb)

APPLICATIONS ... ACCEPTED FOR FILING

AM—1450 kc
KSNY Snyder, Tex.—CP change from 1566 kc to 1560 kc.
AM—920 kc

WOKY Greenfield Township, Wis.—CP increase from 1 km 5 to 5 km.
KURU—AMended to change power from 1 kw-D to 2 kw.

License Renewal

Following educational FM stations filed for license renewal:
WNVN St. Paul, Minn.: WAER Syracuse, N. Y.: WCPPS Greenbush, N. C.
Modification of CP


APPLICATIONS RETURNED


5151 at Tracy, Calif. Order is without prejudice to petition by any party for further continuance, setting forth in detail facts upon which request for a continuance is based.

Western Bestg. Assec.—Granted petition requesting Commission accept its late appearance.

By Examiner Basil P. Cooper
WTIC Elnston, N. C.—Granted leave to amend application to specify new trans. Also, increase D power to 5 kw; change estimated cost, figures and plan of financing and to slow transfer of 5 kw. of stock.

By Examiner Elizabeth C. Smith
Fenexa Radio Corp., Postoria, Ohio—Granted permission to amend application to show minor changes in officers, directors and stockholders and to report issuance of 318, preferred stock previously reported as subscribed.

May 15 Decisions . . .

BY COMMISSION EN BANC

Petition Denied
WKEY Covington, Va.—Denied petition requesting reconsideration and grant without hearing of application to change trans. location and make changes in ant. and ground system of WKEY, operating on 1340 kc 250 w unlit and scheduled hearing to commence in Washington July 8.

Petition Granted
KCOG Centriere, Iowa, and WGIL Galesburg, Ill.—Granted petition of WGIL, respondent to hearing in re application of KCOG (to increase power from 100 to 250 w, operating unlit on 1400 kc), for extensions of issues, and Commission, on its own motion ordered that issue 3 in order of March

14 designating KCOG application for hearing be amended to add thereto "with particular reference to population residing within the 250 mv/m and 500 mv/m blanket contours."

Hearing Designated
WEHR Birmingham, Ala.—Designated for hearing in Washington July 31 application to change facilities from 1250 kc 1 kw D to 1250 kc 300 w-1 kw-L3 unlit, to change studio and trans. locations from Birmingham to Fairfield, Ala., and install DA-N (Comr. Hyde dissented).

Petition Granted
KJAY Topeka, Kan.—Granted petition requesting enlargement of issues in hearing on application to increase N power of KJAY from 1 to 5 kw, operating on 1440 kc, and to make changes in maximum expected operating values of DA pattern, and ordered that order of Feb. 14, designating said hearing for application to be amended to include No. 5 as an issue to show present and proposed program service of KJAY. Commission on its own motion further amended said hearing order to include as issue 6 therein the following: “To determine the type and character of program service rendered by Stations KEIO Pocatello, Idaho, and KGRO Riverside, Calif.”

Extension Granted
WVRX Bristol Center, N. Y.—Granted extension to Dec. 1 of special exp. authority to operate WYTR by remote control from WVCP Delafield, N. Y. Same cond. as those of original grant.

May 16 Applications . . .

RETURNED

AM—1450 kc
KBNY Snyder, Tex.—CP change from 1566 kc to 1560 kc.
AM—920 kc

WOKY Greenfield Township, Wis.—CP increase from 1 km 5 to 5 km. AM—1450 kc

License Renewal

Following educational FM stations filed for license renewal:
WNVN St. Paul, Minn.: WAER Syracuse, N. Y.: WCPPS Greenbush, N. C.

Modification of CP


APPLICATIONS RETURNED


APPLICATIONS RETURNED

May 21, 1951 • Page 85
Help Wanted

Salesman
Sales manager—$500 weekly independent, up to $1000 weekly in major markets. Excellent permanent position if you can work with your head and pocketbook. No experience necessary. Send complete information, past business and present references. Box 5637, BROADCASTING.

Progressive western New York fulltime network affiliate needs hard-hitting time salesman. Excellent permanent position if you can handle one of the most progressive markets. $300 weekly minimum. Box 5638, BROADCASTING.

Salesman for 1000 watt Pennsylvania independent. Block of accounts. Start high. Only station in area. Must be resourceful with head for commercial copy. Box 7083, BROADCASTING.

Not satisfied with $100 a week? Okay, here's your chance! Good salary and percentage opportunities for a proven salesman. Must have a proven working record. Prefer age 30 and over. Box 7084, BROADCASTING.

Opportunity for top salesman with proven ability to establish new station in one of the top radio markets. Commission basis provides opportunity for advancement and additional long range future. Only established salesman with proven ability and experience will be considered. Send photo, personal and business references and sales record, etc., confidential. Box 8033, BROADCASTING.

Southern regional network desires full or parttime representation, commitment basis, in following cities: New York, Detroit, Chicago. Write full details and phone number. Box 9033, BROADCASTING.

Salesman sell and service local accounts. Liberal draw and commission. Long established CBS station. Good opportunities. Box 4717, WENT, Greenville, N. Y.

WBRL, 1500, 50,000 watt, Thus, 8000 mile shortwave, needs experienced salesman for established local account. Local territory $1500 per month. 15% straight commission. Guaranteed minimum $1000 per week plus protected prospect list. Up to $50 a month additional in salary available for man who will work some announcements outside of selling hours.

Announcers

Station near Dallas needs announcer with first phone. Write Box 6863, BROADCASTING.

Experienced announcer-copywriter or announcer-salaried. Non-metropolitan station. Good opportunities. Salary $750. Box 6865, BROADCASTING.

DJ jockey—midwest regional wants DJ with original ideas who works hard and has the ability to promote. Send complete bio, references, photos. Box 2741, BROADCASTING.

Announcer on Midwest station has opportunity to become one of the highest paid announcers in the region. Excellent permanent position with good future. Box 7150, BROADCASTING.

Announcer-salmonizer western network station in good secondary market, permanent. Start high. Excellent opportunity. Send complete snapshot to Box 7150, BROADCASTING.

Experienced, versatile sportscast-staff announcer wanted for northeastern Ohio 5,000 watt station. Send resume and complete information, present and past references. Box 7069, BROADCASTING.

WANTED: Central Illinois network affiliate needs competent announcer, college graduate, with past experience. Must have at least 6 months experience. Starting salary $500. Send details and education and past references. Box 7442, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening experienced combination man. Opportunity expanding. Will consider part or full time. Average pay for comparable job—$400 per week. Box 7459, BROADCASTING.

Announcer-disc jockey, strong on morning show and capable of doing the same work at other times, to join well established network station. Better than average wages. Send resume, present and past experiences and qualifications, and audition to Box 7459, BROADCASTING.

Good announcer with first phone and ability. Must be sober, reliable, capable. Can pay $500 per week party. Box 7459, BROADCASTING.

(There's a home in Wyoming) for a combo announcer-engineer with first class engineering background. Must be a consider inexperienced man willing to learn the ins and outs of the business and particularly to Box 7560, BROADCASTING.

Immediate opening combination man. Excellent opportunity. $600 per week. Box 7571, BROADCASTING.

Sports-caster-announcer, Reliable 1000 watt network station has opening for experienced staff man capable of doing strong work in covering other sports assignments. Good salary, plus tips. Audition and photo and data on experience and salary expected in first phone. Box 7572, BROADCASTING.

Immediate opening announcer-engineer. $600.00 week. Stress announcing. KDOD, Colorado Springs, Colorado.

Morning man who makes 'em up-sells 'em, Young, single, good draft status. Must have experience but we'll train you. Live in KILO, Grand Forks, North Dakota.

Announcer. Happy. Aggressive upper midwest newspaper affiliate wants experienced man with authoritative news style. Fine community and adjacent to Thousand Lakes area. Send disc or tape (return guaranteed), photo, resume of experience to Program Director, KNJU, New Ulm, Minnesota.

Immediate opening announcer-engineer. Excellent opportunity for network affiliated station in large city. Improve your career. Send all data, experience, references to Box 7915, BROADCASTING.

WANTED: Talk show host with potentialities for development. Personnel opening for prominent local network affiliate. Send, in confidence, resume to Program Director, WCOJ, Coshocton, Ohio.

Experienced staff announcer for CBS affiliate. Prefer southerner. WCOV, Bristol, Alabama.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Prefer in particular 1st letter, WDEC, Americus, Georgia.

Announcer: For 5000 watt ABC station in a large city. Must be versatile, experienced. Desire interview if possible. If not rush disc with complete information and resume to WJW, Cleveland, Ohio.

Wanted: Versatile, versatile announcer capable of doing 250 watt Mutual outlet. Air mail disc and qualifications to WBBF, Wester- ville, N. C.

Announcer-engineer. First or second license. Wanted immediately. Wire or call WJLK, Cleo- cote, Minnesota.

Announcer-copywriter wanted by two stations in South Dakota. Send audition, resume and photo to KX, Meridian, Mississippi.

Central California network needs combination announcer-engineer. Good salary. Excellent opportunity. WOAP, Owosso, Michigan.

Immediate opening for experienced announcer. $600 per week starting salary. Wire or phone collect, WJET, Somerset, Pennsylvania.

Help Wanted (Cont'd)

Wanted—Combination man with radio school, or six months experience. WKG, Tifton, Georgia.

Technical

Immediate opening for combo-man with first class electrical. Good chance for advancement. $250.00 per month to start. Write Box 5633, BROADCASTING.

5 kw Wisconsin station needs licensed engineer for studio and transmitter engineering. Also studio operator preferably with technical training or taking radio course. Box 6753, BROADCASTING.


Kentucky station needs transmitter operator. Willingness prime requisite. $80.00 per week. Box 3949, BROADCASTING.

Service and installation engineer. Required togress by progressive wired music operation in fast growing market. Must be thoroughly experienced in all phases of this kind of work. Box 3950, BROADCASTING.

We need a capable, reliable man to work on FM transmitters. If interested, please write in full particulars in first letter. Box 4567, BROADCASTING.

Engineer, will train for all phases of small station operation. Hunting-fishing, boating. Radio experience. $500 per month. Starting salary expected. Box 4649, BROADCASTING.

Chief engineer wanted by sound 1 kw Michigan station. Give experience, snapshots. Excellent chance for advancement. Beatrice, N. K.

Chief engineer wanted by 5000 watt independent. Upper Michigan. Excellent position with future. Box 4675, BROADCASTING.

Engineer wanted by new 250 kw station in location of future. Excellent benefit package. Wonderful opportunity. $225.00 per week. Box 4719, BROADCASTING.

Chief engineer wanted by 6000 kw station. Opportunity for advance- ment. Also engineer needed. Good pay, good working conditions. Non-smokers preferred. Box 4735, BROADCASTING.

Engineer wanted for station in competitive market. Send audition, resume and photo, etc. Confidential. Box 4761, BROADCASTING.

Engineer, will train for all phases of small station operation. Hunting-fishing, boating. Radio experience. $500 per month. Starting salary expected. Box 4783, BROADCASTING.


Chief engineer experienced in construction and maintenance. Send letter of introduction and resume. Must have automobile. State starting salary desired. Box 76353, BROADCASTING.

Chief engineer wanted by 5000 watt independent. Upper Michigan. Excellent position with future. Box 4783, BROADCASTING.

Immediate opening for engineer with first phone license. Starting salary $50 for 4-hour period. Periodic raises, good salary, extended vacation. WJTY, Jackson, Michigan. Contact Ken Henderson. Chief Engineer, WILY, Redwood City, California.

Immediate opening, first phone engineer. Starting wage $250 a month with competitive insurance. WVJF, Charleston, West Virginia. Drop application in person to educational station. WSUI-KSUJ, Iowa City, Iowa.

Production-Programming, others

Top salary for woman continuity director. Forward disc, photo, particularly with wave opening for announcer. Box 6751, BROADCASTING.

Wanted immediately: Experienced copy man, capable of thorough program director job for the near future. Tell all first letter; experience, education, salary, future plans, etc., to WPWH, Chicago, Illinois. Box 7840, BROADCASTING.

Wanted: Copywriter-announcer. Knowledge of Bob Hope, etc. Must be reliable. Write immediately. Send audition and photo.

Television

Technical

Licensed operators with commercial broadcast experience for video control and film camera positions at midwest station. Box 6772, BROADCASTING & TELECASTING.

TV engineer to start at 5 kw AM station, or micro-wave relay station location. Must have ability to transfer to TV studio or transmission engineer. Experience required. Write or phone Leroy E. Kilpatrick, WSAZ-TV, Huntington, West Virginia.

Situation Wanted

Managerial

Manager-salaries available, June First. On sales and promotional work. Prefer experience in large market, in south or southwest. No objection to station now operating in Kansas City. Must have ability to get good salary, must have executive training and ability. Contact Ohio Mutual, Cincinnati, Ohio.

Money: Can make your station profitable if you need sales manager with extra sales ability. Can also do copy and programming or copy and engineering ability. Prefer station needing build-up to ten thousand and monthly billing in Texas, California, Florida, or Texas. Box 694J, BROADCASTING.

Help Wanted (Cont'd)

First class radio-telephone network knows of engineers available on the east and west coasts. Dry climate. Resort community. WESG, Southern Pines, N. C.

Three months vacation relief employed for complete district and studio. Good pay, good working conditions. Reasonable living costs. Opportunities unlimited. Write, telephone, write or wire WWGJ, Georgetown, Delaware.


Wanted: T. Two engineer-announcers, Radio Network, 5000 watt, high per- centage. WOJG, Columbus, Georgia.

Wanted: Engineer-announcer, $75.00 per week. WIRB, Enterprise, Alabama.

Opening for two engineers during construction and key operation. First phone necessary. Good pay, good working conditions. Reasonable living costs. Opportunities unlimited. Write, telephone, write or wire WWJW, Gettysburg, Pennsylvania.
**Situation Wanted (Cont'd)**

**Announcers**

**Sportscaster.** 5 years experience, married, family, draft exempt. Employed sports director of a major chain. Dropping sports programming. Air check available. Box 577J, BROADCASTING.

**Announcer,** 25, draft exempt. Three years experience. Excellent on commercials. Will work on-perm, on-location. Box 653J, BROADCASTING.

**Special events announcer/ deejay (B. A., 21).** Single, operator record, 4-year kw network independent. East only. Salary plus talent. Operate own show. Box 632J, BROADCASTING.

**Sports announcer, age 36.** Play-by-play football, basketball, 4 years experience. Married vet, draft exempt. All replies answered promptly. Tape air check available. Box 662J, BROADCASTING.

**Experienced advertising, programming, successful years managing.** Profit sharing. I earn earnings Manager-investor. Thoroughly with station and network contacts. Top dependable; not interested in future. Straight salary. Box 785J, BROADCASTING.

**Commentator-announcer-writer-D. Glee.** Desire job with future in north-east. Presently only 500 watt station. Either position or both. Able copy-writer. Box 789J, BROADCASTING.

**Announcer, 4 years experience All-round staff man in intelligent, strong on radio news copy. Currently employed. Box 755J, BROADCASTING.**

**Announcer, 7 years experience professional.** Will work on either position. Or both. Able copy-writer. Box 783J, BROADCASTING.

**Announcer and board operator.** Licenses available. Married, east coast preferred. Box 727J, BROADCASTING.

**Announcer** would like air work in Midwest. Box 798J, BROADCASTING.

**Attention! North Carolina. Available soon, qualified engineer with complete background in control station operations. A southern tee-totaler-unquest.**

**Announcer** operated board. Limited experience. Applicant. Box 778J, BROADCASTING.

**Announcer, all-round man.** Draft exempt. South only. Box 6, Lake City, Fla.

**Competent, dependable, thoroughly experienced.** Excellent references and disc available. Box 785J, BROADCASTING.

**Announcer, writer. Veteran.** Not in radio but understands radio news style, has done editing. Thorough knowledge of jazz and popular music. Have program ideas that are certain pull. Have done radio advertising background. Between Bob Barrett, 92 E. 53 Street, Brooklyn 3, N. Y.

**Experience in writing time**

**Announcer desires job around Pittsburgh area primarily. Write or call Mr. Corvet, 517 Carnegie Avenue, Pgh. 1, Penna., 57-4407.


**Combination man, familiar with all phases, married veteran, broadcasting.** School graduate, resume and disc available. Paul Hamilton, c/o Paul Ogleby, 3131 St. Lawrence Avenue, Bronx, N. Y.

**Engineer-studio-play-by-play.** All sports. Five years experience. Also newscasting and special events. Single, draft exempt. Contact Bob Wilson, 1476 Warner Ave. Chicago 12, Illinois. Phone: Buckingham 1-0515.

**Summer job, vicinity of New York City.** Would like experience in transmitter, control room, maintenance. Box 805J, BROADCASTING.

**Engineer, first phone, broadcast studio, 5 years experience.** College training. Top position. Box 807J, BROADCASTING.

**Attention! North Carolina. Available soon, qualified engineer with complete background in control station operations. A southern tee-totaler-unquest."**

**Announcer** operated board. Limited experience. Applicant. Box 778J, BROADCASTING.

**Announcer, all-round man.** Draft exempt. South only. Box 6, Lake City, Fla.

**Chief engineer small or medium station.** No combo. Seven years experience. Bonefaron. Present location Pennsylvania, will travel. Box 815J, BROADCASTING.

**First phone operator, single, veteran, recent school graduate. Prefer east. Box 809J, BROADCASTING.**

**Veteran, first phone operator license.** Single, amateur radio transmission experience. Draft exempt. Box 791J, BROADCASTING.

**(Experienced maintenance) prefer northeast, draft exempt.**

**First phone, veteran, married.** Am interested in station engineering. Prefer north or northwest, college graduate B. S. in electrical engineering. Box 811J, BROADCASTING.

**1st phone vet. Ham radio experience. Box 313, Clifton, N. J.**

**SITUATION WANTED**

Station owners, interested in expanding to another market, will consider local as well as power stations, either Network affiliates or Independents. Location immaterial.

Excellent financial ability and references. All replies held in strict confidence. Interested in direct purchase—no brokers. Indicate price and location. All replies acknowledged promptly with requests for full details if interested.

**BOX 775J, BROADCASTING**
Situations Wanted (Cont'd)


Production-Programming, others

Copy, publicity, promotion writer, 8 years print experience, audios for radio, TV commercial or continuity writing. Announce also. Anywhere. Box 26. BROAD-CASTING.

Newman, now reporting-writing for radio wire service. Seeks newsroom spot, no announcements. 27, married, A, draft exempt veteran. Box 715J, BROAD-CASTING.

Presently radio employed young lady, 26, wishes to move closer to utilize commercial, newsroom and foreign radio experience. Progressive radio-television station. Also experienced as traffic and continuity director. Mid-west preferred. Box 783J, BROAD-CASTING.

Experienced professional young woman desires position in television or radio program department, producer-director's assistant, studio work or directing TV courses, public and industrial relations, program planning and production planning. Commercial-radio-educational phases in music-directions available anywhere. Box 783J, BROADCASTING.

Announcer, well experienced, wants job as program director, general manager. Box 709J, BROAD-CASTING.

News editor, eight years solid years of experience running newsroom in competitive markets, both metropolitan and small city, interested in new editor job offering good working conditions, good income and pleasant living conditions. Permanent. Excellent references. Box 754J, BROADCASTING.

Experienced continuity writer with creative ideas, some air work, midwest only. Minimum $65. Box 785J, BROAD-CASTING.

Program director or announcer-enter- tainer with 12 years experience at leading midwest stations including program director 10 kilowatt network affiliate. Wants opportunity either as staff man on large operation or as program director for independent station. Will go anywhere, preferably in midwest or southeast. Write Box 715J, BROAD-CASTING.

Looking for opening on radio- TV publicity staff. Taking down similar job for theatrical agency, Chicago. college trained, vet. 27. Box 789J, BROAD-CASTING.


Situations Wanted (Cont'd)

Television
Salesmen

University graduate, sales success, experienced, desires position TV sales. East Coast, T.V. consulting, BROADCASTING TELECASTING.

Announcers

Employed announcer, 3½ years experience, looking for opening to use TV training. Graduated of Bates City TV school desires job on production staff of TV station and fill opening on radio staff if necessary. Operate console, single, 26, draft exempt. Will travel. Box 742J, BROADCASTING TELECASTING.

For Sale

Stations

Texas 250 watt, independent, town location. No competition. Would sell control to aggressive individual to manager. Will take $7,500 cash to handle. Box 732J, BROAD-CASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 705J, BROAD-CASTING.

150 foot Winchcom model 101 tower insulated base complete with guys and A-3 lighting available for immediate delivery. 2 year old. Box 742J, BROAD-CASTING.

For sale: Two Magnecord PTV-A recording mechanisms, Magnecord PTV-B amplifier. Fiction, long form, two head equipment, used approximately two years. Interested in purchase used General Electric limiting amplifier or will consider trade. Box 742J, BROAD-CASTING.

For sale: Gates two studio consoles about three years old and in excellent condition. Will meet FCC requirements. Five mike channels, two transcriptions and one remote channel. Best offer takes it. Immediate delivery. Phone or write KGNU, Dodge City, Kansas.

Five RMC transcription arms two LP $50.00, or $90.00, or offer, any or all. Contact Chief Engineer, KIMO, Independence, Missouri.

New uniform cross-section, guyed type vertical radiators. Sold only delivered and erected, complete with foundation. Phone, wire or write United States Tower Co., 219 Union Trust Bldg., Pittsburgh, Pa., Phone 2297.

Wanted to Buy

Stations

Station manager, 20 years radio experience and proven management ability desires to buy all or part interest and manage an established station. Top references. Family man, prefers eastern or midwest location. Write Box 636J, BROAD-CASTING.

SALES ENGINEERS

Large electronic equipment manufacturer in the East has several desirable openings for Sales Engineers. No travel. Experience in broadcast transmitters, audio or video equipment essential. Engineering degree desired but equivalent experience may be substituted.

Give full details, including age, education, experience and salary desired.

Box 644J, BROAD-CASTING.

Help Wanted

Radio Salesman

Top 50 network station in America's 3rd market offers excellent opportunity for an experienced radio salesman, preferably in 30's. West Coast. Good agency list to start. Write Box 722J, BROAD-CASTING.

Television
Salesmen

NETWORK TV ACCOUNT EXECUTIVE
Man, experienced in time sales or space sales. Office located in Chicago. Good salary and bonuses. Please give complete business experience.

Box 619, BROADCASTING TELECASTING

Situations Wanted

Salesmen

Man with complete radio background from national to local levels in sales, sales promotion, management, station relations, public service. National copy, production transcription, management of television, sales promotion, with substantial organization. Perfect record family man. Presently employed at $7000.

Production-Programming, others

NEWS EDITOR-NEWCASTER
Nine years experience in all phases of radio News. 31 years old, married, safe from military. Currently employed at 50 kw in city of 25,000. Base salary considered: $6000 annually.

Box 796J, BROAD-CASTING

For Sale

Equipment etc.

TELEVISION TRANSMITTER

Available for immediate shipment. Built in 1941 by Allen B. Duvost Co. Transmitter was operating on Channel 4 until 1949. Transmitter is capable of operating on Channels 2 to 6 with minimum changes. Power output 4 kw video and 3 kw audio. Reasonable. Contact William Kuesick, care of WSBK, 190 N. State St., Chicago 1, Ill. Telephone Randolph 6-8210.

Available for immediate shipment—used Winchester guyed towers—will accept commercial-type ground wire. Contact one of the following.

Warrin Comsets, 210 Mets St., Traverse City, Michigan, Phone 4-8480.

Henry Gerl, 60 East 25th St., New York 17, Phone Murray Hill 7-5350.

W. B. Taylor, Signal Mountain, Chattanooga, Tennessee, Phone: 9-2409.

Employment Service

EXECUTIVE PLACEMENT/SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, station engineers and disc jockeys. Inquiries invited from employers and applicants.

Howard S. Frazier

TT & Radio Management Counselors

738 Broad St., Washington 5, D. C.

(Continued on next page)
Retailer Sales
(Continued from page 40)
was close behind the newspaper figure in numbers of customers attracted, and in some of these cases actually produced a higher percentage of total dollar sales because of a high rate of sales conversion.
He did not advocate the substitution of radio for newspaper advertising, but felt it "clear... that there are two separate markets in any store's trading area—the radio market and the newspaper market"—and that "the retail advertiser who doesn't use both media is missing his opportunity to thoroughly develop his entire potential market."

Cites ANPA Meet
Mr. Neubert noted that the recent American Newspaper Publishers Assn convention indicated that increased advertising rates and the rationing of newspaper space are "among the gloomy prospects in store for many retailers," with advertising rationing in immediate prospect in many areas.

"Every store that is not now using radio as an active sales promotion aid, that is not now assigned a specific sales production job to radio as advertising tools, should waste no time in getting together with its local radio stations and developing an intelligent year-round radio campaign," he declared.

Mr. Neubert continued:
Through radio, retail stores can reach potential customers they could never reach in newspapers, can bring substantial numbers of new customers into their stores, can increase overall store traffic, and can increase newspaper advertising effectiveness.
And management should not hesitate to demand results. Radio has proved that it can pay its way in sales.
The merchandising and management

Employment Service (Cont'd)

RADIO PERSONNEL

Waried: Announcers, desk jobs, engineers combination engineers, producers, copywriters, salesmen. Good pay. Good station. Good days.

Bert Arnold, Knox Road, Chanhassen, Minn. No registration fee. Write for particulars.

Miscellaneous

THE PHILOSOPHY OF FREEDOM

is a taped weekly quarter-hour voice program attracting sponsors and listeners. It is material craved by young and old. Alert stations will deem this a must. For demonstration tape write, wire or phone Walter Johnson, Heathsville, Virginia.

On All Accounts
(Continued from page 10)
4 and Stephen, 16 months. The family is moving from Detroit to a new home in Bronxville, N. Y., on July 1.
Mr. Jones is a member of The Players Club and is on the board of governors of the U. of Michigan Alumni Assn. and The Recess Club.
His hobbies are music—he still plays the trumpet—and reproducing, or rather recording, music on high frequency records. He is connected to the home office in Detroit about three times a month.

TEST CAMPAIGN
To determine the demand for FM sets is being conducted in North Carolina by General Electric Co. at the installation of distributors, dealers and WFMA (FM) Rocky Mount, headed by Josh Horne, a member of the NARTB FM Committee.

GE has sent 1,000 AM-FM table models into the WFMA area. Over two score GE dealers from 40 counties were dinner guests last month of WFMA. The dealers notified parent company sales officials that they were unable to meet the North Carolina demand for FM receivers.

Mr. Horne told the dealers an independent survey by one of WFMA's advertisers showed over 50% of homes in the Rocky Mount area have FM, and over 40% in the WFMA service area.

NEW YORK Father's Day Council promotion piece, which outlines "61 steps toward a bigger Father's Day in '51" includes suggested "Like Father, Like Son" interview series over local radio and TV station. Dealers featuring sons who have followed their fathers occupationally.

Agency Beat
(Continued from page 11)

BROADCASTING
getting Pepsodent and Lever Brothers, since 1943, to Ted Bates & Co., N. Y., as director of merchandising.
KENNETH W. KEAR, Geyer, Newell & Ganger, N. Y., to N. W. Ayer, same city, as writer in radio-TV department.
STERLING MITCHELL to Price, Robinson & Frank, Chicago, as account executive. He was with LeVally, same city.
RAY A. WASHBURN to Hamilton Agency, Chicago, as vice president and account executive. He was Chicago manager of Calkins & Holden, Carlock, McClinton & Smith.
FRANCIGENE SHERIDAN to Leo Burnett agency, Chicago, as account executive specializing on women's lines of Brown Shoe Co., St. Louis, which include Naturalizer, Air Step, Life Stride and Westport. Miss Sheridan resigned as advertising and sales promotion director J. P. Smith Shoe Co., Chicago. She is a former stylist on women's fashion publications.
DESSA BISSON, assistant in continuity editing WBBM Chicago, to Burnett & Logan agency, same city, as writer.
MARY ANN BURAK, Lynn Baker Inc., N. Y., named assistant to media director. She was formerly with Fuller & Smith & Ross.
HOWARD CHENey, manager Los Angeles office Leo Burnett Co. for past three years, to Erwin, Wasey & Co., L. A., as executive vice president in charge of agency West Coast operations.
RICHARD B. COUSINS, Latin American Div. McCann-Erickson, N. Y., to Foote, Cone & Belding, N. Y., International, as account executive.
ZELD GOLDRICH to Ward Wheelock Adv., Phila. She was with publicity department March of Dimes.

MEDICINE ADS

Show Improvement—Mead
ADVERTISING of proprietary medicines has shown considerable improvement since enactment of the Wheeler-Lea amendment in 1938, but some published and broadcast continuities have "blatantly and grossly misrepresented certain drug products."
The appraisal was expressed by Chairman James M. Mead of the Federal Trade Commission in an address May 15 before the Proprietary Assn. of America at the

Biltmore Hotel in New York. Comr. Mead spoke on "Drug Advertising and the Defense Program." Citing a 13-point "Code of Truth" adopted by the association in 1944, he noted it represents manufacturers responsible for about 80% by volume of all medicines sold in the U. S. The FTC chairman pointed out that "unethical practices arouse a suspicion in the minds of the public" and said the commission will continue to take action on false advertising through formal complaints and orders or stipulation procedure.
**Programs, Promotions**

(Continued from page 77)

recently laid off his job, so station began advertising over air for job for him. In short time after announcements were aired the young father had a new job.

**SIMPLE BUT EFFECTIVE**

WTAG Worcester, Mass., sending trade advertisement to advertisers and graphed promotion on standard sales promotion letterhead. Piece tells recent success story briefly and effectively; it also has stopper headline that catches eye of reader.

**BISHOP'S CONSECRATION**

WWCO Waterbury broadcast description of ceremonies attendant to consecration of an Episcopal bishop, the Rev. Robert McConnell Hatch. Station reports it was first broadcast of its kind in Connecticut. Station's engineers hid and camouflaged all miles to avoid deterring from seriousness of services.

**LISTENER POLL**

WLAW Lawrence conducting survey to find out what type of Saturday afternoon programs to air. Harmony Lounge, 2-5:30 p.m., and Afternoon at the Symphony, 4:30-5:45, feature four commentators who request listeners to write in with vote for their favorite program and comments on shows. From these, program plans will be mapped.

**WIN A-D-J CONTEST**

WITH Baltimore's Buddy Dean conducted contest in which listeners wrote in unusual events—winning winner getting Mr. Dean for three hours to do whatever winner desired—without breaking laws. Winner wanted her house cleaned—so disc jockey cleaned it.

**STATION EXHIBIT**

KEYL (TV) San Antonio displayed model of Transit Tower, where station is located, and closed-circuit television demonstration at 1951 Home Appliance Show held last part of April in Alamo Gym. Fourteen different makes of home TV sets, representing San Antonio distributors, were connected to live camera which viewed crowd so they could see themselves on television 14 times at once! KEYL talent performed during exposition.

**AGRICULTURAL ACTIVITIES**

KKOK St. Louis is proud of Charley Stookey, station farm director, whose program Farm & Country is heard 5:30-8 a.m. Monday through Saturday. Station reports in promotion piece that in 19 years of commercial farm broadcasting in St. Louis market, he has become farmers' habit. Mr. Stookey not only informs listeners about weather and market reports, but also about river stages and agricultural doings in community.

**SANTA FE PROMOTES**

KTLA (TV) Los Angeles, City of Arts and Sciences, is laying the basis for a larger image of the city. It is laying the foundation by promoting the city with a new radio series, "Travel to Exciting Places with Santa Fe." A new series, "The Story of the Southwest," begins Saturday, Nov. 11. It will cover the real New Mexico and will show the city's tracks through it. The series will be aired on Saturdays from 4 to 5 p.m.

**ROAD-SIDE ADVERTISING**

KYW Philadelphia using 15 new 24-sheet advertising billboards along New Jersey highways to attract New Jersey seashore traffic. Billboards have illustrations and read "It's Radio Time Wherever You Are.

**AUCTION SHOW**

KGO-TV San Francisco, Every Love an Auction, Beltone Hearing Aids, Wed. 10-19:30 p.m. John Egan emcees contest among six guests who bid (with play money) on merchandise prizes. Each guest is limited to $1000 worth of bids on program and after outbidding others winner must correctly answer question before buying merchandise. Failure to answer correctly means loss of money bid without gaining prize.

**INDEPENDENTS GAINING**

WMCA Issues Study of Pulse Figures

INDEPENDENT radio stations in New York are gaining listeners while network stations there are losing them, according to a study by WMCA New York based on figures of Pulse Inc. for January 1951. Network stations showed an average loss of audience of 32%, while independent stations showed a gain of 10%, the station reports.

Meaning of the study to Norman Boggs, WMCA general manager, was that the "radio industry is not a new record" and that the networks, but is the many independent radio stations. So long as the independent stations continue—as shown in these figures—to deliver more listeners for the advertising dollar, then you can be sure that radio is here to stay.

"Our experience at WMCA," Mr. Boggs continued, "is that we are exposing more listeners to the advertisers' message despite television.

In support of his statement, Mr. Boggs released the following table:

<table>
<thead>
<tr>
<th>Time</th>
<th>Total Independent Audience</th>
<th>1950</th>
<th>1951</th>
<th>$1</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 pm</td>
<td>14.3 10.4 12.5</td>
<td>15.5</td>
<td>15.8</td>
<td>14.1</td>
</tr>
<tr>
<td>8:00 pm</td>
<td>11.1 9.8 12.0</td>
<td>11.1</td>
<td>11.1</td>
<td>11.4</td>
</tr>
<tr>
<td>9:00 pm</td>
<td>9.9 6.6 10.2</td>
<td>10.4</td>
<td>10.1</td>
<td>10.2</td>
</tr>
<tr>
<td>10:00 pm</td>
<td>8.6 6.2 9.7</td>
<td>9.4</td>
<td>10.1</td>
<td>10.2</td>
</tr>
<tr>
<td>11:00 pm</td>
<td>7.2 5.4 8.1</td>
<td>7.6</td>
<td>8.4</td>
<td>8.6</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>5.9 4.4 6.1</td>
<td>6.0</td>
<td>6.2</td>
<td>6.3</td>
</tr>
<tr>
<td>1:00 AM</td>
<td>4.7 3.5 5.0</td>
<td>4.9</td>
<td>5.2</td>
<td>5.4</td>
</tr>
<tr>
<td>2:00 AM</td>
<td>3.6 2.9 4.1</td>
<td>3.8</td>
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<td>3:00 AM</td>
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<tr>
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<td>0.1</td>
<td>0.2</td>
<td>0.3</td>
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</table>

**FARM TOUR**

WOW's Annual Trip Set

FOURTH Annual WOW Farm Study Tour, sponsored by WOW Omaha, has been scheduled for mid-September, Mal Hansen, WOW farm director, has announced.

The tour, limited to WOW farmers listeners, will study plantings, farms and agriculture schools in areas near Farmers, Tennessee, Que- bec, New York, Akron, Washington, D. C., and Chicago.

Limited to 200 farmers and wives, the tour will be made via special train. A week before the first public announcement, 20 farm couples had paid a $50 deposit, Mr. Hansen disclosed. Bill Wiseman, WOW promotion manager, estimates the tour expenses will cost about $600 per person.

**Advertising Register**

A SIZEABLE increase in the number of active advertisers was noted in the 36th annual edition of the Standard Advertising Register, now being issued by R. W. Ferrell, president, said that these increased listings reflect the healthy state of advertising in general. He also pointed out that greater attention has been given to complete indexing in the new volume.

**WEBSTER-Chicago sales increased 72% in 1950, company reports. Increase was attributed by President E. F. Blais to production of 38% of all magnetic recorders in the country and "successful promotion" of three-speed record changers for replacement of obsolete units.**

**A CHAS. MICHELSON HIT!**

"ADVENTURES OF DICK COLE"

30 MIN., TRANSCRIBED KIDDE SHOWS

For particulars

CHARLES MICHELSON, INC.-15 WEST 47TH ST., NEW YORK 10
**Docket Actions...**

**Initial Decision**

Fort Myers, Fla.—Commission announced on May 14 that a hearing on the initial decision released March 14 recommending approval of application for a license for station KVDX to operate in Fort Myers, Fla., would commence on May 15.

**Opinions and Orders**

WJMS Miami, Fla.—Commission announced on May 14 that a hearing on the initial decision released March 14 recommending approval of application for a license for station KVDX to operate in Fort Myers, Fla., would commence on May 15.

**FCC Roundup**

**New Grants, Transfers, Changes, Applications**

**Box Score**

**Summary of Authorizations, Stations on the Air, Applications**

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Cand1 Applicants</th>
<th>Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2219</td>
<td>126</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>FM</td>
<td>55</td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>107</td>
<td>34</td>
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</table>

**On the air**

Station WJLD, Miami, Fla., which had been operating on 1090 kHz in Miami since January 5, 1955, has been authorized by the Federal Communications Commission to operate on 1340 kHz in Miami effective June 11.

**New Applications**


**Box Score**

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**New Applications**

Richards' Case
(Continued from page 27)
relating to newscasts of KMPC between July 1942 and 1947.
Mr. Cottone's proposed findings included this point and held that Mr. Richards was guilty of "deliberate deceit" in permitting his company to place on the air statements which denied the existence of Radio Reports Inc., a commercial monitoring organization. Richards' counsel had alleged that the Commission "concealed, suppressed and destroyed evidence" once available through Radio Reports. The brief contradicted the Richards' allegation about this firm, commenting "persons within the station... Mr. Richards and his counsel, and a publicity organization for the stations had previously known of Radio Reports' existence.
Mr. Cottone defended charges against Mr. Richards on the basis of the assumption that the FCC was determined to "persecute" Mr. Richards because of his "anti-Communist and Anti-Administration" views. Mr. Cottone said the FCC's complaint, 509 and Sec. 307 (d), which require service in the public interest, made it the duty of the Commission to conduct such a proceeding in order to "materially enlighten" that the Communications Act's Sec. 326 provides that there be no censorship over communications.
Concluding, the FCC observed that the record, which shows a disposition to "stack" programming is no less guilty of "deception to the public" than one who disseminates untruths. The Commission cannot rely on either Mr. Richards or the applicants to be "candid and honest" in future dealings with the FCC, it was charged by witnesses who then reiterated that the renewal applications should be denied.

OVERSEAS AWARDS
Club Honors Murrow, Smith
EDWARD R. MURROW, CBS commentator, and Howard K. Smith, CBS London correspondent, were honored at the twelfth annual awards dinner of the Overseas Press Club of America in New York May 16. Mr. Murrow received the award for "best radio and television interpretation of foreign news, and Mr. Smith, who was not in attendance, was named in his absence from this country by Hubbell Robinson, CBS vice president, for the "best consistent radio and television reporting from abroad."

Speakers in a discussion of "The Press Looks at U. S. Foreign Policy" included H. V. Kaltenborn, NBC commentator, and James Bingham, Editor, Louisville Times and Courier-Journal (WHAS-AM TV Louisville). Mr. Murrow acted as moderator.

Marguerite Higgins, of The New York Herald Tribune, received the $500 George Polk Memorial Award.

WGAR LICENSE FIGHT
Cleveland Newspapers Defend Station
CLEVELAND newspapers were quick to defend that city's WGAR, following issuance of the FCC General Counsel's proposed findings in the renewal case in which renewal would be denied WGAR as well as the other two stations of G. A. (Dick) Richards (see story, page 27).

The Cleveland Plain Dealer was particularly outspoken, saying that it felt "confident there is no justification for charges [that it has not cooperated with public officials] to support WGAR in Cleveland."

The editorial concluded: "The FCC should reject the recommendation of its chief counsel, and then fire him."

The Cleveland News also saw a "free speech issue" and urged the station to take the matter into court under the fundamental guarantee that "Congress shall make no law abridging the freedom of speech, or of the press."

The News editorial, which was published May 16, said in part:

"We read that WGAR, Cleveland station radio, is threatened with denial of its federal license, in the form of a recommendation by the FCC's counsel that the station's license be renewed only if it agrees to a recommendation of the chief counsel of two other stations largely owned by G. A. Richards, of Los Angeles. After many weeks' testimony, the general counsel reports that the Rich- ards stations were guilty of a "persecution of public officials" and that the station was insufficiently bi-partisan in the handling of the Roosevelt administration, but favored the Republican cause.

"Mr. Richards, we can learn, is not more than a complaint of this kind against Cleveland. It seems to us there is a free speech issue in the FCC—if it were to adopt the recommendations of its counsel—denying air wave free speech to any station subject to the FCC's counsel."

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Since WGAR is part of the fabric of citizenship which has a contract with the government, we urge to go into court, whenever that becomes necessary, to determine whether that part of the contract is valid (WGAR) which says: 'We, the people, shall not abridge the freedom of speech, or of the press."

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License Renewals
(Continued from page 27)

(b) N. J., N. Y. June 1, 1954. Amended paragraph (a) and substitute the following:

6. Amend Sec. 3.218 as follows: Re- Redecorate paragraph (c) as para- graph (a) and substitute the following:

As of all FM broadcast stations licensees will be issued licenses for a period of three years. Licenses will be issued to expire at the hour a.m. EST in accordance with the following schedule and at three-year intervals thereafter. On page 27.

Delete paragraph (b).

6. Amend Sec. 3.518 as follows: Delete Sec. 3.518 and substitute the following:

Sec. 3.518—All television broadcast stations will be issued licenses for the normal license period of one year. Renewals will be issued to expire at the hour of a.m. EST in accordance with the following schedule and at three-year intervals thereafter. On page 27.

Current Rank Program %
1 %
5.20
2 %
5.20
3 %
5.20
4 %
5.20
5 %
5.20
6 %
5.20
7 %
5.20
8 %
5.20
9 %
5.20
10 %
5.20

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Meeker Expands
THREE-WAY expansion of Robert Meeker, Inc., was announced last week. The radio and TV station representative firm has moved to larger quarters at the same address, 521 Fifth Ave. Ben Conley and Mary Ann was joined the staff. KFSB Joplin, Mo., and KOKK Keokuk, Iowa, have been added to its client list.
ABC Sale Dead?  
(Continued from page 81)
before the discussions were terminated.
In his statement on the past few weeks' negotiations, issued Wed-
nedsay, Mr. Noble said CBS Board Chairman William S. Paley ap-
proached him "about three weeks ago.
In the ensuing discussions, he said, "a merger of ABC and CBS, designed to create the strongest radio and television networks yet to be formed. FCC's duopoly rules caused an ex-
pansion of these to include "various other parties, who expressed de-
tention to own radio and television facilities that could not legally be absorbed into a combined ABC-
CBS company," Mr. Noble reported. He did not identify the "various other parties.
This plan, he said, was rejected by himself and associates when "It soon became apparent that (it) would weaken the remaining ABC radio and television affiliations, though the offer "was very at-
tractive, both financially, and other-
wise."
Cites Expansion
"We felt that the plan was unfair to ABC advertisers, ABC affi-
niates, and our organization who had built ABC in eight years from a small radio network of 116 sta-
tions, doing $12 million of business, to a radio network of 290 sta-
tions, with a potential audience network of over 60 stations, doing an annual busi-
ness of about $85 million," Mr. Noble asserted.
Mr. Noble said he was then of-
ered "by an interested party other than CBS"—$15 a share for
his own approximately 57% in-
test in ABC. This would have
yielded him an estimated $31.5 million, considerably in excess of his final payment of $8 million for ABC. He rejected it, Mr. Noble said, be-
because I would not accept an of-
ffer not available to all stockholders and because, as I have said, I have no interest in a "sell-out" which would take me away from the development of television and ra-
dio.
Next United Paramount proposed a merger with ABC, in which ABC stockholders would receive United Paramount preferred stock and warrants for shares of United Paramount common stock. This was turned down "because we are interested only in a real partner-
ship whereby ABC stockholders would share more fully in the
growth of radio and television revenues through our own
amounts of equity securities and through exercise of more propor-
tional voting representation."
Mr. Noble concluded:
"My associates and I have been complimented by the recognition shown by ABC's. Our competitors and by others who have
studied the operation of our company.
"We will continue to operate
ABC radio and ABC television and are convinced that we will con-
inue our growth and progress and better serve the public in both
fields. We have but one objective
—the improvement of the position of the ABC, its personnel, stock-
holders, affiliates and advertisers."
At the outset of his statement Mr. Noble said that he would not be inattentive to further offers, if he thought the public were
ruled.
"Over the past two years," he said, "I have frequently stated that, as a representative of our stock-
holders, affiliates and advertisers, I would always listen to proposals that would strengthen and improve ABC and better equip our networks to service the public.
"My statement remains true today."

Football Revolt?  
(Continued from page 81)
ed small colleges only slightly. Ad-
misions have dropped only 15% enrollment in 1946, Mr. Jordan said, but there is no change in the number of paid admissions per student.
The Million Dollar game in the Philadelphia area was felt mainly
by the four large colleges—Penn-
sylvania, Princeton, Temple and
Villanova. The fall enrollment was down 8.6%, Mr. Jordan said. Attendance was off 15%, partly due to loss in students, partly to bad weather and partly to the disagreement. The number of more than half the set owners will be out of the novelty period in the area, he said.
If of Pennsylvania is now in a
position to cash in on the long-
range promotion potential of televi-
sion," Mr. Jordan said. "They want to televise, as you know. But an arbitrary decision, based on other people's fears, threatens to prevent them, and other similar colleges, from ever learning how valuable television may be.

NCAA Plan Hit
"The proposed NCAA plan can-
not provide an answer. It limits
live, public telecasting in an area like this to a few big colleges which can get on a network. An individual college can televise only one home game on this network.
"There is no provision whatever to televise any of its own television and entertainment on the individual college in its own community after the TV novelty has worn off. This plan may be popular among nationally-known colleges but it leaves hundreds of local schools completely out in the cold.
"When you deny an individual college the right to televise any of its own television and entertainment on the individual college in its own home area, you destroy a local asset that never can be replaced and thus you imperil our national institution.
"What right, for example, has any national group to tell Georgia Tech what it can or cannot do in a promotional way in Atlanta?" Mr. Jordan asked. "We are just as Tech is important to Atl-
anta. What possible excuse can there be for any national group

LIMITED to what Tech does in Atlanta while they send in the games from Georgia, General, Michigan or Al-
abama? No other sport in the United States ever has permitted such invasion of local community rights.
"I cannot believe that the col-
leges would have voted for such a plan if they had known what it was going to be. The Dallas vote, in which you probably voted, was based on this plan. It simply au-
thorized a committee to develop a testing program.
"All the committee appears to have been is to consider local community rights to a few big col-
leges and big advertisers. I think it is illegal—as well as harmful to colleges sports.
"It is just about the worst year that could have been chosen for such action. Student enroll-
ment will decline sharply as hundreds of thousands of students enter the services. Individual col-
leges are going to need local public support and promotion to weather these days of rising costs and de-
clining enrollments.

Alumni Stake
"The alumni of most institutions should be very concerned. They not only will lose the pleasure of seeing the games they cannot atten-
tend in person, but may be called upon financially to help make up for the loss in public support that such a plan may bring about.
"What do you think the Phila-
delphia Phillies would have said if the telecasters had, without the full promotion potential of their local radio and TV back of a fine team they had a 50% increase in attendance. They also got a big check for television rights. Do you think they would have wanted the Giants and Yankees and Dodgers taking that time and money away from the Philadelphia baseball fan? Of course not—and neither should any individual college which values its home community, and its operating budget.

If the NCAA plan is permitted to go on year after year it will
eventually hurt one of the biggest assets an individual college has, its local community support. I sin-
cerely hope this will not be per-
mitted to happen. Whether it does or not, depends largely upon the action which you and I, as alumni, will take.

The Southwestern Conference, I believe, voted solidly against any invasion of their rights for local decision. They are not yet on a television. I have to look at things from the viewpoint for the next six years by World Series sportscasting rights; the industry is giving baseball the largest amount of promotion ever given.

Nearly 1,000 radio stations have sold an average of two hours daily to 5,000 participating advertisers, Mr. Jordan said. The audience under 21, he said, was between 10 and 15, better than any in-
dividual average daytime rating prior to television.

That's just one example of how American sports has taken a new problem. Baseball is finding a way to live and prosper with television. Radio also, is finding that it has a great undevolved local potential which it has never used to its advantage. And network programs. By developing that potential, radio can be as big—
or bigger—than it ever was.
Open:

**First series of five regional NBC radio station promotion managers' meetings opens today (Monday) in New York, to be attended by 34 representatives of stations located in East. Workshop clinics for discussion of summer and fall promotion to acquaint affiliates with network plans for observance of its 25th anniversary will also be held in Chicago on Wednesday, Atlantic on Thursday, Dallas next Monday, and Los Angeles May 30.**

Speakers at New York meeting to include George W. Wallace, NBC manager of radio advertising and promotion; John K. Herbert, NBC radio vice president and general sales manager; Charles C. Barry, vice president for radio network programs; William F. Brooks, vice president for public relations; Pat Steel, audience promotion supervisor; Sydney H. Eiges, vice president for press and information; Clyde L. Cleary, promotion supervisor; James Brown, BBDO promotion and publicity manager; James Hagen, U. S. Steel Corp. public relations representative; John Still, WBZ Boston sales promotion manager; A. N. Bendje, WHAM Rochester promotion manager; and Norman Glenn, NBC sales. **Speakers at Chicago meeting to include Charles N. Kerr, sales promotion manager of Allis-Chalmers Mfg. Co., and Arthur Parlow of J. Walter Thompson Co.**

**RADIO, TV GET SPECIAL RCA CO-OP CREDIT**

BAB reported Friday that conversations with RCA officials at Camden had made clear that RCA's factory-controlled advertising campaign, started by the March and continuing through this month, includes 75-25 dealer cooperative advertising credit allowable for radio and/or television as well as newspapers. **BAB said that RCA officials directed distributors and dealers that "it is not our intention to restrict in any way our distributors or dealers from using radio or television to support our campaign, to advertise their claims, and to acquaint their radio and television activities during the March and April program in support of our national campaign will be allowable for 75-25 credit on the same basis as newspapers." BAB noted that 75-25 credit has been extended for May, after which usual 50-50 credit will prevail.**

**CBS, HYTRON MEETINGS**

Both CBS and Hytron Radio & Electronics Corp. scheduling stockholders meetings June 13 to pass a resolution on Columbia's acquisition of manufacturing plant and subsidiaries [Broadcasting • Telecasting, April 16], with prospect for consummation of deal about fortnight thereafter if approved. Terms involve exchange of stock in equivalent of $20 million deal.

**ABC NET INCOME UP**

ABC reports net income after federal taxes for first three months of 1951 was $222,000, or 13 cents per share on 1,689,017 shares of $1-par common stock outstanding, compared with $93,000, or 5 cents per share, for first three months of 1950.

**JOINT HEARING SET IN 1900 KC CASE**

**PROGRAM, legal and technical issues reported by FCC Friday in consolidated hearing set June 25 on applications of John D. Ewing's KTHS Hot Springs, Ark., to increase power to 50 kw, move to Little Rock and for license for KGRH Hot Springs.**

**KGRH, KTHS, which has sought improved assignment on 1900 kc, single-channel by day and for 18 kw. 1 kw night at Hot Springs to 50 kw fulltime, directional night, in later proceeding. KTHS bids to increase power, move to West Memphis, Ark., and replace KTHS at Hot Springs with new outlet on 550 kc under same ownership, had been denied in April 1950 along with competitive application of C. E. Palmer's Racine Broadcast- ing Co. for new station at Hot Springs on 1900 kc with 5 kw for day and night. In new case, WNOE seeks change from 50 kw day, 25 kw night on 1900 kc, directional day and night, to 50 kw day, 25 kw night on 1900 kc, directional day and night. WNOE also has petitioned FCC to revoke, delete or modify KTHS license. KTHS seeks change from 250 watts fulltime on 1940 kc to 50 kw fulltime on 1900 kc, directional night. Another issue raised is question of effect of proposed KTHS operation "with any international agreement" to which U. S. is party. New NARBA is awaiting Senate consideration. It specifies 1900 kc as Class I-B for KTHS and WHAL Baltimore.

**FCC DENIES EXTENSION**

**WJAX-TV Jacksonville "did nothing during the entire seven months between August 1948 and April 1949" to implement construction of its authorized TV station for Channel 2, FCC has ruled. Motion picture operator, Duke of Columbia. Brief filed in conjunction with case slated for early June, in which City of Jack- sonville (WJAX-AM-FM) is appealing Commission denial of time extension to complete construction (see earlier story, page 95).**

**SANKA REPLACEMENT**

**SANKA COFFEE DIV., General Foods, New York, to sponsor Who's Whose, audience participation show, as summer replacement for The Golden Ticket, Monday, 9:30-10 p.m., CBS-TV, effective June 25. The Goldbergs is not expected to return in fall, but Sanka is planning another show in its place. Sanka agency is Young & Rubicam, New York.**

**TV BOOSTS FC&B BILLINGS**

**TELEVISION reportedly is primarily responsible for overall national increase in business of 25% for Foote, Cone & Belding, during first quarter of this year compared with same period of 1950. Television billings, however, were "much higher" than 25% gain for all media.**

**TV AUCTION ENDS**

**TELEVISION set auction of Monarch-Saphin Inc., in New York, (see story page 94) ended Friday after four rounds in which 7,000 sets were sold for $1,400,000, according to firm.**
Look as you may, you’ll find nothing else like the Havens and Martin stations in Richmond, Virginia. They’re unique.

Unique in their coverage of the AM, FM, and TV fields... the only audio and video institution in Richmond.

Unique in tradition and reputation. Since 1926, when WMBG went on the air, Havens and Martin stations have stood for pioneer planning, long-range thinking, and the fullest measure of broadcast service.

Unique in sales. Ask any Blair man.
BIGGEST SLICE!
WGAR still delivers the largest slice of pie. WGAR leads all Cleveland stations in share of audience (Hoooper, October '50—February '51) . . . more than the two next-highest stations combined! Further proof of WGAR's popularity is the winning of the Cleveland Press Radio Poll for the fifth consecutive year. WGAR has the listeners. WGAR is the best buy.

SAFETY FIRST!
"So Help Me—It's The Truth". . . WGAR has won another award for its series of programs by that title. Mr. J.C. Hiestand (right) presents WGAR script writer Jim Orgill (left) with the Outstanding Achievement Award of The Ohio State Safety Council. In the interest of public service, WGAR has authorized the production of these shows over 14 Ohio stations.

in Northern Ohio...

WGAR
the SPOT for SPOT RADIO

DONALD C. HYDE?
The man with the pipe is Donald C. Hyde. Two men? Two pipes? Two Donald C. Hydes! WGAR's special events director (right) conducts "Ask City Hall". He is well versed on public issues and current local problems. In this instance, Donald C. Hyde (left) of the Cleveland Transit System is answering queries on public transportation. The similarity of these names is as synonymous as WGAR and PUBLIC SERVICE! Ask anyone.

WGAR Cleveland
50,000 WATTS . . . CBS

CAPITAL BUY!
WGAR makes capital of news in the nation's capital with two fully accredited Washington correspondents and reporters. Kay Halle (right) and Gunnar Back bring Northern Ohio listeners the reactions of their legislators to significant events, often in their own voices, plus human interest stories. This exclusive feature is available for sponsorship.

Represented Nationally by Edward Petry & Company