Dollar for dollar, one WOR-tv program is the best buy of any local “kid” show viewed in and around New York during the early evening.

Fifteen — yes, fifteen — WOR-tv programs attract an audience of more than 1/4-million viewers per broadcast.

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

... No tv station in New York can offer buyers the audience that WOR-tv attracts at the rates that WOR-tv offers.

*New York Telepulse
QUALITY of PROGRAMMING attracts visitors

MC JIM WALTON GREETS MRS. J. C. HOGLEN THE 50,000TH PERSON TO VISIT "COFFEE CALL"
June 49 to May '51

...attracts listeners too!

NO OTHER MORNING PROGRAM (NETWORK OR LOCAL) ON ANY OTHER LOUISVILLE STATION CAN TOP "COFFEE CALL'S" 6.2 HOOPER*

*(Report 28, Oct. '50 thru Feb. '51)

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

"COFFEE CALL" KENTUCKIANA'S ONLY FOOD MERCHANDISING SHOW

WHAS INCORPORATED ESTABLISHED 1922
Louisville 2, Kentucky

NEIL D. CLINE, Sales Director ★ VICTOR A. SHOLIS, Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Where did this car come from?

Most of us think that new cars come from big auto-making cities. But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces can slow up production seriously. A few missing doorknobs can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

Air Express
GETS THERE FIRST
Broadcasting Telecasting

Closed Circuit

CHALK UP two new pieces of AM Business for ABC; General Foods, effective July 1, takes over five 15-minute segments of Don McNeil’s Breakfast Club, replacing General Mills, through Roy Durstine Inc. Sylvania has purchased half-hour Sunday afternoon, with Sammamish beginning in September, through Young & Rubicam.

Advertising Research Bureau Inc. (ARBI) to test radio’s effectiveness as compared with newspapers for Macy’s, New York, and WOR. Still undecided: Will store or station write copy? Meanwhile Marshall Field, Chicago, (which handles SEC with ARBI) will do quarterly study of two media over year’s period rather than one-shot originally planned, in cooperation with WBBM.

SUCCESS of ARBI’s point-of-sale technique has two major organizations interested—National Retail Dry Goods Assn. and Broadcast Advertising Bureau. NRDG merely keeping eyes on results produced by tests but BAB plans to do radio promotion project based on analysis of 51 ARBI surveys by commodity groupings.

Though official figures are not available, NBC is expecting this month to wind up as biggest business month since Joseph H. McConnell assumed network presidency Oct. 7, 1949. Bulk of increase coming from TV.

IT MAY never be confirmed nor even denied, but this is paraphrase of what happened just before President Truman sent George C. Hoyt’s renomination to Senate last Tuesday for seven year term: “If you want to reappoint me, sir, please do so now—before I change my mind again.”

NUMBER of substantial ABC affiliates, separately and collectively, considering rejection of network’s 15% rate cut, to be borne entirely by affiliates. Certain affiliates are talking independent operation. They contend they what amount is made but when free hours to network were increased from 16 to 21 within past year.

Reorganization of ABC into semi-autonomous divisions to function under vice presidents will shortly be announced by President Robert Kintner. Ernest Lee Jahnecke will become vice president in charge of network radio with James V. Connally in charge of radio owned and operated station division. Alexander Strohan Jr. will assume charge of network TV and Slocum Chapin will be in charge of owned and operated TV stations.

Kellogg Co., through Kenyon & Eckhardt, has given ABC-TV notice that if network proceeds with contract of Relaton-Purina Co., St. Louis, for Space Patrol, (ABC-TV, Saturdays 6:45 p.m.), slated to start June 9, it will drop sponsorship of Space Cadet, three times weekly, and put program on NBC-TV. Kellogg in addition is putting half-hour version of Space Cadet on NBC-TV, Saturdays, 7:7:30 (Continued on page 91).

Page 4 • May 28, 1951

Upcoming


Bulletins

American Chicle Co. (Dentine Chewing Gum), New York, to place spot announcement campaign for late June or early July, through Badger, Browning & Hersey, New York.

Dancer-Fitzgerald-Sample, New York, considering eight-week radio spot campaign in 45 markets for Clorets (chlorophyll gum).

Radio Output Holds Level As TV Rate Declines

Radio set production held up well in April, dropping only 5% below first quarter rate as against 39% decline in TV output, according to Radio-Television Mras. Assn.

Radio output during month totaled 1,337,042, consisting of 644,627 home sets, 160,000 portable sets, and 542,021 auto receivers. Portable output was up slightly, auto sets were off small amount but home radios were down, compared to March (five-week month).

TV output totaled 465,157 sets in April. Four-month total is 1,968,826 sets.

Sales Service Dept. Separated by CBS

Separation of CBS Sales Service Dept. into two divisions—AM and TV—announced Friday, effective June 18, with Robert F. Jamieson, of DuMont TV Network, to be manager of CBS TV network Sales Service Dept. and Thomas P. Maguire, who has handled both radio and TV sales service, to head radio network Sales Service Dept. Coordination of sales service remains under William J. Fagan; Benjamin Margolis to continue as TV sales service contract manager.

Guy C. Cunningham, sales manager of CBS-owned WEEI Boston, named to new post of director of sales presentations—AM for CBS Radio Sales, effective June 4.

Small Business Meeting

Conference of Radio-Television Mfrs. Assn. members in small business category (500 or fewer employees) will be held June 5 during RTMA annual convention at Stevens Hotel, Chicago (early story page 66). Problems covering present, materials and other operations will be discussed, according to Glenn McDaniel, RTMA president.

Business Briefly


Religious Series • American Soul Clinic, Huntington Park, Calif., May 27 started for 62 weeks American Soul Clinic Hour on 24 ABC Pacific stations, Sun., 2:30-3 p.m. Agency, J. M. Camp & Co., Chicago.

Agency Named • Chr. Bjelland & Co. (King Oscar kippered herrings, snacks, sardines) names Duane Jones, New York, as agency.


NCAA TV Group Studies Football Proposals

“Reasonable progress” toward sponsored telecasts of college football games in autumn made by National Collegiate Athletic Assn. TV steering group, Chairman Tom Hamilton, U. of Pittsburgh, said late Friday at conclusion of Philadelphia meeting (see sports story, page 25).

Nothing definite decided, he said, since deadline for acceptance of sponsor proposals is June 25. NCAA is acting under legal advice, he said. Proposals for theatre, Phonevision and Skiatron telecasts being encouraged, he added.

House Committee Removes Radio-TV Tax Boost

Proposed increase of radio-TV set excise tax from 10% to 15% killed Friday morning by House Ways & Means Committee, reversing previous action. Committee wound up current study of tax bill and recessed subject to call of chairman, probably June 5 or 6. At that time final vote will be taken on each of its provisions.

Excise tax action covers radio and TV receivers, phonographs and records, and other musical instruments. Loss in anticipated extra revenue estimated by committee at around $55 million. Tax legislation estimated to raise another $7.1 billion annually though President had asked $10 billion boost.

Lever Renews ‘Theatre’

Lever Brothers, New York, renewing Luz Radio Theatre, Mon., 9-10 p.m. on CBS, effective Aug. 27 for 52 weeks (see earlier story page 24). Show takes summer hiatus July 2-Aug. 27. J. Walter Thompson Co., New York, is agency.

Broadcasting Telecasting
PROOF POSITIVE

KRLD-TV delivers

BOTH THE DALLAS AND FT WORTH TV MARKETS

Analysis of reports submitted by the Telephone Answering Services in Dallas and Fort Worth for five Advertisers, using KRLD-TV for direct consumer selling show:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>DALLAS</th>
<th>FORT WORTH</th>
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<tbody>
<tr>
<td>A</td>
<td>692</td>
<td>329</td>
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<tr>
<td>B</td>
<td>1030</td>
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<td>1910</td>
<td>1005</td>
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<td>D</td>
<td>4085</td>
<td>1809</td>
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<tr>
<td>E</td>
<td>526</td>
<td>124</td>
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</tbody>
</table>

TOTAL DALLAS 8243 — FORT WORTH 4276

The Fort Worth calls represent 51.8% of the calls received in Dallas.
1951 POPULATION DALLAS COUNTY 612,318
1951 POPULATION FT. WORTH (Tarrant County) 359,157

Weighed against population comparisons and against the distribution of TV receiving sets in the north Texas area, the telephone record gives proof positive that KRLD-TV completely and effectively covers the Dallas-Fort Worth TV markets...

this is why

KRLD-TV

is your best buy

CHANNEL 4

The Times Herald Station
The Branham Company
Exclusive Representative

EXCLUSIVE CBS OUTLET
FOR THE DALLAS-FORT WORTH AREA
The Largest Metropolitan Area South.

Owners and Operators of
KRLD
50,000 Watts

May 28, 1951 • Page 5
Any time's good time on WFBR!

Sounds like an ad man's idea of a hot slogan, doesn't it?

It happens to be true! Shell Oil Company found that out with their early morning—early evening—late evening pattern.

Other advertisers—dozens of them—are using WFBR time all around the clock to sell profitably.

Because of this, WFBR has built a number of sales-minded participation shows, scattered strategically through the day and night.

Any WFBR salesman or your John Blair man can tell you about availabilities.

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
It's all right with us, but better be careful.
You really ought to break the habit of setting your watch, say, by Jack Benny's voice, even though you've been hearing him at the same time for sixteen years. You should know there can be a gap of anywhere from 3 to 30 seconds between radio's official time signal (the hourly "beep") and the start of a program.

Chances are you know better. It's just a habit with you.

Just as it's a habit to turn on the radio for a favorite comedian, or to find out whether the road's safe for driving, or whether school keeps; or to learn the path of the hurricane or the course of the battle.

In one generation, radio has become perhaps the most typical American habit. More of a habit than the Sunday drive (we own more radios than automobiles). More of a habit than taking a bath (we own more radios than bathtubs). Most Americans would find it hard to live without a radio. It almost ranks with meals as something we couldn't regularly do without.

This habit of listening is a most useful one for advertisers.**

Through radio, customers make their own daily or weekly appointment with the advertiser...come to him deliberately, time after time, ready to listen to what he has to say. What you have to say, and what you have to sell, can very easily become a habit with millions of people, through radio.

*GREATEST HABIT: listening to CBS, 25% more people listen here than anywhere else.
**GREATEST ADVERTISING HABIT: CBS, where 15% more is invested than on any other network.

The Columbia Broadcasting System
<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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**Explanation:** The schedule is for a specific network or networks and includes various programs and shows. The "Report of Kid Shots" and "Newsreel" entries suggest a focus on news segments or reports. The "Network" column indicates the broadcasting networks involved, and "Newsreel" entries are likely related to news updates or features. The "SATURDAY" section seems to cover the mainstay of programming with a particular emphasis on news and special events.
in the carolinas... radio is still the champ!

With more listeners and higher ratings than when television entered the ring, fast, rugged radio is still champion of advertising media in the Carolinas. A typical national advertiser* on WBT is now reaching 17,000 more families per program than a year ago.

Remember... all markets are not alike. For the Carolinas, get the facts... from WBT or the nearest office of RADIO SALES.

* We'll show you the figures

WBT CHARLOTTE COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY REPRESENTED NATIONALLY BY RADIO SALES
book reviews


FIRST in a string of excellent library series of books, this volume is designed to cover types and circuits used in radio, television and recording and reproducing devices for the home — "in language familiar and clear to every service technician and radio man." Characteristics of AM, FM and TV waves also are touched on.

The book is divided into 16 comprehensive chapters and also includes a table of abbreviations and a glossary of technical terms. It was written for use in radio-TV servicing courses, in training courses for the armed forces and as a home-study refresher for practicing technicians. Volume is designed to contribute to a clearer understanding of basic circuits employed in equipment which service men are called upon to repair.


PROBLEMS of soundmen in radio and TV and their solutions are given in this reference volume by the senior soundman of the Don Lee Broadcasting System.

Types and uses of sound effects, special uses of sound and the psychology of sound are among topics discussed. The book is well illustrated, both with photographs and drawings done by the author.


TO a large extent, the story of Edward L. Bernays' career is the story of the development of the field of public relations. Mr. Bernays has been called a founding-father and the leading practitioner of public relations. This book, a bibliography, centers around his career and covers the period, 1917 to 1951.

First of five sections embodies writings by Mr. Bernays appearing in books; the second, his writings in periodicals; third, his published talks; fourth, books mentioning Mr. Bernays; and fifth, his profiles.

Essential as Plumbing

WHCU-AM-FM Ithaca had its attention called to a classified ad appearing in the Saturday Review of Literature. The ad offered for summer rental an upstate New York farmhouse which boasted "all essentials including WQXR-FM via Rural Radio Network." The WHCU correspondent asked station officials: "Do you realize that you are apparently as essential as plumbing?"
SPONSORS GET "PROMOTION PLUS" ON WDSU

FRONT PAGE HIGHLIGHTS

* Special Page One Feature Appears In Every Edition!

- The front page—most widely read page of any newspaper—carries this exclusive, daily feature which highlights WDSU programs. Every reader of the front page of New Orleans’ leading afternoon newspaper, sees this “Highlights” Box.

NO OTHER NEW ORLEANS STATION OFFERS THIS PROMOTION "PLUS" TO SPONSORS!

- Write, Wire or Phone Your JOHN BLAIR Man!

---

new business

Spot • • •

S ANNA DAIRIES, N. Y. (Sanlac powdered milk), names Badger & Browning & Hersey, same city, to handle advertising on participating-sponsor basis being placed on some New England radio stations. If this proves successful, expansion is contemplated.

GREEN SPOT Inc., L. A., for its orange beverage and fruit concentrates, names Beaumont & Hohman, same city, to handle its advertising. Radio and TV spots will be used extensively.


Network • • •

LEVER BROS. Co., N. Y., has purchased package of eight filmed Pontomina Quiz programs to be used starting July 2 as summer replacement for Lux TV Theater on 27 interconnected eastern television stations over CBS-TV. Programs packaged by Mike Stoney were filmed by William F. Brody Productions, L. A., Deal negotiated by Stuart Reynolds, of Reynolds Productions, L. A., radio and TV packager. Agency: J. Walter Thompson Co., Hollywood.

PALM BEACH Co., Cincinnati, to sponsor last hour of exclusive two-hour telecast of final round of the $15,000 Palm Beach Round Robin Invitation tournament at Wykagyl Country Club, New Rochelle, N. Y., over CBS-TV, 4-6 p.m., June 10. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Boston, Mass., to sponsor radio and television coverage of $100,000 Belmont Stakes at Belmont Park on Cavalcade of Sports over NBC and NBC-TV, June 16, 4:30 p.m.

GOSPEL BROADCASTING Assn., Hollywood, renews The Old Fashioned Revival Hour, Sun., 9-4 p.m. over ABC, effective June 17. Program originates from Long Beach. Agency: R. H. Alber Co., L. A.

WHITEHALL PHARMACAL Co., N. Y. (Anacin), July 3 renews for 13 weeks Harry Babbitt Show on 10 Columbia Pacific stations, Tues. and Thurs., 7:45-8 a.m. (PDT). Agency: John F. Murray, N. Y.

JOS. SCHLITZ BREWING Co., Milwaukee, renews The Hall of Ivy, starring Mr. and Mrs. Ronald Colman, for coming season on NBC. Agency: Young & Rubicam, N. Y.

COCA COLA Co. to sponsor Mario Lanza in half-hour radio musical series as summer replacement for Edgar Bergen-Charlie McCarthy program on CBS, Sun., 8-8:30 p.m., effective June 10.


Agency Appointments • • •


GUNThER BREWING Co., Baltimore, names Biow Co., N. Y., to handle all advertising including the TV series Quiz of Two Cities, effective July 1.

Adpeople • • •

HENRY A. SHULL, Pharma-Craft Corp., N. Y., returns to Vick Chemical Co., N. Y., as advertising manager for new products in company’s product division. Mr. Shull joined Vick in 1940, graduated from its training program and remained until 1946, except for period of Arm service. Since 1946 he has been with Pharma-Craft.


CHARLES J. LICK, vice president and general manager Los Angeles Brewing Co. (Eastside Beer), L. A., elected president. HARRIS PERLSTEIN, former president, named chairman of board. He is also president Pabst Brewing Co.
WOAI DOMINANT BY NIGHT

WOAI 767,365 BMB FAMILIES

<table>
<thead>
<tr>
<th>NETWORK STA-B</th>
<th>160,559</th>
</tr>
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<tbody>
<tr>
<td>NETWORK STA-C</td>
<td>143,248</td>
</tr>
<tr>
<td>NETWORK STA-D</td>
<td>61,404</td>
</tr>
</tbody>
</table>

WOAI RADIO FAMILIES 1942 1951
Deduct All TV Families (On basis used by ANA) 349,610 767,365

BASE HOUR RATE (Network) $300 $340
WOAI'S RADIO FAMILIES INCREASED 108%. THE RATE INCREASED ONLY 13%.
WOAI INSTEAD OF CUTTING RATE AS ANA RECOMMENDS, MIGHT LOGICALLY INCREASE FROM $340 TO $624 or 84%.

Above figures BMB±3.6% to 1951 based on ANA Report.

NEXT WEEK: WOAI'S DAY TIME STORY

San Antonio
AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

CLEAR CHANNEL: 50,000 WATTS
feature of the week

TWO-CITY test of a new giveaway series, G. I. Bonus, will lead to launching of the project on a nationwide basis by Barksdale Co., Baltimore, according to Herb Harris, head of the company.

Utilizing an extensive series of merchandising aids to implement the broadcast program, the G. I. Bonus tests attracted sponsors quickly and produced sales results, according to Mr. Harris. The giveaway is based on G. I. serial numbers.

Carolina Appliance Co., operating in South Carolina, sponsored the test on WESC Greenville, S. C. Two days after the first broadcast the appliance firm, selling Motorola radio and TV, asked for an option on G. I. Bonus for all of the principal markets in North and South Carolina.

The merchandising campaign included such sponsor tie-ins as window streamers, collars, stickers, hats and other devices. A recorded jingle for station and sound track is included in the package prepared by the Barksdale company along with merchandising and promotion suggestions adaptable to any sponsor or product.

Ennis Bray, WESC general manager, worked up a series of stunts. Five girls, including the Azalea Queen and Cotton Queen of South Carolina, passed out handbills in the Greenville shopping center. Paper hats were given to school children.

Local Army recruiting officials signed up broadcasts, putting streamers on recruiting displays in five cities. This idea was picked up by the P. I. officer at nearby Donaldson Air Field.

Sales results lead Carolina Appliance, and five associated retailers to seek the two-state option. Officials of the company said results from commercials for Motor- (Continued on page 90)

strictly business

Mr. Weed

Neil Weed, who is not known as Cornelius Cahill Weed by his friends, dickered for his first bit of national business in 1933 as exclusive national sales representative for WBNX in New York's Bronx district. That business was Pertussin and Carter's Liver Pills, through J. Walter Thompson, and it also was the station's first national order.

Since then, Neil Weed, as partner in Weed & Co., station representative firm, has increased its national sales to an uncountable total. As Chicago manager of Weed & Co., Neil Weed opened the office in 1934, a year after his brother, Joe, took over as representative of the New England Network in New York. In 1936 the partnership was formalized as Weed & Co.

They started with five basic NBC stations in the New England network, believed to be the first such group represented nationally, and they still have three of the five. These are WSCR Portland, Me.,WTIC Hartford and WJAR Providence, which were combined with WTAG Worcester and WEEI Boston in the network 18 years ago.

Neil Weed started as a one-man (Continued on page 88)

THE PHONE NUMBER IS WILKES-BARRE 3-3101

This year Sales Management survey shows that Wilkes-Barre's QUALITY OF MARKET Index is 27% above the U. S. 24% above Feenin. The importance of Wilkes-Barre as a premium market is again shown by its $5,539 per family income figure...$1,411 above the U. S. AND WBRE IS PROUD TO BE THE NUMBER ONE STATION IN THIS RICH MARKET!
It's impossible...

...as impossible as covering California's
Bonanza Beeline with outside radio

Does your advertising really get inside the Beeline? That's a great big market, you know—all of inland California plus western Nevada—with more people and higher retail sales than Philadelphia.*

But you're in for a disappointment if you expect to cover the Beeline with outside stations—even strong outside stations. Because Beeline people, being independent inlanders, prefer their own, on-the-spot stations.

So you have what it takes only when you have the five BEELINE stations. Together, they cover the whole market. Individually, each does a top job for you in a major Beeline trading area. For example...

**KMJ FRESNO**
Reaches 327,690 families in its 16-county 1 1/2 billion-dollar orbit—with a BMB home-county total weekly audience of 93% daytime, 95% at night. And its home-city Hooper leads all other stations during all rated time periods.

*Sales Management's 1951 Copyrighted Survey

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**McClatchy Broadcasting Company**

**SACRAMENTO, CALIFORNIA**

- **KFBK** Sacramento (ABC) 50,000 watts 1520 kc.
- **KOH** Reno (NBC) 5000 watts, day: 1000 watts, night 630 kc.
- **KERN** Bakersfield (CBS) 1000 watts 1410 kc.
- **KWG** Stockton (ABC) 250 watts 1230 kc.
- **KMJ** Fresno (NBC) 5000 watts 580 kc.
RED JORDAN, executive vice president and manager Erwin, Wasey & Co., Ltd., L. A., to W. Earl Botwell Inc., Hollywood, as vice president in charge of West Coast operations. Prior to joining Erwin, Wasey, Mr. Jordan was executive vice president and Pacific Coast manager Buchanan & Co., Inc., L. A.

CLAUDIA ELLIOTT BENGE, account executive and radio and TV director Rowland Broiles Co., Fort Worth, Texas, elected secretary of company.

ROBERT FOREMAN, in charge of BBDO, N. Y., radio-TV copy department, appointed vice president in charge of department.


WALTER ENGWER, general manager Toronto office of Hutchins Adv. Co. of Canada Ltd., named vice president McKim Adv. Ltd., Montreal. He will be located in new offices at 1510 Drummond St., Montreal.

VAN SINDEREN LINDSLEY Jr., assistant to president Kircher, Helton & Collett Inc., Dayton, to Federal Adv. Agency, N. Y., on account service staff. He will serve as executive on American Safety Razor Corp. and Doeakin Products accounts.

CARTER JONES, copy chief, Blaine-Thompson, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as television copy specialist.

whether this country still needs a good five-cent cigar is a matter of some, if little, debate; but there is no controversy that the advertising business could use a few more good cigar salesmen. If the career of Milton Lewis, president and owner of Lewis Adv. Agency, Newark, N. J., is a fair example.

Mr. Lewis was born in Newark in 1909 and was educated at the U. of Pennsylvania. He received his A.B. in 1931 and returned to Newark to sell cigars for the Lewis Cigar Co., owned by his grandfather.

After two years of experience in direct selling, Mr. Lewis joined Grey Adv. in New York to learn the advertising business. He worked in several departments and finally became an account executive for many of the agency's perfume accounts. In 1936 he moved to Lennon & Phillips Adv. Agency as an account executive.

Weared of commuting from New York to his native Newark, Mr. Lewis formed a partnership with Alfred Tokar and established the Lewis & Tokar Agency in Newark in 1938. By March 1942 the partnership was dissolved and Mr. Lewis retained the office space and personnel. The agency then was re-incorporated with Mr. Lewis as president, and shortly after became a member of the AAA.

Among the Lewis accounts which use radio and television are the following: Shifran Bros. (mattresses), Seidenberg cigars, John Ruskin cigars and Melba cigars (an account he retained from Lennon & Phillips). Hoyt Bros. (pie mix), Sunrise Dairies, Automatic Picture Gun, Stevens Products and Abelson Jewelers.

He has been married to the former Hyacinth Heller for the past 17 years. They have two children: Sally, 11, and Fred, 8. The family home is in South Orange, N. J.

Mr. Lewis' principal hobby is golf. He shoots in the 70's.

He also is active in community work.
PHILLIPS Co., advertising and public relations, San Diego, changes name to PHILLIPS-RAMSEY Co. CHARLES C. RAMSEY assumes full partnership in firm. FRAN IDE, general manager KGB San Diego, named account executive for company.

ANDREW C. BOYD Jr., copy staff Erwin, Wasey & Co. Ltd., L. A., appointed copy chief of agency.

ROBERT ATWOOD, manager of sales service department ABC Chicago, to J. Walter Thompson, same city, as timebuyer.

LYN CONNELLY, publicity staff WBKB (TV) Chicago, to Simmonds & Simmonds, same city.

FLORENCE SHERMAN appointed radio- TV copywriter Kal, Ehrlich & Merrick, Washington. She was with WWDC Washington.

HARRY LONDON, assistant advertising manager Kay Associated Stores, Washington, to creative staff Henry J. Kaufman & Assoc., Washington. ARNOLD FREEDMAN, copy staff, appointed assistant production manager.

MARY HARDIN, McCann-Erickson, to Kenyon & Eckhardt, N. Y., as copywriter.

ALLAN PERRY, Doherty, Clifford & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as assistant account executive on drug products.

KARL LANDT and MICHAEL DANYLA appointed to staff George R. Nelson Inc., Schenectady, N. Y. Mr. Danyla was with WPTR Albany, N. Y.

BBDO, N. Y., has volunteered to serve as unpaid advertising agency on The Advertising Council's Civil Defense campaign. WILLARD A. PLEUTHNER and CARLETON L. SPIER, both vice presidents BBDO, will serve as head of volunteer group and copy supervisor, respectively.

ROBERT ARIB Jr., copy supervisor Cecil & Praisbrey, N. Y., to Kenyon & Eckhardt, N. Y., in copy department.

HENRY W. COVINGTON, George T. Metcalf Co., Providence, to Ellington & Co., N. Y.

PEGGY O'HALLAREN and MARGARET WEAVER to Young & Rubicam Inc., Hollywood.

LOVICK DRAPER, network sales ABC-TV Chicago, to account work Foote, Cone & Belding.

WILLIAM C. TRACEY, publicity and sales promotion director WSAZ-TV Huntington, W. Va., appointed account executive Pace-Wiles Inc., Huntington.

WILLIAM L. RUSSELL, TV and radio copy supervisor Ruthrauff & Ryan, N. Y., to Ellington & Co., same city, as manager TV copy and production.

NEEDHAM, LOUIS & BRORBY, Chicago, opens its first Canadian office in Toronto.

DEE WILLIAMS, Julius F. Zederman Adv., S. F., to copy staff of Russell, Harris & Wood, same city.

ADVERTISING CLUB OF TERRE HAUTE elected to membership in Advertising Federation of America. In joining it becomes the 108th club in AFA.


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**ON THE WASHINGTON SCREEN**

**Late News ★ Sports Final**

*with top authorities in each field*

**NEWS with Gunnar Back**

**Monday thru Saturday—11-11:10 P.M.***

Long a Washington network radio favorite, Gunnar Back now brings his distinguished news reporting to television—in the clear-cut, concise delivery that is making him a nightly favorite in thousands of Washington homes. Each day Gunnar Back gathers first hand all the important news stories on Capitol Hill, giving the viewers added insight into the news. Here’s television news when viewers want it, with a man who has earned an enviable reputation for excellent reporting on the Washington scene.

**SPORTS FINAL with Dean Luce**

**Monday thru Saturday—11:10-11:15 P.M.***

Last second baseball scores right off the ticker, plus the details of all games are regular features on Dean Luce’s nightly Sports Final. A top sportscaster, Luce gives complete coverage to the day’s sports results and stories. It’s a late evening TV must for the sports fan AND the advertiser!

**Call or Wire ABC Spot Sales**

*Approximate time—May vary on some nights*

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**THE EVENING STAR STATIONS**

**WASHINGTON, D. C.**

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**BROADCASTING • Telecasting**

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**May 28, 1951 • Page 17**
“Vic Diehm Says”
Meet Mary Lee McGeehan
WAZL’s “Tallest” Dividend

Now that your eyes are back in their sockets (go ahead...take another look I’ll wait) I’d just like to say that Mary Lee’s thrice-weekly Woman’s Program is really paying off in TALL PROFITS on small budgets for her advertisers...as are other top “Women Shows” on WAZL. Drop her a line—she loves to open mail!

She is a Tall One—Isn’t She?

Top...
EDITOR:
...Like most everyone else associated in radio, in any manner, I was brought up on Broadcasting • Telecasting. You won't be disappointed, I'm sure, by a lack of suggestions on my part on how to improve a magazine that is tops in the broadcasting field for sound and comprehensive reporting of industry news.

Joseph W. Palmer, Radio Dir.
MacGruder, Bakewell, Kostka Adv.
Denver

...And Bottom
EDITOR:
...[In Broadcasting • Telecasting, May 21] I read that “Scritts-Howard Radio is owned and controlled by the same interests that have the Cleveland Plain Dealer.”

Shade of E. W. Scripps!
His first newspaper, started in 1876, was the Cleveland Press. . .
Jack R. Howard
President
Scritts-Howard Radio Inc.

EDITOR'S NOTE: For associating Scripps-Howard with the rival of one of its most celebrated properties, a forgetful reporter has been tattooed with a lighthouse and the legend: “Scritts-Howard owns the Cleveland Press.”

Thank-You Note
EDITOR:
Your story on Armed Forces Day activities in . . . Broadcasting • Telecasting [May 21] very adequately shows how the radio-television industry and the Advertising Council cooperated to make this year’s observance outstanding.

I want to take this opportunity to thank you for your nice recognition of this event and for your past coverage of our activities.

Charles E. Dillon
Chief, Radio-TV Branch
U.S. Dept. of Defense

Speaking of Results
EDITOR:
As you will recall, we ran a full-page advertisement in Broadcasting • Telecasting in March offering the new edition of our Quiz on Railroads and Railroading. I thought you might be interested in knowing that this advertisement brought us 138 individual requests for the booklet.

Albert R. Beatty
Asst. Vice President
Assn. of American Railroads
Washington, D. C.

Nearly Everybody?
EDITOR:
Frank Pellegrin is to be commended for his fine article, “Bab’s Big Chance,” in your May 14 issue . . . and you are to be thanked for giving it prominent position.

Some time ago the following statistical data was passed on to me, and we have been using it in our sales department whenever we are slapped down with a newspaper pitch:

The following is from an address delivered by Dr. George Gallup to the Audit Bureau of Circulations:

-Only one person in three bothers to turn to the inside page of a newspaper to continue a story from the front page. Only one person in three reads anything on the average black and white page carrying display advertising in Sunday papers.

-Only 15% of readers of Sunday newspapers read best news story, feature or picture below fold on pages carrying display advertising.

-Only 10% of readers of daily newspapers read typical news story or feature below the fold on an inside page.

At one time Editor & Publisher, trade paper of the newspaper industry, was the authority for the statement that not more than 7% of the gross circulation of newspapers read a given ad.

These facts, if they still hold up, could make an interesting addition to Frank Pellegrin’s fine article.

Don Joset
Vice President
WPIF Pittsburgh

Jersey Bounce
EDITOR:
We are glad to note the alertness of your reporter concerning the New Jersey Broadcasters Assn. meeting in Atlantic City at which New Jersey stations justified higher, not lower, radio rates.

We adjusted our rates upwards last October, and based on our 1951 audience measurement, radio in Asbury Park is worth more in 1951 than it was in 1950. The answer seems quite simple to us: There are more radio homes, more radio sets and more radio listeners.

Thomas B. Tyghe
Manager
WILK Asbury Park, N. J.

Networks Are Necessary
EDITOR:
In the May 7 issue, Open Mike, Gustav K. Brandborg, assistant general manager at KVIO Tulsa, asks: “Are networks necessary?” The obvious answer to such a thought-provoking question is: “Yes.” In my opinion today’s network (Continued on page 77)
bad news for "Dusty Disc"!

Capitol's new Custom Library Service is most unpopular with

Dusty (never used) Disc, because a station which selects only the music it
needs with this new modern library plan has no place for the loafer.

And, by eliminating Dusty, the Custom Subscriber saves money. For though
he isn't used, Dusty's vinylite and transportation are expensive.

The Capitol Custom Service provides a basic Library of approximately
2000 tunes (selected by subscriber from complete catalog) to start.
With the first month it expands and rotates with generous new and exchange
allowances—all selected by the subscriber to suit his requirements!

A collect wire will bring all the details on this new,
modern Library Service plan. Send it today!

It's the library you want at the price you want to pay

Sunset at Vine • Hollywood 28, Calif.
In The Public Interest

Camp Funds
WDRC Hartford, over its program, the Needle Club, on May 21 began the annual drive for Camp Courant, summer camp for children conducted by the Hartford Courant. Last year the program raised $1,125 for this purpose.

Nurse Recruiting
WNAV Yankton, S. D., to spur recruitment of badly-needed student nurses, taped a half-hour program at a local hospital. The program, which followed a prospective student nurse on a tour of all hospital departments, included explanations by each department head of the function of that particular division, and told how after student qualifies as full-fledged nurse, she would be eligible for specialized duty.

Symphony Campaign
WWIN-AM-FM Baltimore raised nearly $2,000 in pledges during a 4½-hour marathon broadcast on behalf of the Baltimore Symphony Orchestra. Rival stations carried advance plug free. The broadcast was made up of a volunteer cast.

Hospital Fund
RADIO and TV stations in the Washington, D. C., and Arlington, Va., area are cooperating on a local Mrs. Hush contest designed to channel $400,000 into a new building campaign for the Arlington Hospital. Recorded clues are being played on local stations at various times during the current month. Eligibility for contest entry hinges on a $1 contribution to the building fund. Winner will receive 1951 Oldsmobile coupe for correctly identifying Mrs. Hush and writing best 25-word statement on "Why I Should Buy Defense Bonds." Appreciation for radio-TV station participation was expressed by Clarke Daniel, campaign chairman for the building fund, who praised outlets for making the contest possible.

"B-Day"
BILL WEAVER, KCBS San Francisco personality, staged his third "B-Day—Bring a Boy Back" drive for blood donors May 22. He broadcast his early morning and after- noon show direct from the Irwin Memorial Blood Bank in San Francisco and appeared as guest on other KCBS programs during the day to urge blood donations. The blood bank remained open extra hours for respondents to the Weaver pitch. In his previous B-Day drives, Mr. Weaver succeeded in substantially raising the blood bank take for the day. The Red Cross has highly commended KCBS for the efforts.

Police Praise WJBK
CREDIT for the apprehension of two hit-and-run killers has been given to WJBK Detroit by the Detroit Police Dept. The station's hourly newscasts plus commentary by WJBK's featured disc jockeys were named as key factors in producing confessions from two teenage motorists, according to a letter received by General Manager Richard E. Jones from Traffic Director James A. Hoye. The entire Detroit Police Dept. expressed gratitude, noting that the two youths "stated in their confession that they had given themselves up because of the publicity given to their brutal act of leaving an injured person to die. This state of mind was a direct result of the publicity program you so heartily put in action."

Pint Parade"
BOURNE RUTHRAUFF, vice president of Ruthrauff & Ryan, New York, has been named chairman of advertising agencies section of United Entertainment Industry's blood donor drive in New York on behalf of Red Cross. He will be assisted by Tom Slater, also a vice president of Ruthrauff & Ryan. A temporary blood donor center has been opened in Rooms 143-145 of the Hotel Astor, and other temporary units are being or will be set up at Manhattan Center, CBS, NBC and DuMont Network for the convenience of donors from the craft unions and network employees. The campaign will end with an all-star benefit, "Pint Parade," to be held May 29.

Music Festival
CKCW Moncton, N. B., May 7-12 sponsored Moncton Music Festival where over 1,200 entries, comprising more than 4,000 persons, competed in 237 classes. Twenty-two scholarships and prize awards were arranged for by CKCW, which underwrites all expenditures. First annual festival was held in 1947.
Best in the Business — take stability, for instance

• Stability—the most necessary requirement of any stabilizing amplifier—is a "standout" feature of the TA-5C. It is absolutely stable under all operating conditions. It operates with the same stability with or without signal input. It provides complete isolation between monitors — makes it possible to perform on-air monitor switching operations without creating transients or cross-talk on the program line.

The TA-5C stabilizing amplifier handles sync inputs up to 8 volts—and delivers signal voltage output at standard RMA values through just one simple adjustment of the sync control. Total tube complement—only 19!

Today more than 400 RCA Stabilizing Amplifiers are helping TV stations deliver the cleanest, most stable pictures in the history of commercial television. Need we say more?

Call your RCA representative for price and information on delivery. Or mail the coupon—today.
You get a lot for a little*

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

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY
PLANS for infusion of United Paramount Theatres wealth and knowhow into the ABC radio and television networks began taking form within 24 hours after last Wednesday's announcement that ABC and UPT officials had come to terms on a $253-million merger which UPT spokesmen say they hope to complete by late July or August.

In a parley on the record-setting deal, CBS, which initiated the negotiations several weeks ago but lost out, would buy UPT's WBKB (TV) Chicago for $6 million and thus partially satisfy its desire for three more stations in its TV lineup, which set it to bidding for ABC in the first place [Broadcasting Telecasting, May 7].

It was considered inevitable that FCC would call a hearing before passing upon a transaction of such a magnitude as the ABC-UPT merger, with close examination of public-policy questions relating to theatre ownership in the broadcasting field and, particularly, a study of the merger plan in the light of FCC's repeatedly avowed preference for dissemination of control over media of mass communications (see story page 32).

Under the proposal, which is subject to directors and stockholders as well as FCC approval, Leonard H. Goldenson, president of UPT, would be president of the new company—American Broadcasting-Paramount Theatres Inc.—while Robert E. Kintner, president of ABC, would be president of the radio and television division. Edward J. Noble, chairman of the board of ABC and owner of 57% of its stock, would be chairman of the finance committee of the new company's board of directors.

Mr. Goldenson affirmed reports that the theatre company has $30 million in cash reserves which can be invested in development of the radio and television properties.

On the heels of the merger plan disclosure came an announcement Thursday that two key officials of the theatre chain would move into top-level executive positions of the proposed radio and television division. Robert H. O'Brien, secretary, treasurer and a director of UPT, would become executive vice president of the radio-TV division, and Robert M. Weisman, a UPT vice president, would become vice president in charge of program and talent development for both radio and television (biography page 36).

It was understood also that John H. Mitchell, general manager of WBKB, and other top executives of the station would move into the management of ABC's WENR-TV Chicago upon completion of the merger.

The WBKB call letters would be transferred to WENR-TV, it was reported, and CBS is expected to use its WBAM Chicago station call in identifying the TV stations, now known as WBKB, which it acquires from the new company. Management of the TV station under CBS ownership is expected to be headed by H. Leslie Atlass, CBS Central Division vice president.

Five members of the present ABC board were designated to serve with 13 UPT directors on the board of the proposed new company: Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley, and Owen D. Young.

Woods' Status

The status of Mark Woods, vice chairman of the ABC board and former president of the network, was not defined. Of the other ABC directors—Alger B. Chapman, C. Nicholas Priaux, Franklin S. Wood and William Zeckendorf—it was assumed that Mr. Priaux, as treasurer of the present network, would be assured of a key position in the new company.


The present ABC board meets (Continued on page 32)

American Broadcasting-Paramount Theatres Inc. Board

Edward J. Noble

Businessman, industrialist, banker and financier, Edward J. Noble has been in radio a decade. He was born at Gouverneur, N. Y., in 1882. His extensive business and financial career led to the board chairman'ship of Life Savers Corp, among many prominent companies

He served as Under Secretary of Commerce during the administration of Franklin D. Roosevelt, and was first chairman of the Civil Aeronautics Authority. He entered radio in 1935 by buying WMCA New York. Two years later he bought the Blue Network for $8 million and became board chairman.

Robert H. Hinckley

An academic career at his alma mater, Brigham Young U., preceded entry of Robert H. Hinckley into politics and business. Born at Fillmore, Utah, in 1891, he was elected to the state legislature after combining teaching with football coaching. In 1916 he started an auto business, moving into aviation 12 years later by forming Utah Pacific Airways. In the mid-'30s he was assistant administrator of WPA and joined Civil Aeronautics Authority in 1938 under Edward J. Noble. When Mr. Noble became Under Secretary of Commerce he joined him as Assistant Secretary. He became an executive of Eppery Corp. in 1942 and later director of the Office of Con- tract Settlement. In 1946 he became ABC vice president and di-

Robert E. Kintner

National prominence came to Robert E. Kintner in the late '30s when he wrote a syndicated column in collaboration with Joseph Alsop. They wrote two books, Men Around the President and American White Paper. During World War II he served in the Army's G-2, later being transferred to diplomatic relations. In September 1944 he joined ABC as a vice president, became executive vice president in 1946 and finally president. He was born in 1899 at Stroudsburg, Pa. (Continued on page 36)
 contract actions

By Florence Small

with the approaching end of the current contract cycle on June 1, a wave of nervous action has broken on the industry, spraying the air with reports of reorientation, renewals and cancellations affecting, among others, some of the most formidable advertisers in radio and television.

Such impressive clients as General Foods, Lever Bros., Campbell's Soup Co., Ford Motor Co., are contemplating—and in some cases have already concluded—decisions of major change in their established advertising strategies.

General Foods is releasing its 12-year sponsorship of The Aldrich Family on radio and television, still retaining, however, its time segment on NBC-TV, Sunday, 7:30-9 p.m. Latter period will be filled by the sponsor with a summer replacement, Who's Who, featuring Phil Baker. Advertiser is looking for a new property for the time in the fall. General Foods is also dropping Bert Parks daytime show on CBS-TV for the summer. Young & Rubicam, New York, is the agency.

Meanwhile, Campbell Soup Co. has bought the Aldrich Family, a William Morris package, to replace its Henry Morgan show, Friday 9:30-10 p.m. on NBC-TV. Warwich & Legler, New York, is the agency.

Lever Bros. Plans

Lever Bros. is considering dropping sponsorship of My Friend Irma on CBS, Monday 10-11:30 p.m., through Foote, Cone & Belding. Advertiser may retain the time with another show. Actual decision is expected early this week. Lever Bros. Lux Radio Theatre, on CBS through J. Walter Thompson, New York, is expected to be retained next fall.

Esso Spot Campaign

Standard Oil of Indiana, Chicago, is running a six-week spot saturation campaign on 14 AM and four TV stations in Detroit and Milwaukee for its Red Crown gasoline. About 700 AM spots are being used in Milwaukee and 1,000 in Detroit, plus some 200 video commercials in the one Milwaukee station and three in Detroit. Agency is McCann-Erickson, Chicago.

sponsors change

The Celanese Corp., through Ellington & Co., New York, is understood to be considering a one-hour TV show for fall. One of the packages being considered is the ANTA program.

Philip Morris, through Blow Co., New York, is dropping Ralph Edwards in television. Crime Doesn't Pay, a film series, takes over the 10-11:30 p.m. period Thursday on CBS-TV.

Ronson on CBS

Ronson Lighters Through Grey Adv., takes over the 8:30-9 p.m. Sunday spot on CBS-TV, which was dropped by Nestle's cancellation of Mr. I. Magination. Effective July 29, Ronson will sponsor Peter Lind Hayes and Mary Healy in Star of the Family in that time.

Coca-Cola Bottlers, New York, through William Esty Co., New York, is understood to be considering a half-hour TV show and announcement is expected early this week.

Nbc meeting

Midwest Affiliates Gather

Three dozen promotion managers from NBC's Midwest affiliated stations met Wednesday in Chicago for the second in the network's series of meetings on up-coming plans and exploitation techniques. Hal Smith, NBC Chicago network promotion manager, made arrangements for the day-long meeting at the Palmer House.

Mr. Smith, manager of radio, television, press and publicity activities, press and publicity activities, the value of the stations reporting its promotion work directly to clients and agencies and merchants and stations promotion.

The promotion conferences are expected to be resumed as an annual affair, as they were prior to three years ago. A similar clinic was conducted in New York Monday and in Atlanta Thursday, and will be held in Hollywood and Dallas this week.

 Attending the Chicago meeting: Mr. Wiseman, Milton Greenleaf Co., Milwaukee; James Brown, BBD&O, New York; Bill Wiseman, WOW Omaha; Joseph Cook, KSTT, Minneapolis; and Jack Ryan, NBC Chicago.

They discussed and outlined summer and fall sales pictures of the network, NBC's 25th anniversary plans, summer and fall promotion, and public activities, the value of the stations reporting its promotion work directly to clients and agencies and merchants and stations promotion.

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Coy Renamed

FBI PROBES BASEBALL

ORGANIZED baseball is on trial again before the bar of Justice. A sweeping "catchall" probe into restrictions placed on broadcasters and telecasters of all professional and amateur sports—with special emphasis on baseball's play-by-play policies—was announced last Wednesday by the Justice Department.

Attorney General J. Howard McGrath said he had ordered the Federal Bureau of Investigation to launch the inquiry, partly on the strength of "a number of complaints" over "alleged restraints imposed by professional baseball upon the broadcasting and telecasting of games."

The investigation, which will extend 30 or perhaps 60 days, will also carry over into professional and college football and other sports, whatever body that the number of radio-TV contracts now hang fire.

NCAA Under Study

Inclusion of campus football in the scope of the far-reaching FCC—probing which in the past few months has been a thorny problem of sympathetic supporters, particularly among colleges who have revolted against the attempt of some well-organized institutions to control the beneficent football telecasting business. Protests already have been lodged with the National Collegiate Athletic Assn., whose committee engineered a plan for limited telecasts and whose action was under study by the Justice Dept. [Broadcasting • Telecasting, May 31].

Scrutiny of exclusive radio-TV rights sold to advertisers on a territorial basis also was implied, though not expressly singled out, in the Justice Dept. announcement that the FBI will seek "all the facts." The exclusivity issue had been raised in complaints over football practices, it was learned.

Almost simultaneously the issue attracted attention on Capitol Hill where:

A congressional subcommittee served notice it may look into broadcasting contracts during hearings on baseball anti-trust aspects.

Sen. Ed. C. Johnson (D-Col.) and three House members introduced bills to exempt all professional sports from anti-trust laws.

While the Justice Dept. move was regarded as one of the end of an 18-month old truce involving broadcasters, telecasters and the public on the one hand and professional baseball on the other, Atty. Gen. McGrath emphasized that the probe was directed in order that "all the facts may be carefully examined and a determination made as to whether further action is required."

The Justice Dept. had suspended its earlier investigation in October 1949—it originally began in 1948—on the premise that "substantial changes" had been made by major and minor league radio-TV practitioners. Authorities warned, however, that the department would take "appropriate action" in the future if evidences of restraint occurred. Last week Atty. Gen. McGrath noted that the anti-trust division has since "continued to receive a substantial number of complaints."

Original revisions, set forth in April 1949 when the Justice Dept. suspended action, restricted the veto power of local clubs over the local broadcasting of other games. Each baseball team was permitted to control baseball radio-TV broadcasting rights within a radius of 50 miles of its own park—only at the time it is actually playing [Broadcasting • Telecasting, Oct. 5, 1949]. It is this factor which has commanded the attention of department lawyers, it was understood. At least two radio stations—WPIN Findlay, Ohio, and KBOS Jolbin, Mo.—have filed anti-trust suits against baseball clubs in federal courts the past fortnight.

WPIN reportedly charged it is not permitted to air Cleveland games in its area when the nearby Lima club, 35 miles away, is playing at home. KBOS, which dropped an earlier suit against the Jolbin team, advertising agency and a brewery sponsor, has filed a new injunction against the Jolbin Baseball Corp. claiming interference. [See story page 78].

The Congressional phase arose

(Continued on page 79)
IN REVIEW...

The junior Senator from Michigan, Blair Moody, is proud of his radio show that is supposed to introduce the listener to what various Congressmen have subjects of live cattle and slaughtered animals is about. And he is quick to remind that this issue is nearly... (Continued on page 78)

TIME CHANGES

CBS, MBS Show Increases; TV Jumps Sharply

CBS and MBS gross radio time in 1951 exceeded those for the same Publishers Information Bureau figures in New York.

While the two networks both reported time charge gains, network grosses as a whole recorded a drop from $65,217,663 in 1950 to $64,054,765 in 1951 over the four-month period. Aggregate gross time charges for all networks in April, however, rose from $15,908,806 to $16,921,908 on the strength of CBS and MBS boosts.

Three TV networks (DuMont not reporting) registered substantial charges for January-April period last year, according to Publishers released today (Monday) in New York.

increases January - April this year compared to the four-month period for 1950—roughly 45% on both an individual and aggregate basis—showing $34,198,545 against $38,193,058 for gross TV network time charges. April showed a gross of $5,088,464 compared to $2,309,063 for the same month last year.

Gross network radio and TV time charges as reported by PIB:

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<td>TOTAL</td>
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RADIO STILL BEST

NBC, CBS Promotions Say

Network programs delivered more than 10 million minutes of listener time last week, and 164 delivered over 5 million.

Yet network radio's cost-per-thousand listeners has increased less than that of any other medium, an NBC official said. Since 1946, it is pointed out, U. S. wholesale prices have gone up 65%; charges of eight big metropolitan newspapers are up 47%; those of 94 big-city papers are up 24%, while CBS nighttime radio is up only 10%, in cost-per-thousand, compared with 1946.

Eighteen of the TV networks reaches 16 million by next January, CBS notes, 27 million radio homes will still be without TV.

Budgets Eun High

The CBS presentation cites food products, cigarettes, and soaps and drugs manufacturers, representing 18 of the top 26 advertisers, as choosing network radio over all other media, having devoted $115,458,329 to 1951 radio, represented by NSA and by network radio's cost-per-thousand listeners.

The 18 top advertisers in these three product categories spent almost $22 million more in network radio in 1950 than in 1949, and for the first quarter of 1951 ran only 1% behind their total for the same period of last year, it is pointed out.

These top 18 advertisers, CBS says, choose network radio because they have the greatest need for advertising impact; have the greatest resources for testing advertising values, and find that network radio gives them the best...

(Continued on page 88)
That the Affiliates Committee should "have assumed otherwise" is not surprising, Mr. West said, "because of the widespread misunderstanding of the position." ANA's "only interest," he explained, "has been to determine as best we could the actual impact of television on radio audiences by a study of the available statistical data and to make those facts known to our members who are interested in radio as an advertising medium." 

The ANA position of welcoming constructive criticism of its report, voiced at the time the material was published, "has never altered," Mr. West stated. "It is for that reason that we would welcome anything that you or your associates or others in the industry might have to say—whether written or whether any future reports can give the trend of audience listening habits in the field of radio." He said the ANA had hoped for such discussions to start at the time of its first report last August, but that "the networks thought it undesirable from a legal standpoint that they could be so influenced toward that attitude of a misunderstanding of what the ANA "had definitely planned." He quoted his statement of Aug. 2, 1950, when the original report was issued, that ANA had no intention "to tell the networks what they should charge for their products," with the proviso that "the medium." ANA's purpose in making the report available to the broadcasters, the statement noted, was to give them the benefit of ANA radio users' collective views "in helping them reach their individual and competitive business decisions more intelligently... to the end that this important medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public." 

**RYAN WARNS Radio 'Overdue' On Selling Itself, Club Told**

**BROADCASTING**

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FM Group Asks Hearing

FCC's construction of the Communications Act's Sec. 317 respecting program "sponsorship"—as expressed in the Commission's recent policy statement—has induced the group of functional music broadcasters—in "based upon a literal, strained and technical interpretation of the language of the statute."

With that as one of their contentions, 13 licensees and permittees last Friday submitted a joint statement and petition. Accorded with the FCC through the Washington law firm of Dow, Lohnes and Albertson, the FM group denied they have abdicated any of their responsibilities as has been indicated by the FCC [Broadcasting • Telecasting, May 21, 7, April 16].

FCC policy, if finally implemented, would ban "beep" services and control possibly effect overcasting, transcasting and like FM operations.

The joint documents urged the FCC (1) reconsideration of a position with respect to functional music operations; (2) to institute appropriate rule-making proceedings under Sec. 1.702 of the Commission's Rules and Regulations; (3) under the Commission's Rules and Regulations and the Administrative Procedure Act to issue a declaratory order "to terminate the controversy"; and (4) to render such other general relief as may be deemed necessary.

Petitioners reminded the Commission that it (FCC) is required to study new uses of radio and "generally encourage the larger and more effective use of radio in the public interest." It was held that the policy involved in the type of program

ON RECORD

Truman Conference Aired

VOICE of a President speaking at a news conference was broadcast for the first time today.

At the morning news conference President Truman spoke informally, in reply to a question, on the subject of whether he asked for the text of his remarks but the President left this up to Joseph Short, his press-radio secretary.

Mr. Short made available the recorded transcript of the conference. Ted Koop, CBS Washington director of news and public affairs, has tapes marks and supplied copies to all networks. Quality was poor, since the White House recording equipment is designed merely to supply transcriptions.

Networks for a long time have sought permission to record Presidential news conferences. Present regulations forbid any recording of broadcasts or recording at the Executive Office without special permission though visitors may be interviewed after they are outside the building.

Joe M. Kittner, FCC veteran of nearly a decade, last Friday was named deputy director for the newly-created Broadcasting Bureau [Broadcasting • Telecasting, May 7].

The name of Mr. Kittner, assistant to the general counsel for the past three years, was offered to the Commission by Curtis B. Plumer, chief of the new Bureau. Also, with an eye to the June 4 date for commencement of operations, last Friday's staff meeting consisted of the following to head the various divisions of the FCC.

Aural Facilities Division—James E. Barr, now chief, aural broadcast division, Office of the Chief Engineer.

TV Facilities Division—Cyril M. Braun, chief of TV broadcast division, Office of Chief Engineer.

Hearing Division—Frederick W. Ford, a counsel in the renewal hearings on the G. A. Richards stations.

Renewal and Transfer Division—Dwight Doty, chief of the AM branch of the broadcast division, Office of the General Counsel.

Rules and Standards Division—Paul Dobin, legal assistant to Commissioner Robert F. Jones since 1949.

In another change at the Commission, it was learned last week that Harry M. Plotkin, assistant general counsel in charge of the broadcast division, would move into the office of General Counsel Benedict P. Cottone. Mr. Plotkin had requested that his name not be publicized in connection with Friday's Broadcast Bureau appointments.

Bureau's Balance

Filling of the Broadcast Bureau's top slots creates a balance of three engineers (Mr. E. Barr and Mr. Braun) and four lawyers.

Establishment of the Bureau earlier this month completed the Commission's self-initiated reorganization along lines generally advocated in the pending McFarland Bill (S 658) which awaits House action on Capitol Hill.

Mr. Kittner was born in Weldon, N.C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in commerce, and two years later with an LL.B. degree.

The new deputy director has been a member of the Commission's legal staff since December 1941. He was first in the war problems division, later served as chief of the administration section, and then became chief of the litigation section. On May 17, 1945, he was named assistant to the general counsel.

Among the high points of Mr. Kittner's career was his 20 years of service in connection with the North American Regional Broadcasting Agreement. In the fall of 1947 he served as a member of the U.S. delegation at the Havana Meeting of Technicians in coordination with NARBA.

He has continued to be associated with NARBA negotiations, assisting at the series of conferences that was culminated last fall with the signing by five nations of the proposed treaty that now awaits Senate ratification.

Page 28 • May 28, 1951
FURTHER cutbacks in the use of critical raw materials for all civilian radio-TV production save in replacement parts for commercial broadcast equipment appeared a certainty last week as the government geared machinery for its Controlled Materials Plan beginning July 1.

At the same time, there was little evidence that the National Production Authority would allow M-4 regulations, which now require authorization for the erection of radio-TV broadcasting buildings [BROADCASTING • TELECASTING, March 14].

NARTB late Thursday still was awaiting from NPA Administrator Manly Fleischmann acceptance of an invitation to consult with President Justin Miller and other industry representatives on the construction impasse. Judge Miller had sought the meeting with the hope of "building up the priority position of broadcasting," which had been substantially weakened by the government order.

M-4 Clarification

It was learned, meanwhile, that NPA will dispatch to all its field offices a directive clarifying the intent of M-4 as it applies to new construction. The directive stresses that the regulation is aimed at the erection of new broadcasting facilities to house radio-TV broadcasting and should not be construed to include present buildings in which broadcasters may install radio-TV equipment.

It also was understood that M-4 may be further amended to delete the word "new" for new A, B, C, TV stations, including its new VHF-UHF TV allocations proposals.

Commissioners have held informal conferences with staff members who reported on the background of the new regulation (M-4), and reportedly requested advice on how best to administer the whole licensing procedure. Whether new standards will be evolved or whether the Commission would proceed along usual lines was still a moot question.

It was felt, however, that the staff would draw up a set of recommendations and pass them on to the Commissioners before it consents again with NPA authorities. The Commission doubtless will act on staff recommendations before commencement of the city-by-city allocation hearings.

From the industry view, NARTB is prepared to demand that, where applications are filed with NPA for building construction permits, broadcasters be considered on a comparable basis with newspaper publishing interests. Latter can apply for authorization "in areas adjacent to military establishments or defense plants or projects" if adjudged essential to the defense effort. Radio and TV stations are not so covered, a point which Judge Miller views as an infringement of government authorities and which NPA has promised to adjust.

Industry concern over quasi-priority for mass media and overall impact on building plans was reflected last week in the wake of other developments, in which the government:

- Stopped copper consumption in consumer durables 75%, portending sharp cutbacks in radio-TV appliances.
- Increased the dollar value for purchases of replacement parts by broadcasters and other users when placed for maintenance, repair and operation purposes.
- Reinstated its Defense Production Administration, appointing Walter W. Watts, RCA executive, deputy administrator in charge of all procurement and production.

The government order slashing use of copper in such consumer durables as radio-TV sets and refrigerators came as almost a complete reversal of earlier estimates issued by the Defense Production Administration a fortnight ago. Chairman Wampler, program-requirements chief, had predicted a 20% cut for the third quarter—or a cutback to 80% of Jan.–March 1951. The metal is used most frequently by paper industry for plate steel chassis of receiving sets. Cadmium is a satisfactory substitute but, unfortunately, also is in short supply, though NPA had indicated it would consider an order which would permit wider use, at least temporarily. Nickel and cobalt are still scarce.

The new adjustment covering "maintenance, repair and operation" of equipment for radio-TV broadcasters and other equipment users was promulgated by NPA "to compensate for increased prices and accelerated programs" in the mobilization effort. The government observed that prices on MRO items have risen about 10% and demand contributed the other 10%.

Dollar Volume Formula

Broadcasters who apply for transmission agreements on full replacement may now spend 120% of the 1950 base period by dollar value applying a DO-97 label on such equipment in dealings with equipment makers. No NPA authorization is required. Others using less than 20% of the quota need no rating. Components to be incorporated in electronic and communication products are not covered [BROADCASTING • TELECASTING, March 12].

A plan whereby owners of repair shops could claim rates on replacement parts for home radio-TV receivers also is under consideration by the government, which had excluded them in its

(Continued on page 72)

STATION STAFFS

TIGHTENING of staff structures is being forced on many broadcast stations faced with the prospects of higher wage scales during a period of reduced income, the North Carolina Assn. of Broadcasters was told by Richard P. Doherty, NARTB employing-relations director. Meeting Thursday-Friday at the Carolina Hotel, Nags Head, the association heard Mr. Doherty review national and industry cost trends.

Earl Gluck, WSOC Charlotte, opened the meeting as association president. Named to the resolutions committee were A. L. Dreyer, WCBT Roanoke Rapids, chairman; Gaines Kelley, WFMF-TV-FM Greensboro, and Tom Snowden, WCPS Tarboro. Harold Essex, WFSJ Winston-Salem, was named chairman of the nominating committee.

E. Z. Jones, WBBB Burlington, state civil defense director, spoke on radio's role in North Carolina's defense program. Cecil Hokens, WNNC Asheville, spoke on the FCC's emergency defense communications project.

Delegates were aboard a Coast Guard cruiser last Thursday. U. S. Brewers Foundation entertained at a beach party with Fred Dodge as host.

More Productivity Urged

In view of the pressure for higher wages, Mr. Doherty told the association, now is the time "to pare down surplus personnel and to eliminate or minimize unnecessary and unproductive expenditures. In many cases, real attention must be given to working out integrated or combination jobs."

Organized labor is pressing hard for a lifting of the 10% wage ceiling permitted by a ruling of the Wage Stabilization Board, said Mr. Doherty, a member of the reconstituted board. He said the WSB industry members "are united in their desire to provide a sound wage policy for the nation and avoid unrealistic and inflationary wage advances." Since labor and public members seem intent on permitting a substantial relaxation of scales, he said the present policy appears "to be one of coordinated progression geared roughly to cost of living changes."

"These noises in the labor market unquestionably will have some impact upon radio and television," Mr. Doherty explained. "Since last June the average weekly scale of broadcast technicians and technologists increased some 7-8%. Sheer inability to pay, on the part of many groups of stations, has unquestionably kept these increases lower than might otherwise have been true."

"One of the unfortunate problems facing many stations is that their wage scales are already rather

(Continued on page 74)
NARTB BOARD

To Unite Radio-TV Broadcasters

By J. FRANK BEATTY

NARTB's two-play board of directors—Radio and TV—will meet separately and jointly next week to complete the process of welding the association into a unified service for aural and visual broadcasters.

Much of the process completed on paper during the winter/spring months must now be put into active service. This will be done at the joint session, to be held in Washington.

Top personnel changes will take place during the three days, with Harold B. Boyd, moving into the NARTB presidency as Judge Justin Miller takes on a new role as chairman of the board and general counsel.

The formal evening in ceremonies will take place at a benefit dinner to be held June 8 in the Presidential Room of the Hotel Statler. The dinner will be held on June 5 at the Mayflower Hotel and the remaining days and-a-half will be devoted to joint meetings at the hotel.

There remains one key post to be filled—director of the TV organization. A special committee head by George B. Storer, Post Industry station president, will meet June 5 at Williamsburg, Va., to consider a list of candidates.

Since the Chicago board meeting in mid-April the TV operation has been directed by Thad Brown, elected TV council earlier in the year. Mr. Brown has set in motion a list of major TV projects covering such fields as the FCC's TV allocation, legislation, sports rights, membership dues, program standards, semimonthly news letter and many other problems

Financing of the joint Radio-TV operation will occupy board time next week. The board's Finance Committee meets Saturday and Sunday before the main board sessions. A budget of around $150,000, of which $50,000 goes to affiliates, is due be submitted. However, the TV organization must have a heavy share of the 107 TV stations as members if it is to have a $150,000 budget. The fee for the station is $2 TV mem-

bers. AM membership totals about 955 stations, slightly above the March figure, and there are 360-old FM EM.

Meeting Schedule

All day Monday (June 4) the Radio and TV boards will meet separately at NARTB headquarters, with a joint buffet luncheon.

Separate meetings will continue Tuesday. Wednesday will be the joint meeting. Thursday will be the board of directors meeting. Friday the board will meet again before the luncheon session, to be held in Washington.

LUDY HEADS KAB

27 Attend First Meeting

BEN LUDY, general manager of WIBW Topeka, was elected president of the Kansas Assn. of Broadcasters, when the organization was formed May 20 in Topeka. Twenty-two of the 27 representatives of the 53 Kansas stations were present.

Mr. Ludy

Mr. Ludy

President Grover Cobb, KVGB Great Bend, was named vice president. Both Mr. Ludy and Mr. Cobb members of the board will include: Ray Jensen, KSAL Salina; Bob Pratt, KGDF Coffeyville; Bob Wells, KXUL Garden City; Wendell Elliott, KNOX Dodge City; and Archie Taylor, KANS Wichita.

The dues problem will be taken up by both boards, with consideration to be given some sort of joint rate for members having both radio and TV stations. AM members pay graduated dues based on station income. A joint AM-FM rate allows AM stations to add FM to AM income in calculating dues, but this has not raised the dues bracket of any members.

TV Dues Formula

TV members pay the five-minute or half the quarter-hour rate, whichever is lower. However, con-

ting of this formula. Some contend the TV network rate should apply whereas others argue that the local rate should govern.

Demand for a joint radio-TV rate, started in the winter when Television Broadcasters Assn. disbanded to come under the NARTB roof, has persisted. Several for-

mula for joint dues have been worked out at association head-

quarters for board study. Most TV members oppose a dues formula based on station income.

Back in the board's lap will come the rule on broadcasting by the NARTB combined radio-TV boards, to discuss the baseball broadcast—television situation. He will speak at the luncheon session. The Interstate & Foreign Commerce Committee chairman will be executive vice president of the Western League, operating in the Rocky Mountain area. He has indicated mutual coordination to exempt organized sports from anti-trust laws (see sports story page 25).

Sen. Johnson To Talk

SEN. EDWIN C. JOHNSON (D-Col.), baseball enth-

siast, will appear before the NARTB combined radio-TV boards, June 6 to discuss the baseball broadcast—television situation. He will speak at the luncheon session. The Interstate & Foreign Commerce Committee chairman is executive vice president of the Western League, operating in the Rocky Mountain area. He has indicated mutual coordination to exempt organized sports from anti-trust laws (see sports story page 25).

FAIR TRADE

SCOTUS Decision Implications

Seen in Set Field

PRESCRIPT of spirited competition of radio, TV and other household appliances was held out last week in the wake of the Supreme Court decision invalidating certain provisions of state fair trade laws.

The decision conceivably will have heavy repercussions at the dealer level, was seen as com-

pling an already unsettled picture in which manufacturers and dealers alike have joined in concerted efforts to combat overproduction and move TV sets off store shelves [BROADCASTING • Trade • May 21].

The U.S. Supreme Court, in a controversial 6-3 decision, held in effect that dealers who have not signed contracts under fair trade laws and thus have the right to observe price minimums agreed on by a manu-

facturer and dealer. The decision was widely interpreted as applying to goods moved in interstate commerce, and would affect all but three states—Missouri, Texas and Vermont—which are not under such laws, as well as the District of Columbia. Infrastate commerce was not involved in the case.

Greatest impact probably will be reflected in nationally-advertised brand name merchandise, including radio and television receivers, dimes and returnable sets.

Set manufacturers were inclined to withhold comment on the controversial ruling, which many busi-

nessmen feel will break down fair trade enforcement machinery, pending study of the Supreme Court opinion. But it was con-

ceded that the decision probably would herald a return to "free pricing," a less concessionist price cuts, especially among department stores

for the consumer dollar in purchases of appliances and other dealers with bulging inventories. Radio-Television Mfrs. Assn. had no comment.

Under the Miller-Tydings amend-

ment passed in 1937, designed to resolve certain conflicts with the Sherman Anti-Trust Act, states were permitted to adopt their own laws under which manufacturers and sellers could fix minimum retail prices for the broad commodity.

The SCOTUS decision was not directed at either federal or state statutes but was handed down in a case involving a New Orleans super-market which tried to sell liquor below the minimum set by Louisiana state laws. Schweg-

mann Bros., a non-signer, finally took the high tribunal after a district court suit.

Fair trade law advocates contend such laws have served to put many dealers and other manufacturers from price cuts on products which they have developed and promoted in national advertising. The agreements are voluntary and the public actually determines price minimums, they claim.

Spokesmen for the National Re-

tail Dry Goods Assn. and New York Jim J. Hill, board chairman of Sterling Drug Inc., said the decision would mean a return to "price-cutting" in the drug trade. Appliance dealers said it meant a return to "free selling."
IN IOWA, WHO IS THE PREFERRED Sports Station

One of the significant trends in Program Popularity in Iowa is the increasing interest in Sports. Since 1946, Iowa women have raised their preference rankings for Sports from eleventh place to seventh; in 1950, 72.7% stated that they "usually listen" to Sports. By the same token, Iowa men have raised their ranking of Sports from fourth place in 1946 to third in 1950, with 80.0% "usually listening".

In Iowa, Sports are one of the important elements in any station's ability to build and hold an audience — and far more Iowa people prefer WHO for Sports than prefer any other station.

This is Point Two in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
ABC, UPT July Merger (Continued from page 28)

today (Monday) to consider the merger, and the UPT board is expected to follow suit shortly, probably with a view to a degree divorcing Paramount's production and exhibition functions.

His civic, philanthropic and patriotic activities make a substantial list. He was treasurer of the campaign committee, Greek War Relief drive, Motion Picture Industry, from January to April 1941, and in the same year was treasurer of the U.S.O. national drive in the motion picture industry. The following January, M. Goldenson served as home office chairman for the motion picture industry March of Dimes. In May, he served on the Army and Navy Relief Fund drive and helped organize Hollywood Caravan, a motion picture group which raised the money for the Army and Navy Relief Fund.

As a member of the motion picture industry's War Activities Committee, he served on the board of the wartime bond drives, and assisted in the organization of those within the industry.

War Activities

Mr. Goldenson served on a committee advising Secretary of War Patterson in selecting, producing and distributing motion picture short subjects to wartime defense plants, and on the executive and producing boards involved in anti-Nazi motion picture industry's theatre division of War Activities Committee.

He became treasurer of the theatre division of the War Activities Committee for the motion picture industry in January 1946, and chairman of the industry's Boy Scout Drive in 1947.

An organizer of the American Theatre Assn., in 1946, Mr. Goldenson served on a committee in merger of 1947 of that organization and the Motion Picture Theatre Owners. He was elected first vice president at a meeting of the executive committee of the reorganizing organization, Theatre Owners of America, and is a member of its Exhibitor Relations Committee.

In 1949, he became president of United Cerebral Palsy Assn., in which he has been a member since 1942, and in 1949 he was a member of the United Jewish Appeal drives.

Mr. Goldenson was born in Scotland, near Perth, May 19, 1895, and is a graduate of Harvard College and Harvard Law School.

Married Oct. 10, 1939, to Isabelle Weinstein, Mr. Goldenson is the father of two daughters, Genise and Loreen. The Goldenson home is in Shores Acres, Mamaroneck, N. Y.

ABC Merger

ABC and United Paramount Theatres will go before the full Commission for hearing late last week in several FCC quarters, but plans for any sort of formal action were premature since the $25.3 million transaction was announced and the FCC gave till Tuesday to respond to the merger and the question of the plan "toward the end of July" or in early August.

ABC stockholders have been notified of the proposal, but no date has yet been set for their meeting. It was pointed out, however, that Mr. Noble, who negotiated the deal, controls 57% of the network stock.

The merger terms provide for the issuance of $14.70 in new stock—$7.50 in common, $7.20 in preferred—to ABC stockholders for each share of United Paramount with which they own. With 1,890,001 ABC shares outstanding, this would amount to more than $24,528,000. On the day the merger was announced, ABC stock closed at 13 3/4 which would give the total ABC stock a market value of approximately $22.6 million.

Noble Stock Addition

Mr. Noble, who paid $8 million for ABC in 1945, and has negotiated intermittently for two years, would receive approximately $14,342,000 in new stock in exchange for his present 57% interest. This includes the stock he has in the form of certificates that he held by his family and the Noble Foundation.

ABC Vice President Robert H. Hunt has said that the stockholder with 40,000 shares, equivalent to $588,000 in stock in the new company.

The merger will be a tax-free reorganization, with ABC stockholders free of capital gains taxes.

"The preferred stock of the resulting company," the announcement said, "will have a dividend rate of 5% with a sinking fund of 4% each year of the initial aggregate par amount issued, approximately $12 million, and other stock with a like feature.

The common stock of the new company will be marketed at a $9 share.

UPT, which was established Dec. 31, 1934, as an anti-trust trust, gathers Paramount Pictures to divorce its production and exhibition activities, has more than 210,000 common stock authorized, of which 3,261,287 have been issued and are outstanding.

Initially all common stock was issued to the voting trustee, Bank of New York and Fifth Avenue Bank, while certificates of interest, representing this common stock, have been issued to Paramount Pictures stockholders. By the end of last year, however, 2,509,513 shares were in the hands of stockholders, and in common stock shareholders of 161,275 shares remained in the hands of the voting trustee.

In their joint statement announcing the merger, Messrs. Noble and Goldenson voiced belief that the "new company will serve the public interest even more effectively through strengthened resources in the radio and television field."

They promised that "complete (Continued on page 31)"

ABC Sale Reaction

FCC, Justice Eye Deal

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They promised that "complete (Continued on page 31)"
JOSEPH MAINLINE reports the news for SHELL OIL COMPANY daily over WJR at 6:00 P.M. Monday thru Saturday.

WJR DETROIT * CBS 50,000 WATTS CLEAR CHANNEL

WJR newscasts—24 hours around the clock—have millions of potential buyers in the rich Great Lakes area literally by the ear! An experienced, hard-hitting local news staff, coupled with reports from popular CBS news analysts, has built up an area-wide listener preference for WJR...a preference you can turn into an active sales weapon!

For intensive coverage of this prosperous Great Lakes area—use WJR—the Great Voice of the Great Lakes.
Remember...First they listen...then they buy!

FREE SPEECH MIKE
Radio—America’s greatest advertising medium.

SHELL Newscasts Activate SHELL Sales

Represented nationally by Edward Pelty & Company
WASHINGTON, D. C.
METROPOLITAN NETWORK
OFFERS THE SECOND
LARGEST RADIO COVERAGE
OF GREATER WASHINGTON
AT THE
LOWEST PRICE
PER LISTENER

ABC, UPT July Merger

(Continued from page 32)
daylight and nighttime programs in television on a scale and of a quality not previously practicable nor attainable is in prospect through the new company. New personalities and programs will be introduced to both radio and television.

"We feel that radio and television as a whole, the public as its customers and our stockholders as owners will gain from this new company, which will compete vigorously for public and advertiser approval and esteem."

Messrs. Noble and Goldenson were confident that "the showmanship and talents of the management of United Paramount Theatres in the entertainment business, when combined with ABC's excellent station and advertiser affiliations and physical facilities, will insure to the listening and viewing public the finest radio and television programs. This combination will be beneficial to both the theatres and the broadcasting business in developing new talent and new programming concepts."

They called ABC's development during the past eight years "remarkable," pointing out that it had built up "first-rate, small network of $12 million of business annually to one of the three leading radio and television networks, with business at the rate of $65 million annually." The studio and transmitter facilities of its owned radio and TV stations, they said, are "unsurpassed."

ABC owns WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGO-AM-FM-TV San Francisco, KECA-AM-FM-TV Los Angeles and WXYZ-AM-FM-TV Detroit. Its ownership of a Chicago station, linked with UPT's ownership of WBKB there, makes it necessary for the new group to dispose of one or the other under FCC's duopoly ban.

WBKB Safe Plans

Arrangements already have been made with CBS, it was announced, for Columbia to acquire WBKB. This transfer will not take place, authorities said, until the ABC-UPT merger has been approved. The $6 million sale price to CBS was reported by UPT officials. WBKB is on Channel 4, while ABC's WENR-TV is on Channel 7.

In addition to WBKB, UPT owns (through Paramount Gulf Theatres, a subsidiary) a 50% interest in WSBM-AM-FM New Orleans. Consequently, a realignment of network affiliations there may be forthcoming. WSBM currently is an NBC affiliate while ABC's affiliate is WDSU. Conversations reportedly have been in progress looking to an exchange of these affiliations.

With respect to the contributions which UPT may make to the entertainment and communications field through the merger, the Noble-Goldenson statement noted that UPT "is a leading operator of theatres located in various parts of the U. S.," and "will bring to ABC additional financial resources and personnel with long experience and an outstanding record of achievement in the entertainment field."

"We are convinced that this partnership will create and provide resources and skills which will be invaluable to radio and television," they declared.

UPT currently is sole owner of 694 theatres and has partial interests in 296 others, but is in the process of disposing of some, in compliance with the consent decree and of acquiring others. Henceforth, according to the 1950 annual reports, sales will exceed acquisitions.

The report, dated April 9 of this year, shows that in its first year of operation as a separate theatre enterprise—calendar '50—UPT had consolidated earnings of $12,- 141,567 after all charges including federal income tax, plus $208,848 as its portion of undistributed earnings of partly owned, non-consolidated subsidiaries. Dividends amounted to $2 per share.

Assets Show Increase

The consolidated balance sheet as of Dec. 30, 1950, showed total current assets increased from $26.4 million to $27.3 million during the year. Current liabilities went up from about $10.7 million to $12.3 million, due in part to an extent of use of cash in property purchases. Consolidated fixed assets increased from $49.1 million to $68.4 million, after depreciation of $4 million for the year. Book value of common stock rose from $45.9 million ($14.06 per share) to $53.9 million ($16.21 per share).

To refinance its fixed debt—which was cut from $27.1 million to $25.7 million during 1950—UPT arranged a $35 million long-term loan from Metropolitan Life Insurance Co. and a group of three banks, and has a $1 million standby credit available through this year.

Aside from its ownership of WBKB, the theatre company has been active in the theatre television field, having five theatres equipped for television by the end of last year, and having engaged in what it official described as successful experiments via exclusive telecasts of U. of Illinois and U. of Michigan football games in the theatre in Chicago and Detroit last fall.

In his annual report, President Goldenson frankly conceded that TV "is competing with us for the public's leisure time and entertainment dollars, but hit harder in TV than in non-TV areas. But "there are too many other forces affecting attendance to permit the isolation and measurement of any degree of reliability, of any one factor alone," he added.

He expressed the view that, when (Continued on page 36)
In Northern California

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

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

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

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

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

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

KNBC PLUS-Market Case History
Ukiah-Mendocino County

- Population—40,596, an increase of 45.7% from 1940 to 1950
- Effective Buying Income*—$49,178,000, an increase of 180.9%
- Retail Sales*—$26,056,000, up 219.6%
- KNBC Audience—week after week, over 4/5 of the radio families in this market listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

Northern California's NO. 1 Advertising Medium
50,000 Watts—680 K.C. San Francisco Represented by NBC Spot Sales
Weitman Career

ROBERT M. WEITMAN, named last Thursday to be vice president in charge of program and talent development for the radio and television division envisioned in the proposed merger of ABC and United Paramount Theatres, has been with the Paramount Theatres organization throughout his business career.

He entered Paramount's manager's training school upon graduation from Cornell U. in 1928, and moved thereafter through a succession of executive jobs in the theatres throughout the New York area. As managing director of the New York Paramount Theatre he inaugurated the "stage hand policy," and helped launch or moved with the careers of such personalities as Glenn Miller, Tommy Dorsey, Eddie Duchin, Woody Herman, Stan Kenton, Frank Sinatra, Danny Kaye, Red Skelton, Betty Hutton, Tony Martin, and Perry Como.

ABC, UPT July Merger
(Continued from page 84)

The novelty of set-ownership has worn off, the public "will respond as in the past to the appeal of our high-quality motion-picture entertainment."

Mr. Goldenson also recognized TV as a potential ally of motion pictures. "The use of television as a motion picture advertising medium can be expected to increase materially when television affords national coverage which will permit a distribution of the costs among the maximum number of interested users," his annual report asserted.

The ABC-UPT merger agreement came as no great surprise, despite Mr. Noble's announcement during the preceding week that the negotiations which had involved CBS, UPT, Fort Industry Co., and others had been broken off and that the present ABC ownership would continue to operate the radio and TV networks.

Simultaneously with the merger announcement, he pointed out that UPT's original offer had been rejected because ABC was "interested only in a real partnership, whereby ABC stockholders would share more fully in the growth of radio and television through the ownership of greater amounts of equity securities and through exercise of more proportionate voting representation."

The new UPT offer, he added, fits that bill.

ABC-Paramount Board
(Continued from page 23)

EARL E. ANDERSON

The business career of Earl E. Anderson has been centered around business investment management. He was born in Potsdam, N. Y., in 1886. His official connections include vice president-director of ABC as well as top executive roles at Petroleum Exploration Co. and Aeroll Products Co. His office is in New York.

OWEN D. YOUNG

To list the corporate and civic connections of Owen D. Young, an ABC director as well as honorary board chairman of General Electric Co., would require at least a column of type. Mr. Young was born in 1874 in Van Hornesville, N. Y., and still lives there.

Mr. Young put out a law shingle in Boston in 1896, moving to New York in 1913 to become GE counsel. In 1922 he became chairman of the GE board. He served until 1929 as RCA board chairman and until 1933 as chairman of the executive committee.

Paramount Members

WALTER P. MARSHALL

An accounting career led Walter P. Marshall to a high place in the business world. Born in Brooklyn, Nov. 20, 1901, he entered business in 1921 as an accountant at All-America Cables & Radio, as well as Mexican Telegraph Co., moving in 1928 to IT&T. In the '30s he became chief accountant of Commercial Cable Co. and controller of Mackay Radio & Telegraph Co. He has served as a high officer and director of many communications companies in addition to his directorship of United Paramount Theatres.

ROBERT H. O'BRIEN

The business career of Robert H. O'Brien started in the Butte, Mont., mines. Born Sept. 15, 1904, he moved through rancher and mining jobs into mining engineering and set up a law office in Chicago. He was in the legal department of the Public Works Administration in Washington and moved upward in the Securities & Exchange Commission to a commission-ship. He has been with Paramount interests for several years.

ROBERT L. HUFFINES JR.

Leading figure in the textile industry, Robert L. Huffines Jr., was born in North Carolina April 19, 1906. He joined Burlington Mills in 1941 and became president of Burlington Mills Corp. of New York in 1947. He also is a director of Burlington Mills, Greensboro, N. C. He headquarters in New York.

JOHN BALABAN

Member of a famous theatrical family, John Balaban is the younger brother of Barney Balaban, president of Paramount Pictures. He conceived the idea of an independent commercial television operation in 1939 and is president-director of Balaban & Katz, operating the pioneer WHKB(TV) Chicago. He was born in Chicago in 1894. Balaban & Katz interests operate more than 100 movie theatres.

ROBERT B. WILBY

Born in Selma, Ala., in 1888, Robert B. Wilby is active in theatrical, banking, real estate and life insurance operations. He is president-director of Wilby-Kinsey Service Corp., Atlanta. He also is president-director of Wilkin Theatre Supply, North Carolina Theatres and Birmingham Theatre Operating Co. He is a director of Union Bank & Trust Co., Montgomery, Ala., as well as Atlantic Realty Co. and Progressive Life Insurance Co., both of Atlanta. He has other interests in the Southeast.

WALTER W. GROSS

Born in Troy, N. Y., Oct. 31, 1895, Walter W. Gross graduated from Harvard U. and Harvard Law School. He practiced law in New York City from 1920-1933 and joined the legal department of Paramount Pictures in the latter year. He was general counsel of the theatre department of Paramount Pictures 1938-1948. Since Jan. 1, 1950, he has been vice president and general counsel and director of United Paramount Pictures.

ABRAHAM H. BLANK

The theatre business has dominated (Continued on page 92)
MEMO to TIMEBUYERS:

FISHING'S GOOD IN NORTHEASTERN OKLAHOMA and WESTERN ARKANSAS THIS SEASON!

WHICH MEANS THERE'S A

OF A RECREATION BUSINESS ADDED TO THE NORMALLY RICH FLOW OF INDUSTRIAL and AGRICULTURAL TRADE IN THESE TWO WEALTHY MARKETS!

(OKLAHOMA LAKE SHORELINES ARE EQUAL TO THE COMBINED SHORELINES OF THE ATLANTIC and PACIFIC OCEANS FROM CANADA TO MEXICO.)

KTUL and KFPW MAKE IT EASY TO COVER BOTH THE MAGIC EMPIRE of NORTHEAST OKLAHOMA AND THE PRIME FORT SMITH TRADE AREA of WESTERN ARKANSAS WITH:

• ONE OPERATION
• ONE REP. (avery-knodeL, inc.)
• ONE NETWORK—CBS!

P.S. (Buy Both Stations For top Coverage and Quick Frequency Discounts.)

The AUDIENCE ACTION TEAM

KTUL-KFPW

* Tulsa ★ * Fort Smith

JOHN ESAU—Vice President, General Manager

avery-knodeL, inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
WASH. AD CLUB
Radio Executives Elected

RADIO EXECUTIVES were named to several top posts in the Washington Advertising Club in elections May 22.

Tom Griffin, Washington Daily News, was elected president, succeeding William Sigmund, vice president of Henry J. Kaufman & Assoc., Washington agency.

Clayton Sanders, advertising manager of Peoples Drug Stores Inc., was named vice president. Peoples is one of the largest regional accounts in the South Atlantic states.

William E. Coyle, sales promotion manager of the Washington Star (WMAL-AM-FM-TV), was named second vice president.

Stanley Bell, NBC (WRC-AM-FM), was named treasurer.

Ward Guthrie, Guthrie Lithograph Co., was re-elected secretary.

Alvin Q. Ehrlich, vice president in charge of radio and video, Kal Ehrlich & Merrick agency was named to the new board of directors.

WORC To MBS-Yanke

YANKEE Network, New England regional, announced last week that WORC Worcester Mass., will become its affiliate in that city, effective Oct. 15. WORC replaces WAAB, longtime Worcester affiliate. WORC at present is an ABC station but under the new Yankee agreement will become a Mutual outlet. WAAB has been serving as the MBS outlet in Worcester but moves to ABC Oct. 15. [Broadcasting • Telecasting, May 21]. WORC operates on 1310 kc with 1 kw while WAAB is on 1440 kc with 5 kw.

SDX CITATIONS
Radio, Video Awards Made

DISTINGUISHED journalism service citations for 1950 by Sigma Delta Chi, national journalism fraternity, were formally awarded one radio station and to three radio and TV persons at a banquet in New York's Waldorf-Astoria Hotel last Thursday night.

Thus honored [Broadcasting • Telecasting, April 16] were Leo O'Brien and Howard Maschmeier, WPTR Albany, N. Y., for radio newswriting; WAVZ New Haven, Conn., for public service in radio journalism; and Jack E. Krueger, WTMJ-AM-TV Milwaukee, for radio reporting. Leonard Bartholomew, WGN-TV Chicago, received a special award in radio-television reporting.

Members of the radio committee which judged the entries included Chairman Robert K. Richards, NARTB director of public affairs; Theodore Keep, director of news and public affairs, CBS Washington office; William R. McAndrew, general manager, WRC-AM-FM WNBW (TV) NBC Washington; Howard Kany, AP Radio, and Al Harrison, UP Radio.

RADIO PIONEERS
N. Y. Chapter Names Officers

G. W. Johnstone, radio and TV public relations director of the National Assn. of Mfrs., was elected president of the New York Chapter of the Radio Pioneers Wednesday, at an organization meeting of the first local chapter of the national association of individuals associated with broadcasting for 20 years or more. H. V. Kaltenborn, NBC commentator who founded the Radio Pioneers, was elected honorary president of the New York chapter.

Other officers are: Dorothy Gordon, conductor of The New York Times youth forums on WQXR New York, first vice president; Sigmund Spaeth, musicologist, popularly known as the "Tune Detective," second vice president; Charles A. Wall, BMI vice president in charge of finance, treasurer; Bruce Robertson, Broadcasting • Telecasting senior associate editor, secretary.

APS SESSIONS
Meets At Austin, Atlanta

ASSOCIATED Program Service subscriber meetings last week in Austin and Atlanta drew broadcasters from four southern and southwestern states.

Program matters and sales featured spirited discussions at both sessions. Among those representing APS were: James E. Mitchell, vice president and general manager; Leslie F. Biehl, program director, and William T. Stubbsfield, field representative.

A. H. Karns Promoted

APPOINTMENT of Adna H. Karns, general manager of WING Dayton and WIZE Springfield, to the position of vice president of Great Trails Broadcasting Corp., WING owner, was announced last week. Mr. Karns eight years ago began his radio career as a WING announcer, and six weeks later was transferred to WIZE as production manager. Six months thereafter he was made program director and the following June was promoted to station manager. Jan. 1, 1948, he was named general manager of both stations.

WHLI Hempstead, Long Island, N. Y., sales for 1951's first quarter were 27.3% higher than for same period in 1950, according to Elias J. Godofsky, president and general manager.

Now it's here...
MODEL S5 SYNCHRONOUS MAGNETIC FILM RECORDER AND REPRODUCER

The STANCIL-HOFFMAN Synchronous... Magnetic... Sprocket Film Recorder insures for 16 mm film production... 35 mm SOUND FIDELITY plus... MAGNETIC TAPE convenience... at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film. The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.

STANCIL-HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.

Over 2160 foot film capacity, or a full hour of 16 mm recording.

Available with both a synchronous drive motor and an interlock motor, either motor used selectively.

The mechanical filter system uses TWO fly wheels in a balanced tight loop, providing flutterless operation.

Complete relay control permitting remote operation from any number of positions.

Instead of gears, uses a unique silent chain drive which requires NO maintenance.

WRITE FOR DESCRIPTIVE BROCHURE

STANCIL-HOFFMAN
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

Page 38 • May 28, 1951

BROADCASTING • Telecasting
Who owns big business anyway?

1. Many people, including the Russian delegates to the United Nations, don't seem to understand who owns America's corporations. They continually talk about "Big Business" and "Wall Street Capitalists" as if our big companies were owned and run by a handful of "economic royalists."

2. As a matter of fact, practically all large American corporations are owned and run by the American people. Union Oil Company, for example, has more than 36,000 stockholder-owners. 33,613 of our common stockholders are individuals—15,628 women and 18,085 men. The remainder consist of some 2,500 educational, religious and charitable institutions, labor unions, insurance and trust companies.

3. Approximately half of Union Oil's common stock is owned by stockholders who have 500 shares or less. Average shares per stockholder is 146. Naturally there are many larger holdings than this and many smaller, but our largest stockholder owns only 2½% of the total stock. Our directors and officers combined own 2½%.

4. In other words, Union Oil Company is owned not by a few dozen millionaires but by many thousands of ordinary Americans. And this is true of practically every U. S. corporation. So when the Communists argue that their system would allow the American "people" to "own" their industries, they're whistling up the wrong drainpipe. The American people own their industries already.

5. The big difference is that our system provides the incentives to the individual, the competition and the efficiency that go with private ownership. Consequently, our industries are able to outproduce, outprogress and outdo the Communists by a country mile. And our people are free to spend their money, put it in the bank, invest it in stocks or bury it in the back yard—whichever they darn well please.

UNION OIL COMPANY
OF CALIFORNIA

Manufacturers of Royal Triton, the amazing purple oil.

BROADCASTING • Telecasting
May 28, 1951 • Page 39
MONITORING

PRESIDENT TRUMAN last Monday plus for the FCC to strengthen its national defense effort. The Chief Executive requested an enable the Commission to "meet more adequately" responsibilities dealing with:

(1) Participation in control of radio signals for air defense purposes.

(2) Detection and identification of "unauthorized" radio stations, as well as location of lost aircraft.

The recommendation was contained in an omnibus appropriations measure submitted to Congress and embracing a number of other government agencies and departments.

President Truman's message was regarded as implementing FCC's bid for authority to purchase new land sites for monitoring stations as well as re-emphasizing the importance of that work in Commission procedures involving control of electro-magnetic radiations which might serve as navigational aids to enemy aircraft. Monitoring station provisions are contained in the McFarland Bill (S 658) now pending before the House Interstate & Foreign Commerce Committee.

Stress on this phase of the Commission's operation has been recurred by FCC members in closed conferences with committee members as well as openly during hearings on the Defense Dept.'s radiations control bill, now lying moribund within the Senate Interstate & Foreign Commerce Committee. Value of this particular role also had the support of NARTB during hearings earlier this year.

Also included in the overall $1.1 billion supplemental package, which was referred to the House Appropriations Committee, was $500 million "for stockpiling of strategic and critical raw materials needed for national defense." Sum of $4.4 billion in new obligatory authority already has been made available for the program thus far, the White House said.

Sum Asked

FCC had sought $2,534,280 for monitoring and field engineering as part of estimates for 1952—or roughly $170,000 over monies for the current fiscal year. The monitoring appropriation was slashed indirectly—but sharply—in the $6 million bill passed by the House and sent to the Senate, which has not taken action yet. The Appropriations Committee pared operating appropriations from an overall $6,850,000 to $6,575,000 and the House, in an economy move, cut the outlay of $1,340,000 which would

President noted last January that the original budget increase estimate for '52 would have provided for "continuous 24-hour watch at all monitoring stations and stations." FCC's field staff is responsible for inspecting stations, monitoring the radio spectrum, locating illegal sources of radio emissions, and last year through radio-direction-finding equipment and gathering engineering data for use by FCC.

The new budget also singles out FCC's participation in the Defense Dept. (Air Force) signal-control plan, which also involves the Commission's emergency broadcast alert plan now in the stage of crystallization. This was not mentioned in the original budget.

Meanwhile, conferences of the Senate and House last week adopted and sent to the White House a supplemental allotting $9,533,999 for the Voice of America and $11,000 for civil defense communications systems.

A joint committee allowed $1,750,000 for operations of the Federal Civil Defense Administration—
a sharp drop from the $75 million urged by the Senate—to remain available until June 1952. Another $1.1 million for the CEDA (radio, TV, other media) is slated to receive roughly $500,000 for its public education campaign.

The Voice allocation represented almost a 90% slash in funds which were normally earmarked for construction of additional radio transmitter projects. The $9 million-plus allotted will be used to complete seven facilities already authorized. State Dept. officials have indicated they are seeking restoration of the funds in current hearings on the regular 1952 Voice budget [BROADCASTING • TELECASTING, May 14, April 16].

GUY HICKOK

'Voice' News Editor Dies

GUY C. HICKOK, 63, news editor for Voice of America, died of cerebral hemorrhage at his summer home in Bridgewater, Conn., May 18. He had been NBC director of international shortwave broadcasting and radio director for the commission of Inter-American Affairs.

Born in Mecca, Ohio, and a graduate of Oberlin College, Oberlin, Ohio, Mr. Hickok joined The Brooklyn Eagle in 1914 and in 1918 became head of its Paris bureau. Returning to this country in 1913, he subsequently was associated with the McClure Syndicate, The Literary Digest and Newsweek.

During World War II he served as information chief in Southeastern Europe for the U. N. Relief and Rehabilitation Administration. He was a member of the National Press Club, the Oversean Press Club, and Anglo-American Correspondents Assn. in Paris.

Mr. Hickok is survived by his widow, Mary Elizabeth; a daughter, Andree, of Norwalk, and a son, Robert C., of Washington.

ABC PROMOTIONS

Ayres, Friendly Elevated

Mr. Ayres Mr. Friendly

ABC last week announced two additions [BROADCASTING • TELECASTING, May 21].

Charles T. Ayres has been elevated from the post of director of radio sales to become vice president in charge of radio sales.

Edwin S. Friendly Jr., an account executive in the ABC-TV sales department, has been named to the position of eastern sales manager for ABC network television.

Mr. Ayres joined ABC in March 1948 after 15 years with Rathrauff & Ryan, where he had been vice president and business manager.

Beginning as an ABC account executive, Mr. Ayres in four months was made eastern radio sales manager.

In October 1950 he became director of radio sales and subsequently developed the network's "Pyramid Plan" for advertisers. His successor has not been announced.

Mr. Friendly, since April 1950, had been an account executive in the ABC-TV sales department. Prior to that he was radio and television director at Al Paul Lefton Co., New York.

His sales background includes 2½ years at BBDO, New York, as timebuyer and radio account executive for the Curtis Publishing Co.

He succeeds Slocum Chapin, who has been named ABC vice president for television stations, effective June 1.

NEW 1 KW OUTLET

KDDK Has Modern Plant

KDDK Canton, Mo., now 1 kw day-time, went on the air May 11 on 1280 kc. Housing a modern plant in a brick combination building, the station is programmed as the "Voice of Mid-West Missouri." It is owned by David M. Segal, owner and general manager of KTPS Texarkana, KDMS El Dorado, WGVV Greenville, Miss., and KDS Malvern, Ark. Part-owner of KDDK is Lee E. Baker, consulting engineer.

The staff of KDDK consists of Bill Brown, commercial manager and acting manager; Virgil Stone, formerly with KTPS, program manager; Marvin Landon, chief engineer-announcer, and Gil Leg- eur, engineer. Mr. Baker was to serve as station manager but on May 29 was recalled to active Navy duty as a lieutenant (j.g.).
NETWORK FOR SALE

CONSISTS of one station (KMPC), plus
197 Southern California communities.

Priced to sell more of the same audience
at less cost than you’d ever reach with 38
tea kettle stations in the same area all put
together. Nr. shuls., shopping cts., cash
regs. Call or write KMPC, Hollywood.

Courtesy to agts. 710 kc. 50,000 watts
daytime. 10,000 watts nighttime. Repre-
sented by H-R Representatives, Inc.

VISCEL AHIOS

MCN LICENSED CECS

CLPAHINC S/NCT 972-99, 12,000 down.

Born 6/6. Freyc (Fr. 6/15) at San Francisco.

To a Radio Advertiser
Who Knows More Than His Agency Time Buyer

Once upon a time there was an advertiser who bought a buy on a radio station.* He signed a 13-week contract. Two weeks later he discovered a better buy, cancelled the first, and leaned back. Word got around and buys started popping up and it got so that he hardly knew what stations he was on at a given time, but dammit, he kept his agency on its toes buying buys. At the end of six months his controller put some figures in front of him and he swore off radio. Wouldn't pull for him. He knew because he tested it.

"Put it on Eastern Iowa's WMT," the time buyer had urged. "That's where the tall corn grows and the dough comes up like thunder, where 52.8% of the state's $6 billion business is done in towns under 25,000, where the $2 billion a year farm income is likely to be spent in trading centers close to farmer's homes, where there are 201,527 electrified farm homes on 200,679 farms (that's really saturation)." WMT is the Number 1 Hoppered CBS station in the nation, and a 1-minute Class A commercial, 52-time rate, costs only $27.00." But this time buyer was overruled and look what happened.

Moral: Let the Marconis do the experimenting with radio.

* We made up this first paragraph out of our own head. Any resemblance to fact is unfortunate.

5000 WATTS. 600 KC
BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

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RTMA MEETING
Marketing, Defense Issues
Top Annual Agenda

MARKETING problems, mobilization and material shortages head the agenda for the 27th annual convention of Radio-Television Mfrs. Assn., to be held June 4-7 at the Stevens Hotel, Chicago.

Some two-score business sessions, with manufacturers from all branches of the industry and all major producing areas taking part. Two sessions will be held by the RTMA board.

A number of meetings will be of direct interest to broadcasters and telecasters. The special Sports Broadcasting Committee, headed by J. B. Elliott, RCA-Victor, will go into baseball and football coverage by radio and TV stations.

RTMA is an active sponsor of the joint Industry campaign to promote attendance at baseball games. It is interested in the football telecasting problem, now suffering from an attempt by large NCAA colleges to enforce a one-game-per-week plan by means of boycott threats.

Ad Group to Meet

The RTMA Advertising Committee, headed by L. E. Pettit, General Electric Co., also will meet during the convention. Other committees whose work directly affects broadcasters and telecasters include: FM Policy Committee, John W. Craig, Crosley Div., chairman; Broadcast Transmitter Section, H. E. Taylor Jr., Allen B. DuMont Labs, chairman; Tax Committee, A. M. Freeman, RCA Victor, chairman; Trade Practice Conference.

CMP DEADLINE
Makers Must Apply by Thur.

MANUFACTURERS of radio, television and other electronic equipment and component parts seeking adequate raw materials for the third quarter of 1961 under the government's Controlled Materials Plan must apply by May 31 (Thur.), authorities emphasized last week.

The deadline applies to all equipment contained in CMP Class B authorizations listings not directly assigned to military program through normal purchasing channels. Included are such products as radio receiving and transmitting tubes, condensers, resistors and other parts equipment not set forth in the National Production Authority's Class A category. [BROADCASTING] [TELECASTING].

Latter is limited to radar, sonar, fire control and other top defense materials. Consumer durable goods are not affected under CMP.

Manufacturers are urged to file on the government's Form 4-B to assure the best processing and prompt fulfillment of orders for steel, copper and aluminum for the third quarter which will formally set CMP in motion beginning July 1. Applications should be filed directly with National Production Authority, Administrative Services Div., Washington 25, D. C.

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AIMS MEMBERS
Set Colorado Springs Meet

EXCHANGE of program, sales and promotion views and a discussion of problems on both the station and organizational level will highlight the summer meeting of the Assn. of Independent Metropolitan Stations (AIMS) at Colorado Springs, Col., June 8-10.

The meetings, to be held in the Hotel Broadmoor, will be limited to association speakers and membership, now covering some 25 stations, according to Mrs. Meyer, KMYR Denver, who is serving as host. Newest member is WHIM Providence, R. I. A fall session is slated for a midwest city, with selection to be made during the Colorado Springs meet.

'Mike' Is Democratic

"THE MOST democratic instrument in the world is a microphone," Helen J. Sioussat, CBS director of talks, told 400 business leaders at the Rotary Club session in Atlanta last Monday. At the same time, she pointed out, it is difficult to find time for all the persons and organizations requesting network time. "A newspaper can add another page," she continued, "but when the hours of the day are used up, that's that. If everyone working to broadcast were given just 30 seconds, instead of the usual 15 or 30 minutes, there still would not be nearly enough time to grant all requests."
On February 1, Pfeiffer's Salad Dressings began twice-a-week participations on the WBZ Home Forum, with Mildred Carlson.

Sales for March, according to Pfeiffer representative William A. Hennessy, were the best in history. And WBZ was the only major medium used!

Time and again, WBZ's influence on New England housewives has helped set new sales records. And with the growing population in WBZ's six-state BMB area, this influence is greater today than ever! If you sell a product or service that women buy, WBZ can do wonders for your New England sales! For details, check WBZ or Free & Peters.

WBZ BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KIX - KYW - WBZ - WBZA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio—America's Great Advertising Medium
Since there are more prestige, original Mutual stations with (or `this May -Tribune an news Broadcasting System, a are is Fulton broadcasting, in A. L and gold life membership in Los Angeles Breakfast Club—in recognition of his work for charitable organizations—is Don Loke (standing, third r), past president of Breakfast Club. On hand to celebrate are, standing (l to r): William Beaton, manager, KWKW Pasadena; Robert J. McCandless, managing director, Southern California Broadcasters Assn.; Mr. Maizlish; Mr. Loke; A. E. Joscelyn, CBS Hollywood director of operations; Sydney Guynor, assistant manager and sales manager, KFWB. Squatters are Cliff Gill, manager KFMV(FM) Hollywood, and Loyd Sigmon, vice president, KMPC Hollywood. Mr. Maizlish was cited for past efforts on behalf of such organizations as Red Cross, March of Dimes, USD and many others. His station also has broadcast the Los Angeles Breakfast Club program weekly for the past 25 years as a public service.

AAA ELETS

New Governors Announced

SIX sectional councils of the American Assn. of Advertising Agencies have completed elections of new officers and governors, it was announced last week. Council boards of governors are:


McCARThY OUT

Loses Committee Seat

SEN. JOSEPH R. MCCARTHY (R-Wis.) officially lost his seat on the Senate Appropriations Committee last Monday [CLOSED CIRCUT, April 23]. The Senator has been an arch critic of the State Dept., including the agency's handling of the Voice of America.

Sen. McCarthy had been assigned to an appropriations subcommittee which reviewed funds allocated to the State Dept. In his post, the Senate assigned Sen. A. Willis Robertson (D-Va.), who in turn gave up his seat on the Senate Executive Expenditures Committee to Sen. Blair Moody (D-Mich.), who also was assigned to the Senate Banking Committee.

As successor to the seat left vacant by the death of the late Sen. Arthur Vandenberg (R-Mich.), Sen. Moody's appointment to the upper chamber realigned the ratio of Democrats to Republicans from 49-47 to 50-46. Sen. Moody, formerly Washington correspondent for the Detroit News and moderator of the radio show, Meet Your Congress, is continuing his broadcast activities.

Keeping Steady Company with an Influential Fellow

"That fellow has pull," writes Mr. Frank Bishop, Sales Manager of the Dimond Motor Company, to station KATQ, Reno, Nevada. "We've just rounded out our first quarter of keeping company with Fulton Lewis, Jr. and we are more than satisfied with our recent '51 Dodge campaign. I want to authorize you to continue with 'this is Fulton Lewis, Jr. speaking for Dick Dimond, your friendly Dodge-Plymouth dealer.'"

Fulton Lewis, Jr. is sponsored locally on more than 340 Mutual stations by 572 advertisers. His program is the original news co-op. It offers local advertisers network prestige, a ready-made and faithful audience, a nationally known commentator—all at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, MUTUAL BROADCASTING SYSTEM, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
LET'S HAVE THE FACTS

Yes, let's have the facts about the metropolitan Washington area.
Population — 1,464,400 —

AND THE AMAZING STORY OF WOOK!
A U.B.C. STATION

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

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

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

Let's have the facts about WOOK

<table>
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<tr>
<th>Time (AM/PM)</th>
<th>WOOK Audience</th>
<th>Independent A Audience</th>
<th>Independent B Audience</th>
<th>Network C Audience</th>
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Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

Let's have the facts.
WOOK gives more listeners for the dollar spent.
You can't cover the Washington area completely without WOOK

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

WOOK
and the other UBC Stations, WSID, WARK, WANT, WFAN
AD CURTAILMENT?

Mr. Shouse

ADVERTISING curtailment so severe as to threaten the livelihood of all media may well be the result of current price control regulations, according to the president of Crosley Broadcasting Corp., declared American Marketing Assn. in New York.

An analysis of Ceiling Price Regulation 22, Mr. Shouse said, has convinced him that "advertising faces the period of greatest jeopardy. Not only advertising, but personnel involved in sales, merchandising, marketing and market research are about to face a squeeze that can, within a very few months, undermine the very bases on which our media of mass-communications rest," he averred.

The basic danger to all advertising media in CPR 22, he explained, is the labor cost adjustment section which permits a manufacturer to increase his base period price by average percentage increases in his factory payroll. "This factory payroll," Mr. Shouse stated, "is clearly designated to include factory supervision, packaging, handling, maintenance and materials. But the important thing is that he cannot include increases in administration, sales, advertising or research."

Regulation Formula

This regulation, issued April 25, sets price ceilings at the manufacturers' level during the so-called "interim period" which followed the general price freeze. Formula used is pre-Korea prices to which increases in costs of factory labor and manufacturing materials are added. To specified cut-off dates are added. Cut-off date for labor and raw material costs is set at March 1, 1951. For pre-Korea materials the cut-off date is Dec. 31, 1960.

According to the Office of Price Stabilization, CPR 22 achieves "roll-backs where prices have outpaced costs since Korea" and permits "increases where the general freeze resulted in squeeze." OPS has emphasized that regulation 22 is merely "interim" and will be replaced by future by tailored regulations for particular industries and commodities.

For a period of months advertising can anticipate a "suspended state of status quo," Mr. Shouse predicted. But sooner or later, "and inevitably as non-factory payroll costs increase ... something has got to give and, believe me, advertising expenditure is in the state of perhaps greatest vulnerability."

Noting that settlements with the railroad non-operating workers and meat packers have already pierced the allowable wage ceiling, he declared that "it therefore becomes inevitable that as further wage in-

America for the State Dept., Mr. Shouse reported that despite our good neighbors they 'could detect practically no sign in any country that we have been able to buy either loyalty or friendship.' He questioned the wisdom of continuing this policy, expressing the opinion that while they have many strategic materials important to the United States, "I am equally sure that these materials will always be available to us so long as we are able to pay for them with the high dollar."

Reporting that this mission and an earlier one to Europe concerned certain international activities of the Voice of America, Mr. Shouse observed that "it is extremely unfortunate that the Voice of America is securing currently perhaps the most vital activity of the federal government.

"I have no hesitancy telling you that the people that I have had the pleasure of working with in the Voice have been good, smart and competent people, trying to do a good job under what appears to me at least to be severe organizational difficulties within the department, I hope, but in any event I am sure that a great many people are taking cracks at the Voice because it is a colorful thing and something that by its very nature possesses little ability to defend itself. I have been in the business of broadcasting myself for 23 years and it is not new to me to find that a great many people consider themselves to be excellent program directors."

ANNE GANNETT

Broadcasters' Wife Dies

ANNE M. GANNETT, 68, wife of Guy P. Gannett, broadcaster and newspaper publisher, died May 22 at Cape Elizabeth, Me. She was president of the National Federation of Music Clubs and the first GOP national committee woman.

Since 1947 she had been vice president and treasurer of the Guy Gannett Publishing Co. Gannett radio interests, held through newspaper chains of cities, include WHEC Rochester, WENY Elmira, WHDL Olean, N. Y. (minority), WHTT Hartford, WDAN Danville, Ill., and WABY Albany.

AT&T Dividend

FIRST stock dividend ever paid to a group of stockholders of $1 per share, representing $100 million, has been announced by AT&T. The company, which gained its millionth stockholder on May 15, declared a quarterly dividend of 25c per share, payable July 16 to stockholders of record June 15. It will be the 121st consecutive quarterly dividend at the $1.25 rate.

Shouse Hits Controls
In Cumberland, Maryland

Maryland Theatre Advertising on WCUM

Reverses Trend of Local Movie Going

Back in 1948, when WCUM started operating in Cumberland, the Maryland Theatre, local movie house, faced a nation-wide slump in attendance. They began sponsoring programs on WCUM at once. Here's what they say about the results:

"We are pleased to advise you that WCUM has been instrumental in helping us maintain a steady volume of business despite a nation-wide drop in movie attendance.

"WCUM’s aggressive promotion and merchandising has been instrumental in bringing in people from all parts of Western Maryland.

"We unhesitatingly recommend WCUM to any sponsor who is desirous of capturing the market in Western Maryland".

How do you like that for action? All kinds of merchants in Cumberland get this kind of fast, profitable results from advertising on WCUM. You can too. Call in your Meeker man and let him give you the whole exciting story about WCUM and its dominant position in the tri-state area.

CUMBERLAND, MD.

1490 on your dial

FM 102.9 MC

A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)  The Joseph Katz Co., Advertising 1951
AGAIN

THE NATION’S MOST HONORED

For the second time in four years, Chicago’s WBBM has won the coveted George Foster Peabody Award for “conspicuous service in radio broadcasting.”

Thus, WBBM has the unique distinction of being the only station ever to win more than once Radio’s highest recognition for the performance of “outstanding public service” to the community.

“Chicago’s Showmanship Station” also has won First Award (Classification II) from the Institute for Education by Radio-Television of Ohio State University for programming “dealing with personal and social problems.”

Both awards were made for WBBM’s socially-significant documentary series, THE QUIET ANSWER, which probed into interracial relations in Chicago.

This series was created and produced by the same WBBM Showmanship which was responsible for 1947’s Peabody Award winner, REPORT UNCENSORED—the same WBBM Showmanship which for a quarter of a century has made WBBM known throughout the industry as the nation’s most honored station.
ALWAYS

CHICAGO'S

MOST SPONSORED

Last year—for the 25th consecutive year—the nation’s leading advertisers placed more advertising on WBBM than on any other Chicago radio station. And with good reason. They know that the same Showmanship which has made WBBM the nation’s most honored station makes WBBM Chicago’s most sales-effective station.

... Showmanship that has won for WBBM a 1950 average Pulse rating higher than the ratings of the second and third Chicago radio stations combined.

... Showmanship that has won for WBBM these awards for "outstanding achievement in advertising" in the 1951 Chicago Federated Advertising Club Awards Competition:

Best local Chicago radio program—PATRICK O’RILEY SHOW
Best Chicago-originated network radio program—CLOUD NINE
(plus a special feature program award to THE QUIET ANSWER)

Whether moving people to social action or moving them to buy your product, you’ll find the station for the job is the nation’s most honored station—Chicago’s most sponsored station...

WBBM 50,000 watts
Chicago’s Showmanship Station
Represented by Radio Sales
Columbia Owned
**Editorial**

**ABC Emerges Merged**

MERGING of ABC and United Paramount (assuming FCC approval) will be observed with motion picture as well as broadcast circles.

Under the transaction, continuity of ABC policy direction, both in AM and TV, is assured. United Paramount stock is no neophyte in TV station operation. It has been the licensee, through its subsidiary, Balaban & Katz, of WBKB (TV) Chicago since 1943. WBKB, incidentally, goes to CBS in the trans- action at a record $6,000,000.

United Paramount is a theater operating company. It has no talent resources. But it does have show-business know-how. And the merger was particularly well-caunched, which has not been abundant under the control of Edward J. Noble. Now foreseen is rigorous competition with the more formidable networks, CBS and NBC.

The venture could be an enigmatic attack on radio isn't new. Paramount Pictures, when it included the exhibition houses prior to 1949, owned about a half interest in CBS, reselling it to William S. Paley and other CBS stock- holders in 1953. Paramount today owns 29% of DuMont. Radio-Keith-Orpheum was under the RCA tent for a decade but was subsequently sold. These projects envisaged radio and/or television competition with the box-office.

We have no doubt the FCC, in public hear- ing will seek to ascertain whether the ABC-Paramount Theater fusion would foster compe- tition. It will want to know whether there will be any changes in advertising policies.

Also confronting the Commission is the whole question of public policy stemming from the motion picture consent decree, which forced the divestiture of production companies from exhibition houses. The question, succinctly, is whether the joint ownership of TV stations and either movie production or exhibition interests tends toward a monopoly in public opinion.

These things the FCC is duty-bound to ex- plore. The Commission should not, however, look querulously upon this merger simply be- cause a theater chain is involved, any more than it should discriminate against newspaper ownership in radio or television.

**Trouble Enough**

AT THIS stage of the TV game, just about the most serious threat to healthy development of the art would be the attempt to tie-up the proposed allocations by litigation.

There is serious question concerning the leg- ality of the FCC's "fixed allocations" plan. Some practicing attorneys, however, who feel the FCC process is being used to obtain the usual professional opinion, are disposed not to question their legality in the hope of expediting proceedings and thus bringing to an end the freeze that has existed since 1948.

There is a way out. That course would be for the FCC to abandon its fixed plan as a part of its Rules and Regulations. This also could well dispose of the explosive educational reservation problem, since the whole project would then be subject to being reviewed and ad- visory. Then, we're told, it would not be vul- nerable to legal attack.

We hope the FCC will adopt such a course. Effort must be made to TV producers long on the road—on an nationwide competitive basis—as swiftly as possible. There's trouble enough ahead, what with the National Production Au- thority's semi-freeze on equipment, and the burden of city-by-city competitive hearings.

**Expansion & Contraction**

THE CURRENT CRISIS in broadcasting is the beginning of a shake-down process that is inevitable in the destiny of any industry that expands at such a frantic rate as radio has grown since 1945.

A lot of people are saying that the present condition was caused by television. That is not entirely so. It began soon after V-J Day when such a great number of applications and interest were filed for television stations that the FCC all but abandoned its engineering standards and dealt out licenses willy-nilly. There were 943 AM and FM stations in 1945. Today there are 3,000.

This fantastic expansion exceeded not only the capacity of the radio spectrum but also the advertising economy's absorption power. We have now arrived at a frozen status but very real similarity between the number of stations that the spectrum can properly ac- commodate and the number that U. S. adver- tising can support.

So if the FCC had adhered to proper engi- neering standards, we probably would not have an economic crisis of such proportions as con- fronted the business in 1945. However, and as a result the country today is dotted with "zombie" stations which keep alive by last-gasp resorts such as P.I.'s and other lere- demain that do the industry no good.

The worst part is that it will take a great-expansion when television came along. The impact of television, however, would not have been so acute if TV had been allowed to grow normally. The modest TV freeze imposed is an impossible condition was created for radio. In contradistinction to the over-abundance of radio came the economy of scarcity for TV.

The psychological effect on advertisers was overbearing. The very fact that TV is scarce and hard to buy makes it irresistible to the covetous advertiser.

The best thing that could happen to radio now would be a lift of the television freeze, which would redirect some attention from the present television vs. radio competition to a new television vs. television state of mind, and would create a national television service that would be more comparable to radio as it now exists.

When advertisers begin to think about shell- ing out the vast sums that will be necessary to buy truly national TV campaigns, they are apt to begin thinking again about radio.

No matter when the freeze is lifted, radio faces—is actually in—a competitive condition more blunted than ever existed. There are bound to be casualties. The inevitable process of eliminating waste, duplication and ineffi- ciency has begun.

Something of an analogy to the situation confronting radio can be found in the recent history of newspapers. There are half as many daily newspapers as radio stations today. The newspaper world for the past sev- eral years has been full of mergers—and bankr uptcies.

A major city that had five newspapers be- fore the war has two today. It has 14 broad- cast stations (AM, FM, TV). Can all survive?

Did television kill newspapers?

The rates of those five pre-war newspapers combined were higher than the total rates of the two that remain today. But individually the two survivors today get double the rate that then would have been the case. The advertisers are whacking up the advertising expenditure too.

When the difficult and painful settling proc- ess is completed in radio, there will be fewer stations. But those that are left will constitute a much stronger and lasting medium, competing with television, to be sure, just as it competes with newspapers and magazines, but destined to retain a respectable position in the adver- tising family.

**HARBEN WINFIELD DANIEL**

HARBEN DANIEL, president and prin- cipal stockholder of WSAV Inc., which operates WSAV-AM-FM Savannah, this year is observing his 20th year in commer- cial radio.

Radio's major developments are embraced within this span and an association of that duration is a score of which he is proud.

For the sake of accuracy, however, the ad- jective, commercial, would have to be empha- sized. Actually, it might be said that the 44-year-old executive has been actively inter- ested in radio and the broad field of electronics practically all his life.

Mr. Daniel's father, Dr. John Daniel, is a physicist of international renown. The elder Daniel, now professor emeritus, was for many years head of the physics department at Vanderbilt U. He designed and installed the first electric dynamo at the university before commercial lighting. And it was he who discovered the deplorable and burning effect of X-ray.

While it is not true that Mr. Daniel was born with a silver radio in his mouth, it is true that phrases such as electro-dynamics were household words with him just as home run and touchdown are in many other homes.

Growing up on the Vanderbilt campus in such an atmosphere, young Harben at the fledgling age of 15 was able to build his first radio receiver.

The story of Mr. Daniel's career, however, must be told from the operational and adver- tising aspects of radio rather than from the technical side.

On Aug. 6, 1906, Harben was born in Nash- ville, and was given the middle name of Win- field, his mother's family name.

After his campus boyhood, he was graduated from Columbia Military Academy. Then he entered Vanderbilt. Originally in the school of engineering, he transferred to an academic course and later attended Watkins Institute for a course in business administration.

It was at Vanderbilt that he had his first brush with advertising. This entailed promoting the first advertising that cigarette lighters used in that section.

His first job was as a financial reporter for the Bradstreet Co., after which he worked for his brothers in the automobile business.

All during this time he studied advertising and, not surprisingly, decided that radio was destined to become the primary medium.

So, in 1931, he went in to see Harry Stone, an older, wiser head, then at WSM Nashville. Mr. Stone is now at KPHO-AM-TV Phoenix.

Mr. Daniel's purpose was to convince Mr. (Continued on page 64.)

**Broadcasting • Telecasting**
Nothing puny about this fellow, the station or the Dallas-Ft. Worth market he reaches. Population increase here during the past 10 years was a booming 50.1%. And retail sales in the Dallas-Fort Worth area in 1949 amounted to $1,464 per capita. That's number one among 19 of America's major markets with populations from 500,000 to 1,000,000 and over.* WFAA and WFAA-TV know how to reach this market. They have the talent, experience and facilities to ring up sales of the sponsors' products. So buy the "top dog"...the Dallas-Fort Worth market and get proven performance with WFAA and WFAA-TV.

*Standard Rate & Data 1950-51 Consumer Markets.
W N. MCKINNEY, president Radio Enterprises Inc., El Dorado, Ark. (KELD El Dorado), assumes duties as general manager KELD.

ALVIN FLANAGAN, program director KFMB-TV San Diego, appointed vice president in charge of program.

BOB FLEMING, KID Idaho Falls, Idaho, to KFDW Helena, Mont., as general manager. He replaces RAD MAXEY, resigned to open advertising agency.

WINSTON S. DUSTIN, vice president in charge of sales of the Noe Stations (WNOE New Orleans, KNOE Monroe), has been granted several weeks leave of absence to complete a voluntary tour of duty as executive secretary of the Cordell Hull Foundation for International Education [Front Office, May 14].

BOYD A. RIPPEY to sales staff of Katz Agency, L. A., effective June 4. Mr. Rippey was partner in Harrington & Rippey Adv., S. F., and prior to that sales promotion manager KFRC San Francisco.

ROLAND VAILE, manager KCMJ Palm Springs, Calif., to KVVC Ventura, in similar capacity, replacing LARRY NICHOLSON, resigned.

ANDY A. McDERMOTT, sales manager H. N. Stovin & Co., Toronto, station representation firm, resigns on June 16 to become general manager Radio & Television Sales Inc., Toronto, new station representation firm with offices at 10 Adelaide St. E., Toronto. New company will start with representation of CKVL Verdun and French Radio Associates Ltd., Montreal. JACK TEITOLMAN, president of CKVL, is president Radio & Television Sales Inc.

RICHARD F. FAULKNER, Remco Inc., Chicago, to sales staff WMAQ Chicago. He is former production manager at CBS Chicago.

Col. ROBERT R. MccORMICK has been re-elected president of Tribune Co., which owns WGN-AM-TV Chicago.

JOSEPH HERSHEY McGILLVRA, N. Y., appointed national representative for KBOE Oskaloosa, Iowa.

CHARLES EDWARD BELL, production manager WBTV(TV) Charlotte, appointed director of television for WBTV.

DAVID O'SHEA national sales manager WMIE Miami, appointed salesman in TV Dept. Weed & Co., N. Y.

RUBE POLEN to sales staff of WJMO Cleveland.

ANTHONY J. (Tony) KOELKER, account executive Central Div. ABC Chicago, to KMA Shenandoah, Iowa, as assistant station manager.

HIL F. BEST appointed exclusive national representative for WFRO Fremont, Ohio.

WNLK Norwalk, Conn., appoints WILLIAM G. RAMBEAU Co., N. Y., as its national representative, the station announced last week. Purchased March 21 by DAVID W. JEFFRIES of Washington, D. C.; MICHAEL J. CUNNEEN of Bradford, Pa.; JOSEPH V. LENTINI of Buffalo, N. Y.; and group of Norwalk business men, together constituting the Norwalk Broadcasting Co., Inc., the station operates full-time with 500 w on 1560 kc.

FRANK PORTER, hillbilly disc jockey, named to sales staff WXGJ Richmond.

GARLAND P. BAKER, noted West Virginia advertising, promotion and public relations specialist, appointed TV account executive WSAT-TV Huntington. Mr. Baker is also founder and director of Baker Institute of Advertising.

WILLIAM J. HOOPER appointed commercial representative WCAU Philadelphia. He was with WWIN and WITH Baltimore.

FAY LEWIS, research department BBDO, San Francisco, appointed secretary-assistant to RALPH W. NIMMONS, manager WFAA-TV Dallas.

JIM CAREY, KMAE McKinney, Tex., to sales department WFAA Dallas.

JACK ZACHARY, graduate California Institute of Radio & Television, Hollywood, to KSFA Santa Paula, Calif., on sales staff.

FORJOE & Co., N. Y., appointed exclusive national representative KOL Seattle, WARL Arlington and WHEE Boston.

JAMES AUBREY, sales staff KTLS(TV) Hollywood, to KTTV(TV) Hollywood, in similar capacity.

IRVING E. ROGERS, president WLAW Lawrence, Mass., and publisher Lawrence Eagle-Tribune, presented scroll by the National Foundation for Infantile Paralysis for the "... unprecedented record he established with his radio and press support of the 1951 polio campaign in Greater Lawrence and New England." ... RALPH J. SHADE, account executive WMAT Charleston, father of boy, Harry, May 17 ... COL. MITCHELL WOLFSON, president, and LEE RUIWICH, vice president and general manager WTVJ(TV) Miami, in New York conferring with network officials on trends and problems of TV industry.

FRANK P. SCHREIBER, manager WGN Chicago, was member of civic committee which planned observance of Armed Forces Day in Chicago last Saturday. ... BEN S. McClASHAN, owner KGJF Hollywood, and Rae Norden, film writer secretary, married at Boulder City, Nev., April 21. ... RICHARD A. MOORE, acting manager ABC Western Div., father of girl, Kate, May 16. ... RUSS BAYER, general manager CHERE Kwestonber, Ont., named vice president Peterborough Sales & Advertising Club. ... GORDON LOVE, president CFCN Calgary, Alta., and director of Canadian Asn. of Broadcasters, seriously ill with appendectomy.

FRED NAHAS, executive vice president and general manager XXYY Houston, addressed special meeting of Houston City Council PTA. Mr. Nahas outlined the important part radio is playing in developing children.

"Always Buy Chesterfield"—and Chesterfield always buys KFVR—have indicated their faith in KFVR coverage with over 12 years continuous advertising. Ask any John Blair man for complete KFVR facts and figures.

KFYR
550 K. C. • N. B. C. AFFILIATE • 5000 WATTS
BISMARCK, N. DAK.

Page 52 • May 28, 1951

Broadcasting • Telecasting
To the PRESS and RADIO:

Subject: WEIGHT, DISTANCE, AND ECONOMY

America, with its immense production and its vast spaces, requires transportation service which can move great tonnages long distances, and do it with economy of materials, manpower and money.

That means railroads.

Railroads perform intercity transportation, hauling the tons of freight they carry an average distance of more than 400 miles. That is something to bear in mind when you hear that motor trucks carry more tons of freight than railroads. If by "trucks" is meant not only the half million or so trucks engaged in heavy intercity haulage, but also the nearly eight million other motor vehicles on farms and in local service; and if tons moved locally, perhaps for only a few blocks across town, are counted the same as a ton moved three thousand miles across the continent, then such a statement might be true.

But when it comes to intercity movement of freight, Interstate Commerce Commission figures show that in 1949—the latest year for which such figures are available for all forms of transportation—railroads moved nearly six times as many ton-miles as motor trucks, including those privately operated as well as contract and common carriers.

The greater effectiveness with which materials and manpower are utilized in hauling freight in trains of cars on tracks rather than in individually operated vehicles on highways, is reflected in the fact that the average revenue of the railroads for hauling a ton one mile was only one and one-third cents, or only about one-fourth as much as the average revenue per ton-mile received by common carrier trucks reporting to the Interstate Commerce Commission.

For the kind of hauling job which America requires—in peace and even more in war—there is no substitute for railroads.

Sincerely yours,

William T. Faricy
HUB RADIO AUDIENCE
Greater Than ‘Before TV,’ WCOP Claims

RADIO in Boston has more listeners today, in 109 out of 125 weekly program hours, than it had before television arrived.

This finding was reported last week by WCOP Boston, based on a survey employing the last Pulse report before television reached Boston (March-April 1848) and the current March-April report.

The increase was proclaimed by WCOP as “positive proof that radio is still the most potent advertising medium in Boston.”

Total radio homes in the five-county Greater Boston area increased from 750,000 to 880,110 during the three-year period, simultaneously with the introduction and development of television. Boston now has two TV stations: WBZ-TV and WNAC-TV.

Results of the radio-listening analysis were distributed by WCOP General Manager Craig Lawrence to some 200 Boston area advertisers and agencies.

The study pointed out that, compared to 1948, radio has fewer listeners only during the 8-10 p.m. time segments Monday through Saturday, and from 7 to 11 p.m. Sunday. In other time periods the radio audience was substantially greater than before TV.

Increases in radio homes between 11 p.m. and midnight ranged as high as about 83%.

WCOP's letters to advertisers and agencies pointed out that because of the increase in total radio homes, the percentage figures on sets-in-use often do not tell a complete story. In many cases where percentage figures are lower now than in 1948, it was pointed out, the number of sets-in-use is substantially higher than three years ago.

Covering the five-county Boston area, the report showed that the average quarter-hour sets-in-use figure for the period 6 a.m. to noon on Monday through Friday had increased from 138,414 to 194,674 since the advent of television; on Saturday, it gained from 127,068 to 181,948, and on Sunday from 106,159 to 110,154.

Between noon and 6 p.m. the average had risen from 184,562 to 213,973 for Monday through Friday; from 167,156 to 199,708 on Saturday, and from 180,013 to 183,755 on Sunday.

Between 6 p.m. and midnight, the average had grown from 210,268 to 210,617 for Monday through Friday, but declined from 217,075 to 200,547 on Saturday, and from

REPLICA of the original copy of the “Star Spangled Banner” is displayed by Carl Havesser (I), president of Broadcast Music Inc., to Ben Laird (II), manager of WDUZ Green Bay and president of the Wisconsin Broadcasters Assn., and Milwaukee’s Mayor Frank Zeidler. The meeting took place at the day-long BMI program clinic conducted in cooperation with the broadcasters’ group in Milwau-kee’s Plantation Hotel.

251,868 to 196,582 on Sunday.

WCOP’s tables do not reflect out-of-home listening, which the report said would add 12% to the in-home figures.

Hourly comparisons of evening radio homes, March-April 1951 vs. March-April 1948, are as follows (average quarter-hour sets-in-use):

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1948</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon.-Fri. 6 p.m.</td>
<td>185,308</td>
<td>230,755</td>
</tr>
<tr>
<td>Mon.-Fri. 7-9 p.m.</td>
<td>223,369</td>
<td>234,881</td>
</tr>
<tr>
<td>Mon.-Fri. 9-11 p.m.</td>
<td>302,544</td>
<td>351,733</td>
</tr>
<tr>
<td>Mon.-Fri. 11 p.m.-6 a.m.</td>
<td>297,269</td>
<td>351,733</td>
</tr>
<tr>
<td>Mon. 6 a.m.-11 p.m.</td>
<td>195,142</td>
<td>196,352</td>
</tr>
<tr>
<td>Mon. 11-12 midnight</td>
<td>58,994</td>
<td>100,345</td>
</tr>
<tr>
<td>Sat. 6 a.m.-7 p.m.</td>
<td>165,643</td>
<td>191,317</td>
</tr>
<tr>
<td>Sat. 7-8 p.m.</td>
<td>180,334</td>
<td>214,812</td>
</tr>
<tr>
<td>Sat. 8-9 p.m.</td>
<td>255,220</td>
<td>293,592</td>
</tr>
<tr>
<td>Sat. 9-10 p.m.</td>
<td>200,497</td>
<td>269,916</td>
</tr>
<tr>
<td>Sat. 10-11 p.m.</td>
<td>200,497</td>
<td>269,916</td>
</tr>
<tr>
<td>Sat. 11-12 midnight</td>
<td>71,098</td>
<td>121,671</td>
</tr>
<tr>
<td>Sun. 6-7 p.m.</td>
<td>310,136</td>
<td>334,411</td>
</tr>
<tr>
<td>Sun. 7-8 p.m.</td>
<td>348,682</td>
<td>377,448</td>
</tr>
<tr>
<td>Sun. 8-9 p.m.</td>
<td>375,911</td>
<td>394,112</td>
</tr>
<tr>
<td>Sun. 9-10 p.m.</td>
<td>290,006</td>
<td>314,812</td>
</tr>
<tr>
<td>Sun. 10-11 p.m.</td>
<td>209,312</td>
<td>274,333</td>
</tr>
<tr>
<td>Sun. 11-12 midnight</td>
<td>62,778</td>
<td>87,267</td>
</tr>
</tbody>
</table>

WMCA New York awarded special citation by New York School Superintendent Dr. William Jansen on behalf of United Parents Associations. Station carried series on driving.

INDIANA radio men attending the Broadcast Music Inc. program clinic in Indianapolis: [Broadcasting & Telecasting, May 21] included (I to r) Don Park, WIRE Indianapolis, president of the Indiana Broadcasters Assn., co-sponsor of the conference; Sam Dodd, WOAY Vincennes; Frank Parrish, WIRE; Joe M. Higgins, WTHI Terre Haute, and Robert B. McConnell of WISH Indianapolis and the McConnell stations.

BROADCASTING & Telecasting
Biggest Outdoor Sport

Comes summer. And when it's warm outside, people leave home, by the millions. They head for the Great Outdoors—by the millions.

To reach these out-of-home multitudes, wise advertisers hit the road with billboards and transit ads, fill the air with sky-writing and blimps—$126,000,000 worth, last year. And they're so right. But at best, these dollars buy only quick impressions.

Not so with radio, truly an outdoor medium, and one of the biggest. You can take it with you—and people do, by the millions. Radio's in the car, at the beach, in the cabin, on the porch, on the boat. Radio's everywhere. It's the biggest single outdoor sport, played for hours on end.

If you want sustained impact in pursuing these millions with your message, consider: In the country's biggest market, for example, total average audience, including at-home and out-of-home listening, rises with the thermometer.* National retail sales are higher, too.

Add it up: it's logical to use summer radio. And, to help your sales mount with the mercury, it's mighty logical to use the Mighty Stations in the Mighty Markets—those represented by NBC Spot Sales.

WNBC New York KOA Denver
WMAQ Chicago KNBC San Francisco
WTAM Cleveland WGY Schenectady-Albany-Troy
WRC Washington

NBC Spot Sales

New York Chicago Cleveland San Francisco Hollywood

*Paige of New York: Out-of-Home Listening, Feb. '51 and Aug. '49
NARBA ARGUMENTS

Reject Pact, Craig Urges

"SACRIFICES which the United States is called upon to make are much too great in the proposed [NARBA] agreement," a spokesman for the clear channel stations has declared.

The blast against the pact, which frequencies among North American nations, was authored by Edwin M. Craig in the current Klein's Newsletter, Chicago business publication. Rep. William Langer (R-N. D.) last Monday inserted the article in the Congressional Record.

Mr. Craig is president of the National Life & Accident Insurance Co., and board chairman of the subsidiary corporation, WSM Inc., which operates the 50 kw WSM Nashville.

Meanwhile, another publication, Southern Farmer, has come out in support of the NARBA and urged its farm readers to contact their Representatives and Senators on behalf of the agreement which has been in the Senate for ratification since February [BROADCASTING • TELECASTING, Feb. 12].

Mr. Craig's piece labeled the concessions to other countries as "extensive and wholly unnecessary" and pointed out that the National Grange last year termed the treaty a "gross injustice to the rural families of the United States."

All 24 Class 1-A clear channels in the U.S. are injured by specific assignment of nine such channels provides for distribution of radio service in the U.S. (Office S.

In Cuba (6), Jamaica (2) and the Dominican Republic (1), he asserted. The article also scored "Cuba's new privilege to use all remaining U. S. 1-A channels due to her reservation on the 650-mile rule."

The 650-mile rule, executed in 1957, bars a nation from operating on the Class 1-A channel of another country at any point closer than 650-miles from the border of the latter country.

Among other points raised by Mr. Craig:

-Havana, Cuba, gets 31 fulltime stations, and possibly more—far more than any other city in the world.

-Mexico and Haiti are not signatories to the proposed NARBA.

-Concessions to Cuba invite Mexican assignments to the detriment of all stations in the U.S.

-Mr. Craig maintained that the proposed concessions to Cuba would "tie our hands" and place us in an "impossible position" to bargain with Mexico. Possible consequences, it was said, could be "outlandish demands" by Mexico or that nation dropping formality to "wildcast across the radio dial."

"The Senate should reject this proposed treaty and call upon the Dept. of State for one that is realistic," Mr. Craig asserted. He said that, pending this, a vehicle for settlement of interference difficulties with Cuba under Article 44 of the International Telecommunications Convention, which reads :

"All stations, whatever their purpose, must be established and operated in such a manner as not to cause harmful interference to the radio services and communications of other members."

Cuban assignments since March 1949 are in violation of this, Mr. Craig declared.

In its opposite viewpoint, the Southern Farmer supported NARBA, terming it a "must" so that farm families in rural areas will have radio service without "annoying disturbances."

The Farmer, claiming a million readers, principally in southeastern states, pointed to the history of past agreements among North American governments, and said:

"But the last of these agreements expired in March 1949. Since then Cuba has made no such international proposals. . . . has put a number of stations on channels that many farmers in this country depend on for their broadcastings. As a result, American farmers are now getting a great deal of interference from Cuban radio sets, particularly in the South and West."

A new . . . NARBA . . . would provide only static and other interference received in the U.S. from Cuban stations.

DURR DISMISSED

By National Farmers Union

CLIFFORD J. DURR, one-time FCC Commissioner and most recently attorney for the National Farmers Union, Denver, in reported to have been "dismissed" by that organization.

According to the Denver Post, Mr. Durr has charged that the action was an outgrowth of a Post story Feb. 21 concerning activities of Mrs. Durr. Mr. Durr said that the newspaper indicated "by indirect and insinuating that one or the other of us are Communists." The article dealt with Mr. Durr's affiliation with an Independent Action Committee which conducted a poll urging soldiers back from Korea and seeking peace with China.

It is understood that Mr. Durr, with his doctor's permission, will go to Florida for several weeks and then return to Alabama.

Amateur Rules Amended

FCC has amended Part 22 of its rules governing the Amateur Radio Service. The amendments were made in exact accordance with the notice of Proposed Rule Making announced March 21, in Doct 9920. Included among the amendments was the deletion of Section 12,44, relating to the scope of an amateur operator's authority, which provided that an amateur operator's license is valid for the operation on frequencies above 450 mc of certain types of experimental radio station. Five other changes were made. All become effective June 30.

Cowan-Whitmore Must Stand Trial; 17 Counts

HAROLD COWAN and Ralph Whitmore, partners in a Hollywood advertising and mail order agency, were charged yesterday with bearing their names, must stand trial on 17 counts of mail fraud which resulted from their pre-Christmas tree ornament "pitch deal" on radio, television and in newspapers.

Federal Judge Leon R. Yankwich so ruled last Monday in Los Angeles after dismissing a motion for dismissal of the charges on grounds that exaggerated claims in advertising are "badges of fraud" even in cases where a victim could not recover money in a civil suit. Trial date is to be set later.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by a Federal Grand Jury in Los Angeles in March [BROADCASTING • TELECASTING, March 6], following extensive investigation by postal authorities and the U. S. Attorney's office.

Indictments stated that the advertising was done under the name of "the most sensational Christmas tree ornament package of all time," whereas actually the ornaments, which sold for $1, were only cardboard cutouts, according to evidence.

They entered a not guilty plea to the charges [BROADCASTING • TELECASTING, March 28, 12]. Charles H. Carle, who for the defendants, later moved for dismissal of the charges and also asked for a bill of particulars [BROADCASTING • TELECASTING, April 2]. Judge Yankwich at that time took the motion under advisement. He gave the government (Office of U. S. Attorney) 10 days in which to file an answering brief.

C&W Claims

In seeking dismissal of the charges, Messrs. Cowan and Whitmore, through their counsel, declared the advertising claims made on radio and television were "merely the usual exaggerated trader's talk of puffing which is permissible when one sells goods to another."

Judge Yankwich, while conceding that such exaggeration may not be legally reprehensible in a civil case, held that the statements made were "badges of fraud" and the pair should go to trial.

In his opinion, Judge Yankwich said, "courts insist that, regardless of the value of what the victim received, fraud lies in the disparity between what he was promised and what he actually received."
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IT PAYS TO SPOT

What America Sees and Hears

Spot Television is the fastest growing advertising medium today for three very good reasons—

...the number of sets keeps increasing
...sets-in-use keep expanding, both day and night
...local TV programs keep improving.

These twelve stations are out in front in all these respects. In addition, their markets are among the most prosperous in the country.

That's why advertising schedules on these Petry TV represented stations pay off many times over.

WSB-TV .............. Atlanta
WBAL-TV ............. Baltimore
WNAC-TV ............. Boston
WFAA-TV ............. Dallas
KPRC-TV ............. Houston
KFI-TV ............. Los Angeles
WHAS-TV ............. Louisville
KSTP-TV ............. Mpls-St. Paul
WSM-TV ............. Nashville
WTAR-TV ............. Norfolk
KPHO-TV ............. Phoenix
WOAI-TV ............. San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETOIT • ST. LOUIS • SAN FRANCISCO • DALLAS
“Careers Calling,” a weekly program telecast Thursdays at six-fifteen during which young citizens seek vocational guidance from leaders of business and industry. The program is presented under the auspices of the Vocational Guidance Department of the Wilmington, Delaware, Public Schools and the Chamber of Commerce.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the community it serves.
‘PARTIAL’ FREEZE LIFT?

FCC SOURCES last week indicated the Commission is vigorously proceeding with consideration of its original proposal for a "partial" lifting of the television freeze, announced concurrently with the further revised TV allocation plan [Broadcasting * Telecasting], March 26, et seq.]

Action on the partial freeze lift, seen slated for some modification over the earlier proposal, may be forthcoming with the next few days or, soon after the June 11 deadline for filing of replies to the initial comments of May 7 on the Commission’s revised TV allocation.

Some action on the partial thaw is expected to be reported at least before commencement July 9 of the hearing on city-by-city allocation proposals.

It appears at present that the Commission will proceed to lift the freeze on grants of new VHF stations in those areas where no comments or complaints have been filed. It’s generally believed, however, that this would not be possible from an engineering standpoint if an efficient, long-range allocation plan is to be worked out.

Whether involving UHF or VHF, any "partial" freeze lift on new station grants in the U. S. would constitute a final allocation as far as the facilities involved are concerned. This would make FCC vulnerable to litigation.

The decision FCC must make in the next few weeks is: Whether to expedite TV development by making final allocations in uncontested areas, and risk court action possibly enjoining the entire allocation plan, or to hold off all new station action in the U. S. until it can work out the integrated plan.

First Reply Reported

What is believed to be the first reply in opposition to initial comments was reported last week for the City of Milwaukee. In a detailed report, signed by Mayor Frank P. Zeidler, the city objected to request of WISN and WFOX to remove VHF Channel 10 reservation and substitute UHF reservation.

Milwaukee cited its population of 630,000, its cultural and educational institutions and achievements and progress in use of audio-visual aids in the public schools, which have an annual budget of nearly $20 million.

The city explained “it is impossible at this time to carefully determine matters pertaining to budget, engineering and program operations,” but said “a representative group of leading citizens in the community has been appointed for the purpose of studying and advising with respect to the whole subject of noncommercial, educational television, with particular emphasis in regard to the most advantageous use of such reserved channels.”

Success of informational programs by city departments on WTMJ-TV there also was pointed out. “Thus Milwaukee now uses commercial television where it can,” the petition said, “but this only emphasizes the need for a greater use of the medium on a permanent basis and under public control.”

In Philadelphia, where the city and Chamber of Commerce are on record for addition of VHF Channel 12 as a commercial facility, the Board of Public Education is seeking a VHF channel for noncommercial.

Deal Set for Completion

By June 15

CBS’s acquisition of Hytron Radio & Electronics Corp. and consequent entry into the radio and television manufacturing field [Broadcasting * Telecasting, April 16] is slated to become consummated June 15, if stockholders of the respective companies approve the deal in meetings to be held June 13.

The transaction, involving an exchange of stock equivalent to approximately a $20 million deal, has been approved by the boards of directors of both companies.

The CBS management is asking its stockholders to authorize issuance of 310,775 additional shares of Class A and Class B stock, to be used in the exchange. Hytron stockholders would receive 31 shares of CBS for each 100 shares of Hytron stock.

CBS would thus acquire Hytron, one of the oldest radio and television manufacturing concerns in the U. S., and its subsidiaries, including Air-King Products Co., radio and television set manufacturer. Significantly, in view of other manufacturers’ reluctance to build CBS-type color TV sets, CBS and Hytron officials have pointed out that Hytron, with its subsidiaries, “is more fully integrated than most other units in the industry.”

The CBS stockholders will receive in exchange for their Hytron shares would be divided equally between Class A and Class B.

In response to a CBS query, FCC last Wednesday advised that the proposed acquisition “did not appear in any way to affect the status of Columbia control, as a stations licensee. Accordingly, it was held that Commission consent was not required.”

FCC emphasized that this opinion was based on ownership information on file with the Commission and on the statement of control in the CBS letter of query. It was further said that the opinion “should not be construed as passing upon any effect upon control which might flow from the failure of Messrs. [William] Paley, [Frank] Stanton and [Ralph F.] Colin, individually or collectively, to continue the voting control exercised by them at the last three annual stockholders’ meetings.”

Saying that the proposed deal probably does not raise any question of citizenship requirements under Sec. 310 (a), FCC did request that CBS file a full report on this subject when Hytron stockholders submit their shares for exchange for CBS stock.

CBS stock outstanding as of May 7 was 958,428 shares of Class A and 758,924 of Class B. The CBS stock which Hytron stockholders would receive in exchange for their Hytron shares would be divided equally between Class A and Class B.
WFAA-TV Marks First Year
As Outlet
Of ‘Dallas News’

SOUTHWEST oil men and cow-
punchers will tell you that there is a lot of Texan “know-
how” in their special skills. Radio-
TV people are equally cognizant of the finesse in the communications art in that expanse of
country.

To be specific, there is Dallas, which combined with Fort Worth, forms a formidable market area. WFAA-TV Dallas, serving the two-
city area, celebrated May 21 as its first year of operation under the direction of the A. H. Belo
Corp., owner of The Dallas Morning News.

WFAA-TV credits its expanding operation to broadcast “knowership,” as it calls it, which it built up over a period of nearly 30 years in the business of sound broadcasting.

The owners of WFAA got into the visual art when A. H. Belo purchased KBTB (TV) on Dec. 31, 1949, subject to FCC approval, from Tom Potter, Dallas oil man who had built the station. The purchase was approved and the deal consummated in the spring of 1950.

At that time, KBTB was programming 24 hours per week, with three quarter-hours sponsored. Twenty-seven commercial spots were scheduled. Exactly one year later, the sta-
tion has 68 hours of programs per week—an increase of 185%. There
now are 35 sponsored program hours. There are also 176 comercial spots on the air.

Population increase in the sta-
tion’s coverage area during the past 10 years “was a booming 50.1%,” according to WFAA-TV. And ret-
tail sales in the Dallas-Ft. Worth
markets also have shot up.

According to WFAA-TV esti-
mates there are 1.6 million people in its coverage area. The station also quotes Standard Rate and Data Service figures and 1950-51 Consumer Markets to point out retail sales of $1,464 per capita and a first-place among 19 major markets in the 500,000 to 1 million population category.

Set Study Shows
Dallas 61.8% of Total

A TV set study by the station tabulated 115,717 total sets in the Dallas-Fort Worth area, with Dal-
las having 61.8% of the total.

Opening day for the station under the WFAA call letters brought promotion personified, and in the spirit of the broadcast business. Coming with WFAA-TV’s debut was the yearly banquet being held for the Belo Corp.’s employees. Be-
cause of the growing number of employees, it was decided to hold the banquet at the huge Auto-
mobile Bldg., the largest on Dallas’ State Fair grounds.

For “knowhow,” WFAA

WFAA-TV turned out its full roster of radio stars to perform on stage for a simulcast. After a feature film was shown, cameras and technical equipment were whisked back to the studios, located 15 miles dis-
tant, to take televiewers on a camera-eyed tour of facilities.

But that was merely a bite at the frosting. WFAA-TV has a longthumb list of special events, program hits and commercial accu-
men that it compiled during its year’s operation under those call letters.

Here are some of them:

Special events category telecasts included the Dallas Charity Horse Show in May; opening of the State Fair Starlight Operettas in June; Secretary of State Dean Acheson’s foreign policy speech in June (claimed exclusive); rodeos in June; the 1956 National Model Airplane Championship in July, and State Fair of Texas in October.

In the sports field telecasts have included top college football, the Cotton Bowl game New Years Day 1951, the National Women’s Ama-
teur Athletic Union’s Basketball Tournament in January, and the U. S. Amateur Badminton Cham-

In addition were a special series of “sightseening” telecasts in which the camera roved about the city taking in an aircraft manufactur-
ing plant, a look at a newly de-
veloped Navy jet fighter plane, the city’s aquarium, jail, and airport.

For public service, the station chinked up its share of fund ap-
peals and public campaigns.

A highlight program is Webster Webfoot, sponsored by Sanger Bros. department store 30 minutes across the board. Of this show, Chris Kelley, director of Sanger’s public relations, wrote:

“If almost 15,000 registered club members to date at the headqua-
ters in our boys department; double sales in Johnston Originals (little girls and boys dresses and suits), Poll Parrot and Proper Bilt Shoes; plus the sale of 110 dozen Webster Webfoot hats in the first 11 days are any indications of mer-
chandising, then Jimmy Weldon and Webster Webfoot are a success by any measuring stick. . . .

Personal Appearances
During December

“His personal appearances at over 39 different schools, hospitals and churches during the month of December alone attest to his popu-
ularity but more important that human quality in giving of his time and talents to bring sunshine to others. . . .”

Another local department store, Titchie-Goettinger Co., backs a full hour shopping matinee every Thursday at 2 p.m.

Earl Hayes Chevrolet Co., dur-

(Continued on page 71)
U.S. telecommunication authorities and industry representatives were priming last week for the sixth plenary assembly of the International Radio Consultative Committee (CCIR), which commences in Geneva this week to explore weighty technical issues.

High on the agenda are study group recommendations touching on various facets of international broadcasting and underlying the draft of a worldwide agreement for compatibility of a common television line-scan frequency for the U.S. and various foreign countries.

Heading the U.S. delegation, which was slated to sail for Europe this past weekend, is Harvey Otto-terman, associate chief, Telecommunications Service, State Dept., assisted by Dr. Donald Turner, chief of FCC's Field Engineering & Monitoring Div., and Newburn Smith, National Bureau of Standards, will serve as vice-chairman of the 20-man entourage which also includes Neal McNaughten, NARTB engineering director and international chairman of the broadcasting task force (Study group 10).

Many Considerations

At stake, aside from the proposed common TV line-scan part which already has U.S. support, are a number of recommendations covering high frequency broadcasting, antenna systems, single side bands applied to through frequencies (low, medium, high), standardization of recordings among all countries and a host of other engineering topics.

Frequency allocations are not involved in the forthcoming conference, which will be convened to consider proposals evolved by 13 study groups over a long period.

Inherent in the Geneva conference is the State Dept. hope for consummation of an international agreement which would achieve compatibility between the 525-line, 30-frame system of the U.S. and the 625-line, 25-frame standard favored by most European nations.

American authorities hope to bring into line seven European countries—Belgium, Italy, Denmark, Netherlands, Austria, Sweden and Switzerland—all of which have indicated intent to adopt a 7-mc bandwidth with the 625-line system. On the U.S. side are Canada, Mexico, Cuba and—according to best sources—the Soviet union.

U.S. authorities have stressed that standardization of TV line and frame rates would involve "only very minor" adjustments of existing equipment. Proposal is that 17,000 be established as a common denominator compared to 17,500 under the U.S. system.

A third proposal embraces utilization of the 619-line system, in which the USSR and Belgium reportedly have experimented. France has adopted the 619 system by Presidential proclamation.

Italy, a Marshall Plan recipient of U.S. TV equipment, originally backed the 625-line system, but has since purchased equipment from the United Kingdom and has been experimenting with 525 lines.

These factors will be incorpo-rated into the study group to be submitted by CCIR Study Group 11 during the Geneva session.

Delegates

Other members of the delegation are:


CCIR subcommittees originally been busy preparing recommendations adopted during the 1948 Stockholm conference, with appointments of 13 study groups each dealing with a phase of international radio. Actually, individual international radio problems has been carried on over 20 years.

Eddie Cantor Signs

NEW TELEVISION contract with Eddie Cantor for the 1951-52 season has been signed by NBC-TV, the network announced last week. Mr. Cantor was the first star to appear on The Colgate Comedy Hour.

Our thesis was and is that a code serves only to express the attitudes of the majority that adopts it and its principles anyway, and in no way is it a deterrent to the minority whose excesses it is intended to cure. There is no evidence that the NAB code has changed the habits of a radio station that did not believe in its principles before they were formalized in a code.

Now does that mean that self-correction is impossible? Not at all. What the Television Standards Committee is doing is exactly what it ought to do. It has set itself the job of finding out exactly, by examination of program logs, how much of what is on the air when.

If its study of the logs shows that there has been poor balance between the amount of commercialism and the amount of programming, between the amount of network programming and the amount of local material, the mere revelation of such practices is as sure to correct them as would the laborious writing of a code. Indeed revelation would probably be more effective than a code, since codes are unenforceable and, besides, are apt to be forgotten once they are in type.

To Study Common Line-Scan Pact

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Heading the U.S. delegation, which was slated to sail for Europe this past weekend, is Harvey Ottermann, associate chief, Telecommunications Service, State Dept., assisted by Dr. Donald Turner, chief of FCC's Field Engineering & Monitoring Div., and Newburn Smith, National Bureau of Standards, will serve as vice-chairman of the 20-man entourage which also includes Neal McNaughten, NARTB engineering director and international chairman of the broadcasting task force (Study group 10).

Many Considerations

At stake, aside from the proposed common TV line-scan part which already has U.S. support, are a number of recommendations covering high frequency broadcasting, antenna systems, single side bands applied to through frequencies (low, medium, high), standardization of recordings among all countries and a host of other engineering topics.

Frequency allocations are not involved in the forthcoming conference, which will be convened to consider proposals evolved by 13 study groups over a long period.

Inherent in the Geneva conference is the State Dept. hope for consummation of an international agreement which would achieve compatibility between the 525-line, 30-frame system of the U.S. and the 625-line, 25-frame standard favored by most European nations.

American authorities hope to bring into line seven European countries—Belgium, Italy, Denmark, Netherlands, Austria, Sweden and Switzerland—all of which have indicated intent to adopt a 7-mc bandwidth with the 625-line system. On the U.S. side are Canada, Mexico, Cuba and—according to best sources—the Soviet union.

U.S. authorities have stressed that standardization of TV line and frame rates would involve "only very minor" adjustments of existing equipment. Proposal is that 17,000 be established as a common denominator compared to 17,500 under the U.S. system.

A third proposal embraces utilization of the 619-line system, in which the USSR and Belgium reportedly have experimented. France has adopted the 619 system by Presidential proclamation.

Italy, a Marshall Plan recipient of U.S. TV equipment, originally backed the 625-line system, but has since purchased equipment from the United Kingdom and has been experimenting with 525 lines.

These factors will be incorporated into the study group to be submitted by CCIR Study Group 11 during the Geneva session.

Delegates

Other members of the delegation are:


CCIR subcommittees originally been busy preparing recommendations adopted during the 1948 Stockholm conference, with appointments of 13 study groups each dealing with a phase of international radio. Actually, individual international radio problems has been carried on over 20 years.

Eddie Cantor Signs

NEW TELEVISION contract with Eddie Cantor for the 1951-52 season has been signed by NBC-TV, the network announced last week. Mr. Cantor was the first star to appear on The Colgate Comedy Hour.

Our thesis was and is that a code serves only to express the attitudes of the majority that adopts it and its principles anyway, and in no way is it a deterrent to the minority whose excesses it is intended to cure. There is no evidence that the NAB code has changed the habits of a radio station that did not believe in its principles before they were formalized in a code.

Now does that mean that self-correction is impossible? Not at all. What the Television Standards Committee is doing is exactly what it ought to do. It has set itself the job of finding out exactly, by examination of program logs, how much of what is on the air when.

If its study of the logs shows that there has been poor balance between the amount of commercialism and the amount of programing, between the amount of network programing and the amount of local material, the mere revelation of such practices is as sure to correct them as would the laborious writing of a code. Indeed revelation would probably be more effective than a code, since codes are unenforceable and, besides, are apt to be forgotten once they are in type.
By RICHARD MARVIN
INDEPENDENT PROGRAM WORKER

AMONG the many changes brought about by television is a revised picture of the functions of an advertising agency. In the earlier days—pre-radio—copy was king, and accounts were won or lost on the basis of copy ability. Agencies emphasized this during their job largely through the effective and sometimes spectacular use of writing.

Then came radio, and all of a sudden the strategy changed. The agency was in the show business! Radio directors who could sustain a good ratio between successful shows and flops became the glamour boys of the business. Ratings were important, so important that the "copy" on shows, the commercials, was written mainly to secondary consideration. It was an uncommon event for the advertisement portion of a show to be mastered. Indeed, thousands of dollars worth of specialized talent, and the commercials written by a cub in the back room.

Hours and hours were spent on casting and rehearsing the entertainment element, while the commercial was written in 30 minutes to meet a deadline—and then only a fast giving-over on the dress rehearsal before it hit the air. Needles—by way, of the commercials were pretty painful, and the public resistance they built up was more than justified.

Equally saddening is the fact that—judging from appearances—in many cases the balance of time and effort between program content and commercials established in radio had been carried over into TV shows.

Agencies' Opportunity

Yet TV offers agencies an opportunity to return to the field of being advertising experts, instead of trying to live up to a hard-to-main-tain position as showmen. For the time being, at least, the enter-tainment portion of BY far the majority of TV programs is in the hands of the packagers and the networks. These boys handle every-thing concerning program entertain-ment and presentation, and the agency's glory and prestige in showmanship has declined to the point where they barely bother about it—they're permitted to make suggestions which may or may not be followed.

A few agencies have been able to insist on the commercial and have established large, and expensive, corps of TV experts who have suc-ceded in achieving what might be called "studio parity" with the peo-ple who handle the shows. Some, with memories of their radio suc-cesses still in their minds, have gone to the extreme of creating and wholly producing their own TV shows, with the packagers out of the picture, and the network in secondary position.

But the majority of agencies, not relying on the expensive involved in such grandiose operations, have accepted the thankless role of supervisory activity as far as the entertainment is concerned, confining their creative effort solely to the commercials.

Agencies located away from the centers of TV production have a still greater problem in that even in the studio, en mass, when programs, including commerci-als, are being put together, rehearsed, and transmitted.

Thus, if the shows themselves are to be controlled by packagers and networks, why should an advertiser buy a program through an agency which is unable, or unwilling, to assemble a unit of TV shows when, for the same price the same program may be purchased through another agency which is knee-deep in TV program experts? Somewhere along the line a factor must be developed which can be made to work on the side of the agency which knows the business and the supervisory capacity.

This factor might well be emphasis on the old-time function of an advertising agency—realization that the programming, or concentration on clear, sharp, brilli-ant, dynamic copy; well expressed in outstanding commercials. Brains are rare, and no agency has a monopoly on them. There's no reason why an agency which has a competent staff, and yet which has not gone whole-hog on TV special-ists, cannot turn out prize winning commercials.

Of course, doing "better" commer-cials is quite a job! First of all it means that TV commercials must be used up to where they are a part of the total program and the top creative talent the agency can muster. This does not mean that only the top people should work on them. Everyone should work on them! Maybe the best basic ideas will come from secondary people, to be polished and refined by the top echelon.

Need Brainpower

But it does mean no more whipping commercials together at the last moment. No more having them revised by a programmer and a technical announcer, while pictures of the product are being shown. No more having a pretty girl in a low-cut dress read from a piece of paper held behind the camera lens. Commercials must have more brainpower behind them! They must be written and re-writ-ten . . . rehearsed and re-rehearsed. They must exhaust the last amount of blood, sweat and tears which go into the normal creation and pro-duction of the rest of the show.

They should even be cast, well rehearsed and auditioned—yes, aud-itioned! This audition should be seen by the brain-squad which cre-ated them, and these people should be given ample time and opportu-nity to reject, revise, edit and polish. When the commercials are finally used on the air they should reflect the views and the agency's thinking and presentation.

The agency needs showmen, of course, to supervise and act as watchdogs on whatever commercials they have on the air. These same men can be helpful in carrying commercials forward from the pa-per version to the live interpreta-tion. They, being knowledgeable and experienced, may be utilized to make commercials natural and lifelike. In fact, agencies which have permitted a rift between commercial writers and pro-gram people would do well to tear it down rapidly, as one basically should complement the other.

If the premise is that existing, well done, well presented, selling commercials can be the equalizing factor among agencies handling TV, then it would seem there would be a definite advantage for agencies which have not gone in for large TV staffs to establish—now—a creative cadre of writers, artists and producers, and the TV department of your agency project out of proving to their clients that while they only supervise the programs, they give top time, top effort and top think-ing to the commercial portions of the shows and turn out the best darn commercials in the business!

Union Oil Using TV Spots

UNION Oil Co. of California, Los Angeles, one-time heavy user of radio network and spot radio, has started an extensive television campaign promoting "Royal Triton" motor oil in some 22 cities outside its regular seven state western marketing area. Using one-minute, custom-built, film commercials which are utilizing Class A station time. Total of 166 spots are being used in each market on more than 40 stations, 24 hours a day, from 20 to 26 weeks. With establishment of new markets, more stations will be added. Agency is Foote, Cone & Belding, Los An-geles.
Thought you might be interested in knowing about the gratifying results we have been getting on a participation basis on the WJBK-TV "Ladies Day" show.

We selected a key product which had little previous advertising and checked the route sales averages a month before, and featured it on "Ladies Day" five days a week for six weeks. During this period the product was not advertised through any other medium.

At the end of the six weeks run, we again checked route averages and found they had increased 25% in sales.

Another spot check of the same test product, three weeks after we had been off the program with no other advertising, showed even higher sales. This proves to us, not only the sales results of advertising on WJBK-TV, but also the continuing effect of your sales punch.

Of course, we have no way of determining the amount of goodwill we are getting—"meeting" each day with the women's clubs that attend "Ladies Day"—but we feel it plays an important part in merchandising our products.

Sincerely yours,

FARM CREST BAKERIES, INC.
Ralph L. Recor
Sales Department

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You, too, can get real results the easy way. Let WJBK's tremendous listener-response give your sales the boost that pays off in higher sales results. Smart advertisers know that sales success in booming Detroit is spelled W-J-B-K.
telestatus

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledans are climbing aboard at a lively clip. Sets sales now stand at...

AVERAGE one hour on TV in Los Angeles contains 53 minutes and 10 seconds of program time, five minutes and two seconds of spot announcements and one minute and 48 seconds of station breaks. Drama and comedy-variety programs account for 44.5% of all the shows on TV locally.

Food and automobiles accounts do more than 30% of the advertising on the seven Los Angeles TV stations. If either or both of these products should be rationed and reduce advertising, it would be a serious blow to the television industry commercially.

These facts were presented by William H. Sener, head of the radio-TV department of the U. of Southern California, speaking at an Advertising Club of Los Angeles meeting.

With the assistance of seven graduate students, he compiled the Southern California Television Index, first study of its kind of the local video market. Each student observed programs for one week on one Los Angeles TV station. Comparisons were made with the same station a year ago.

The number of programs available to the average viewer in the Los Angeles area increased more than one-third during the year, the USC survey shows. Programs also got better, it indicated. Food advertising increased 1,200% in the past year, to be in first place in sponsored quarter-hours with 24.8%. Mr. Sener said.

Last year, he pointed out, food was in third place with 15.5%.

Automobiles are the second biggest TV advertisers in the Los Angeles market, with 20.3%. Last year, cars were in first place with 21.9%.

"Ten product groups out of the 28 different items advertised on TV do more than 90% of the commercials," Mr. Sener continued. By product groups, TV has not really tapped the market.

***

Program Types Talled By The Pulse

MORE than nine hours of additional TV network time were devoted to comedy-variety, drama and interview type programs during the period of April 1-7 March 1-7 in 17 cities surveyed by The Pulse Inc., New York, as reported in Multi-Market TelePulse last week.

Top 10 program types and their ratings for April 1961:

- Variety Program with an average audience of 30.1
- Drama and Mysteries with an average audience of 27.8
- Comedy Situations with an average audience of 26.2
- Musical Variety with an average audience of 26.0
- News with an average audience of 21.9
- Quiz-Audience Participation with an average audience of 21.7
- Westerns with an average audience of 21.4
- Talent Programs with an average audience of 21.2
- Kids Programs with an average audience of 20.9
- Drama with an average audience of 20.2

Weekly Television Summary—May 28, 1961, TELECASTING SURVEY

Berle Leads Top 15 Sponsored Network Shows

MILTON BERLE (Texaco Star Theatre) headed the first 15 sponsored network TV programs in popularity during May 1-14, according to the Hooperatings Pocketpiece for May, released last week.

The first 15 sponsored network programs with their ratings:

- Texaco Star Theatre—Berle 43.5
- International Boxing Club—Louis vs. Marciano, 5/6 only 37.9
- Show of Shows—Cassius, Coca 34.2
- Fred MacMurray 31.9
- Comedy Hour—Phil Silvers, 5/6 only 31.6
- Godfrey’s Talent Scouts 31.0
- Your Hit Parade 31.0
- Philco Playhouse 30.9
- Martin Kane, Private Eye 29.7
- Cavalcade of Sports—Center vs. Bears—New York, 5/12 only 27.6
- Toast of the Town 26.7
- Ken Murray Show 26.4
- Memo 24.3
- Happy Days Out 24.1
- Studio One 26.0

Special Events

- President’s April, 5/7 19.9

COMEDY TOPS DRAMA IN Nielsen Ratings

COMEDY topped drama in the national Nielsen ratings for the top 10 television programs for the two weeks ending April 21. Texaco Star Theatre led the parade with Frigidaire Comedy Hour second in line. Top drama program was... (Continued on page 71)

Food and Automobiles Top L. A. Advertisers

(Report 165)

1. Texaco Star Theatre—Berle
2. International Boxing Club—Louis vs. Marciano, 5/6 only
3. Show of Shows—Cassius, Coca
4. Fred MacMurray
5. Comedy Hour—Phil Silvers, 5/6 only
6. Godfrey’s Talent Scouts
7. Your Hit Parade
8. Philco Playhouse
9. Martin Kane, Private Eye
10. Cavalcade of Sports—Center vs. Bears—New York, 5/12 only
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12. Ken Murray Show
13. Memo
14. Happy Days Out
15. Studio One

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GREENVILLE and SPARTANBURG SOUTH CAROLINA

Twin textile cities of the South Carolina Piedmont, the contiguous counties have 313 industrial plants with total payrolls of $110,000,000 annually. Farms add another $29,000,000. The 315,048 people of Greenville and Spartanburg counties receive regular television service ONLY from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES.
ANTENAPLEX
RCA Holds Demonstration

FIRST public demonstration of RCA's new Community TV Antenaplex system, designed to bring television programs to areas where reception previously was poor or unavailable, was presented May 22 by the Trans-Video Corp., operator of the large-scale Pottsville installation, as a feature of the Schuylkill County Parade of Business Exposition May 22-May 26.

The Antenaplex system, developed by RCA engineers, has proven its ability to eliminate the TV "blind spots" represented by mountain-ringed communities like Pottsville, as well as those on flat terrain where the nearest TV stations are too remote to permit reception with individual rooftop antennas.

The Pottsville installation is already bringing high-quality television reception to more than 275 families. Programs are received from three stations in Philadelphia, more than 75 miles away. Pottsville residents using the system pay a $135 initial fee, and $3.75 monthly.

Trans-Video Corp., headed by M. F. Malarkey Jr., was organized by a group of Pottsville businessmen. Pottsville installation is one of many like ventures being explored for remote community viewing throughout the country [Broadcasting • Telecasting, May 21].

RCA's Antenaplex system in Pottsville. Amplifiers at foot of antennas and on pole-towed cross-arms are placed one-half mile apart to boost signal strength.

NFL RIGHTS
Pro Football Pact Signed

BELIEF that television "will eventually help every sport" was expressed last week by Bert Bell, commissioner of the National Football League, in announcing that the league had sold exclusive rights to the DuMont Television Network to telecast, broadcast and film NFL world championship games.

The contract covers a total of $475,000 on a five-year basis, or $95,000 a year. It was negotiated by Mr. Bell with Tom Gallery, sales manager, and Les G. Arries, sports director, of DuMont.

Mr. Bell said the money "will mean a lot to ball players." He added there have been championship games in which the gate "was less than the $95,000 we get from DuMont." Players on winning teams may get as much as $800 or $900 each, he said, in addition to their share of the gate.

The league's TV policy "is more liberal than ever," Mr. Bell told the operating staff. JCET, responsible for the educational petition for noncommercial channel reservations during the earlier allocation hearings, is to continue the presentation during the final city-by-city hearings.

ROY ROGERS
Seeks Long-Term Contract

ALTHOUGH there have been "back-door" talks with NBC, CBS and ABC for his services on radio and television, Roy Rogers, western cowboy star, has made no deals or commitments with either. Any such deal would be on a long-term contract permitting him also to continue in films and personal appearances, according to Art Rock, personal manager and partner in Roy Rogers Enterprises.

With Mr. Rogers holding out for a radio-television deal, Mr. Rush said there currently is discussion with several national advertisers who would utilize his services on both media starting in the fall. He has set up a June and July shooting schedule to film a TV series.

PARTS SUPPLY
Will Be Adequate—Sprague

ADEQUATE supply of replacement parts for TV sets never been available, Robert C. Sprague, board chairman of Radio-Television Mfrs., Assn., predicted Monday in an address to distributors at the National Radio-TV Show at the Stevens Hotel, Chicago.

Dispelling oft-heard fears that shortages of parts and components may remain, Mr. Sprague said production of parts and components is greater than had been predicted some months ago.

"Every spare part is on hand," Mr. Sprague said, "and we're almost indifferent regardless of anything else, critical materials will be made available for repair and replacement purposes. Despite the rather sizable allotment of public funds for the purchase of military electronic equipment and components, it seems apparent that the nation's military needs, short of an all-out war, will not absorb the industry's production facilities."

Although there has been a recent slowdown in TV unit sales, Mr. Sprague estimated at least 5 million sets will be sold to the public during 1951. With the continuing substantial sale of radio sets," he pointed out, "there will probably be in the hands of the public by the end of the current year not less than 95 million radio sets and nearly 3 million television sets, or the equivalent of about 155 million radio sets from the standpoint of the replacement parts business."

He said there were about 10 million radio sets and about 10% million TV sets in the hands of the public at the beginning of 1951.

In analyzing the outlook for replacement parts, Mr. Sprague said the industry is now in a position to conserve scarce materials without impairing efficiency or performance.

Recalling TV production in 1950, he said 7,600,000 sets were turned out during the year of which about 6,600,000 were sold and installed.

Most of the 10,000 distributors and components manufacturers attending the three-day annual parts distributor conference and show went home in a more optimistic mental state than that in which they arrived, according to Jerome J. Kahn, show chairman. He said conference speakers reassured dealers that scarce materials would be available during the defense emergency for maintenance, repair and replacement.

Allen B. DuMont Labs, one of the exhibitors of equipment, introduced a new picture tube with what the company describes as an "automatic built-in focus" achieved by the internal electron gun which keeps the focus correct, the need for the focus controller and focusing mechanisms. Elimination of these parts "effects a substantial saving" in such critical materials as steel, brass, copper, aluminum and rubber, the company claims.
The school that goes to the students...

For one hour a week, in Detroit, living rooms are transformed into classrooms, through the medium of television.

University of Michigan telecourses, aimed at adults and inaugurated by WWJ-TV as a public service, are currently enjoying tremendous local interest and have won national acclaim as the opening of a new era of education.

Already 2,000 students have registered and are entitled to certificates of participation. Thousands of others are regular viewers of these Sunday afternoon telecasts.

Here is another in the long list of "firsts" which add so much to the popularity, prestige and community acceptance of WWJ-TV, with resultant benefits to its many advertisers.
COLOR RESPONSE
CBS Cites Denver Praise

CBS REPORTED Denver official- dom enthusiastic in praising CBS color television after the city's first look at television of any kind.

The demonstrations, presented in cooperation with KLZ Denver and Smither & French Labs, were held May 14-18. After a preview for business, education and civic leaders May 14, CBS said leaders in all fields praised the showing.

Among the quotations reported by the network were these:

Governor Dan Thornton—"... amazed at the color and the trueness of the color ..."

E. Palmer Hoyt, editor and publisher of the Denver Post—"... very realistic. Color certainly brings new vistas to the fields of entertainment and advertising."

Cecil Conner, Denver advertising agency executive—"The colors are surprisingly natural. Color television should offer tremendous advertising and sales opportunities ...

Lewis R. Carlson, western area manager of Cannon-Central Co.—"Having watched black-and-white for some time, this color demonstration captured the market. The colors are unbelievably true."

Ben Bezoff, owner, Ben Bezoff Adv., Denver, notified FCC last fall that CBS color would be in Denver and said the network were holding May 14 opening.

FALL PLANS NOW
Crosby Notes Production Time

POINTING out that it takes at least six months to get a 26-week series of films ready for telecasting, Everett Crosby, president of Bing Crosby Enterprises, Beverly Hills, has urged sponsors and their advertising agencies to make decisions now on fall plans.

"Some agencies head fees they can buy a film series today and have it on the air tomorrow," he said. "They forget that stories must be purchased and scripts prepared; shooting schedules must be planned, casting sets, sets built as well as time for the actual shooting, editing and dubbing. At least six months are needed if the films are to be good." Mr. Crosby predicted that before long at least 50% of all TV programming would be on film and as result there will be a last minute mad scramble for such shows.

Canadian Set Sales

CANADIAN TV receiver sales totalled 29,600 in 1950 valued at $12,846,000, according to the Dept. of Trade and Commerce, Ottawa. Radio receiver sales in the year totalled 728,600 units valued at $59,160,000, as against 724,500 sets in 1949 at value of $58,840,000.

DuMONT LABS

Stockholders Meet June 29

ANNUAL stockholders meeting of Allen B. DuMont Labs will be held June 29 at the corporation's offices in Clifton, N. J., postponed from May 7, date stipulated by the by-laws. A notice to stockholders stated that the meeting will elect eight directors and the president, vice president, secretary, treasurer and assistant treasurer, all for one-year terms.

Class A stockholders elect five of the eight directors and the president and vice president. Class B stock is all held by Paramount and consists of three directors and the secretary, treasurer and assistant treasurer.

On Feb. 23 there were outstanding 14,818 shares of Class A and 560,000 shares of Class B stock. Paramount at that time held 45,200 shares (about 2.4%) of the Class A stock in addition to its Class B stock.

Leonard F. Cramer, vice president; Allen B. DuMont, president; Bruce T. DuMont, general superintendent; Thomas T. Goldsmith, president and master, Van Alstyne Jr., president, Van Alstyne Noel Corp., investment bankers and financial adviser to DuMont, are the official nominees for directors to be elected by Class A stockholders. All are now board members.

The statement also reported that Allen B. DuMont received during 1950 from sales of $5,400,000 in salary, $312,839.70 in bonuses and shares in profits and $19.12 in group life insurance premium payments, giving him approximately $65,781 after tax deductions. Mr. Cramer got $35,438.48 in salary, $8,461.53 in bonuses, $19.12 in insurance, for a net remuneration after taxes of $22,986. Dr. Goldsmith had a salary of $21,135.84, bonuses of $5,288.47, insurance of $19.12, with take-home pay of about $19,567. Mr. Van Alstyne received $10,700 for his financial services, with no additional payments from the company.

FILM SERIES

Six Buy "Boston Blackie"

Six advertisers on 12 stations have ordered Boston Blackie, Ziv Television Programs Inc., syndicated film producer, New York, announced last week. The series, starring Kent Taylor with Lois Collier and Frank Orth, is to be released Sept. 1.

Production costs for the series, which is being sold to local and regional as well as national sponsors for "spot" purposes, have been $51,000 per half-hour program, the announcement said. Each half-hour program is complete, with open spots at the beginning, middle and end.

John L. Sinn, Ziv president, said he considered Boston Blackie "the biggest step forward yet taken in filmed television series. He said the use of new production techniques, had been able to produce for $21,000 what motion picture companies would require $250,000 to produce.

ASCAP-Video Parley

JUDGE Simon Rifkind and Stuart Sprague, counsel for the All Industry TV Per Program Committee, met daily with ASCAP Attorney Herman Finkelstein last week in an attempt to work out terms for the use of ASCAP music on television that would be acceptable to TV station operators generally, as those set forth in the ASCAP license forms are not.

Conferences would not comment on progress, but meetings are continuing in an effort to avoid court action, viewed as inevitable if an agreement is not reached by June 10.

ADVANCE ANALYSIS of the 30-day Chicago test of Phonevision shows it was successful beyond our expectations," President Eugene F. McDonald Jr. said in Chicago last week. "The attendance for Phonevision families was 3% higher than the 47 times per week considered average for American movie attendance, he said.

He reported the total boxoffice for the 90 days was $6,750, an average of $22.50 per family for three months and $1.75 per week. Projecting this against an audience of 10 million TV set owners, he estimated producers would average a net return per picture of $1,250,000, which he termed "a very conservative estimate."

Phonevision's 10 most popular pictures, he said, "would offer an average net return to producers of $2,983,000 and the 10 poorest would give $600,000," he said. In January, the first month of the test, novelty was a "high but fall- ing factor" and the average family saw 2.1 movies weekly. February's average was 1.5, and March was 1.8 times weekly.

Paid admission to individual pictures ranges from $8 to 60% of the possible audience, Mr. McDonald reported. He described four out of five Phonevision patrons as "brand- new" customers, and the 10 pictures reported and more than 93% of the Phonevision audience said they preferred to see pictures in their homes rather than in theatres.

Final interpretation of the results is not yet available, he pointed out. An "exhaustive" survey is being conducted now by the National Opinion Research Center of the U. of Chicago. When its material is correlated with existing test data, "we will have a scientific standard of measurement to dependable of Phonevision's effectiveness in terms of greater audiences."

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FILM COUNCIL

Forum Set June 27

NEXT quarterly forum of the National Television Film Council will be held June 27, and will include a session on film exploitation, publicity and advertising, Paul White, Prockter Products vice president and general manager, said. M. announced at a luncheon meeting Wednesday in New York.

Speakers included John Battison, associate editor of Tele-Text magazine and author of the book "TV," who reviewed the current television situation and prospects for a future "TV" career. Dr. Ed- doph Pfeiffer, Kyushu Corp. presi- dent, promised the group that his company's 16mm film would meet all standards of theirs, if their camera and projection equipment could meet his standards.
For more than a year...

EASTMAN 16mm.
TELEVISION PROJECTOR,
MODEL 250

NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm. projector.

Designed for continuous trouble-free performance... used for more than a year in leading key network studios... the Eastman 16mm. Model 250 is giving an amazing account of itself...

- Precise sprocket-type geneva pulldown assures exceptional film steadiness...
- Exclusive feature makes possible "still-frame" operation — permits commentary from "frozen" frame...
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency...
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction...
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm. Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

East Coast Division
342 Madison Avenue
New York 17, New York

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Record every program on film...

EASTMAN TELEVISION RECORDING CAMERA
NARTB Board

(Continued from page 30)

NARTB does not leave the NARTB fold entirely until April. The plan to separate BAB into an autonomous sales promotion unit was adopted last August, with a month of free operation. At this hour, however, BAB is running over the $200,000-a-year pace it maintained for a stroll.

Legislative and regulatory developments will be considered at length by the board. The Government Relations Dept., under Ralph W. Hardy, has been active on such matters as the McFarland Bill (S 668) to streamline FCC procedures, with NARTB's proposed amendments incorporated in toto as a protection to broadcasters; Benton Resolution (S Res 157) to investigate the whole allocation question and the place of TV in the American scheme; bill (S 1189) to reorganize the vast regulatory powers vested in the chairman; electro-magnetic radiation legislation and pending executive order; FCC report on a license fee proposal now in the appropriation bill; legislation to ease liberal responsibility in political broadcasts; proposed increase in radio-TV excise taxes.

State Program

NARTB is working out a program which state associations will be kept up to date as well as Washington developments. The association has acquainted Congressmen and Senators with its opposition to allocation of a block of the spectrum to educational stations and it has protested building restrictions of the National Production Authority.

A program to increase the scope of NARTB's annual Engineering Conference, held during convention week, will be submitted in a report by Neil McNaughten, director of the Engineering Dept. Mr. McNaughten has sailed for Geneva to attend the International Conference at the invitation of the White House Council on Science and the Arts. Mr. McNaughten will be able to supply information on the latest advances in electronic equipment. He will be accompanied by Dr. W. H. Bell, head of the electrical engineering department of the University of Illinois.

Functional Music

(Continued from page 28)

lic, it was noted.

Petitioners also stated inability to show how their situation differed from the case in which listeners furnish contributions to a station to enable that station to continue a particular type of programming desired by the contributing listener.

Another important parallel was cited in the petition, calling attention to the current rule-making proceeding that is being instituted looking toward reservation of TV channels for "so-called" non-commercial educational stations.

Funds for this are being provided by philanthropic individuals or organizations, it was pointed out with added reference to Sen. William Benton's (D.-Conn.) suggestion that financing these outlets might be accomplished by public subscription.

These grants or subscriptions would be with the understanding or stipulation that the station would provide specialized programming of an educational nature, asserted the petition, which then asked if the conditions set forth for FM are not equally applicable to enjoyment of the philanthropic individuals and organizations in the TV field as sponsors of the programs presented.

Payment Issue

Next point raised was that payments by functional music subscribers are not for matter-broadcast but consideration for the right to listen to isolated programs. The petition pointed out that it is not equally applicable and require announcement of the philanthropic individuals and organizations in the TV field as sponsors of the programs presented.

On this same point, the petition said that Sec. 317 does not require payment by the individuals. The petitioners received by FM functional music subscribers, holding that the section requires only that those listeners who hear a message be advised of the fact that it is sponsored.

The petition discussed two of the several types of contracts used in functional music operation. The first contract, it was pointed out, provides that station retains exclusive control over content and scheduling of programs as well as the right to cancel or rearrange programs as best to accomplish better service.

Petitioners reiterated their belief that this first contract did not mean they had abdicated non-delivery duties, but if such a provision, after proper consideration, still retained this view, the petitioners are willing to enter into a second type of contract. This second type of contract provides for more stringent controls by licensee over its programming and contracts.

Continuation of the specialized program format is consistent with the public interest necessity and convenience, the FM group next explained, quoting a resolution to that effect passed at the last NARTB Convention in April.

"The petitioners clearly emphasized that public interest is the touchstone for the exercise of Commission authority," it was said. Portions of the FCC's own Blue Book on programming was quoted to point out the need for "a number of comparative specialized stations."

Petitioners emphasized that programs of this type were not primarily in the interests of subscribers but upon the assumption that there is a large segment of listeners who enjoy popular and mood music. It was pointed out that the public interest could be shown in hearing that listeners prefer to listen to these type of programs with a minimum of announcement interruption.

In light of financial "difficulties" which FM licensees have encountered in past years, the petition contended that the Commission would look with favor upon functional music operations to encourage the larger and more effective use of radio in the public interest.

The last five annual reports of the FCC were cited to further show FM's financial position and the need for operation of the type planned and used by the petitioners.

Petition was signed by Paul A. O'Bryan, for WDFW (FM) Seattle; Frank R. Barksby, for WFMF (FM) Chicago; Robert, G. Seals, Wheeler & Wheeler, for KCBC-G (FM) Orlando, Fla.; John. S. Mark, for WLDR (FM) Miami Beach; Marcus Cohn, Cohn and Marks, for WMT (FM) Des Moines, Iowa; Frank Robinson, Spearman and Robinson, for KZED- (FM) Los Angeles; Vernon L. Wilkinson, Haley, McLean & Wilkinson, for WBNY-FM Buffalo; Peter Sheebruk, Fy, Sheebruk and Blume, for WGIF-FM New York; and Seymour Kreiger & Jorgensen, for WPEN-FM Philadelphia.

In addition, joint statement and briefs in support were filed by WMR (FM) Detroit; WBTV (FM) Charlotte, N. C.; WBXT (FM) Tuscaloosa, Ala.; WDFW (FM) Des Moines, Iowa; WYAF (FM) Detroit; KDFC (FM) San Francisco, Calif.; and KFCC (FM) New York.

KDFC (FM) Sausalito, Calif., Friday also submitted its answer to the FCC in which it amended its contracts in conformance with the Commission policy statement. Statement also said that it supported the joint statement and petition being filed.

Other replies received Friday were from WMWM-FM Meriden, Conn., WWDC-FM Washington, WKR (FM) Cincinnati and KFPM (FM) Portland, Ore., in support of reconsideration and hearing.

KTFs Buys Theatre

DAVID M. SEGAL, owner and general manager of KTFs Texarkana, Tex., last week announced purchase of a new theatre in the city as a possible use as a television studio. Mr. Segal plans to continue its operation as a theatre pending application and grant of television facilities.
Floating Action! for all TV Cameras

'BALANCED' TV TRIPOD
(Pat. Pending)

This tripod was engineered and designed expressly to meet all video camera requirements.
Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

Frank C. Zucker
Camera Equipment Co.
1660 Madison Ave., New York City

Telestatus
(Continued from page 64)

Fireside Theatre. The Nielsen ratings follow:

HOMES REACHED IN TOTAL U. S.

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<thead>
<tr>
<th>RANK PROGRAM</th>
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<td>2. Ford Quality Hour</td>
<td>6,304</td>
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<tr>
<td>3. Fireside Theatre</td>
<td>5,712</td>
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<td>4. Philco TV Playhouse</td>
<td>5,291</td>
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<tr>
<td>5. Your Show of Shows</td>
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<td>6. Your Show of Shows (Swift)</td>
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<td>7. Your Show of Shows (Crosley)</td>
<td>4,763</td>
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<tr>
<td>8. You Bet Your Life</td>
<td>4,590</td>
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<td>9. Martin Kane, Private Eye</td>
<td>4,517</td>
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<tr>
<td>10. Arthur Godfrey's Scouts</td>
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PERCENT OF TV HOUSES REACHED IN PROGRAM AREAS

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<td>4. Arthur Godfrey's Scouts</td>
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<tr>
<td>5. Philco TV Playhouse</td>
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<tr>
<td>6. Your Show of Shows (Swift)</td>
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<tr>
<td>7. Your Show of Shows (Crosley)</td>
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<td>8. Gilliatte Cavalett</td>
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<tr>
<td>9. Luxe Ranger (General Mills)</td>
<td>41.2</td>
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<td>10. Mama</td>
<td>40.9</td>
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RCA Leads Pulse N. Y. Set Survey

NEW YORKERS owning RCA television sets almost equal total owners of the next three popular brands combined, according to a January 1951 survey just reported by the Pulse Inc. RCA set owners made up 27.5% of New York TV families, as compared with 28.1% disclosed by a similar survey in January 1950.

Other findings included the moving into second place of Admiral, with 11.6% of New York TV set owners, as against 9.9% a year earlier. Philco, with 10.1% as compared to 11.5% of the year before, fell back into third place.

DuMont, although continuing in fourth place, dropped from 8.2% in January 1950, to 8.7% in January 1951. Among other leading brands in this year’s survey, Zenith had 4.9%; Emerson, 4.1%; Motorola, 3.9%; Crosley, 3.7%, and General Electric, 3.6%.

Set Count Breakdown

A STUDY made by Ira G. Corn Jr., assistant professor of marketing at Southern Methodist U., breaks down the total Dallas-Fort Worth television set figure of 115,717 for April and shows that of these 113,947 are in residences while the remaining 1,770 are in business establishments. In the Dallas area-only figure of 71,458, residences house 70,371 sets while business establishments boast 1,117. In the Fort Worth area, of the 42,239 total, 40,661 are in residences, while only 661 are in business establishments.

BENTON SHOW
Senator Plans Program

SEN. WILLIAM B. BENTON (D.-Conn.), formerly of Benton & Bowles and Voice of America fame, is planning a regular, weekly, 15-minute television show for home-state consumption, it was acknowledged last week.

Sen. Benton has expressed his enthusiasm in the past for TV as the medium to bring the legislator closer to the voter. As yet plans have not been completed, but the tentative starting date is set for the last part of this month or possibly early June, a spokesman said.

If TV facilities are available at the Joint Recording Facility, operated by Robert Coar, in the Old House Office Bldg., Sen. Benton will record his program there, it was said.

Sen. Benton apparently is taking the lead in the recording of TV film for home station use. He already records radio reports for airing in his home state.

Mr. Coar is currently proceeding on the expectation that television will be added to radio at the facility, a service for all members of Congress [Broadcasting • Telecasting, March 19]. According to Columnist George Dixon last week, Mr. Coar estimates the facility can make TV films for Congressmen at a cost of about $5 a minute.

Sullivan Honored

ED SULLIVAN of CBS-TV's Toast of the Town will be honored both by the Washington Advertising Club and the Capital Press Club this month, the network announced last week. Named "Man of the Year" by the Advertising Club of Washington, Mr. Sullivan was to receive a plaque Saturday. On Thursday he will be cited at the Capital Press Club.
**Film Report...**

**PRODUCTION** for new TV film series, *The Falcon*, will be started within next 30 days by Ziv Television Programming Inc., New York, according to announcement last week by John L. Sinn, president of Ziv TV. Each half-hour show will be budgeted at $17,500, and casting as begun. When completed, series will be made available to local as well as national TV advertisers.

**McCarthY Television Co.,** division of Glenn McCarthy Productions, has been organized with offices at Samuel Goldwyn Studios, 1041 N. Formosa Ave., Hollywood. Mr. McCarthy is president and Robert Paige vice president and producer. New company plans series of filmed domestic comedies, *Maggey Birthday*, for television. A 30-minute pilot film has been completed for sponsor consideration.

**Kling studios** and United Broadcasting Co., Chicago, have completed first in a series of half-hour television films, *The Old American Barn Dance*, featuring stars of WLS Chicago's *National Barn Dance*. Show will be ready for sale next week.

**EXPLORES** Pictures Corp., New York, new film distributing firm headed by Murray Kaplan, has acquired approximately 2 million feet of film in Osa-Joan Johnson properties, to be made into 52 half-hour TV shows. Films include "Congorilla," "I Married Adventure," "Borneo," and "Baboon." Mrs. Osa Johnson will appear in opening and closing sequences on each of films, and will handle commentary.

**AMERICAN Jewish Committee,** New York, has produced an animated ballad cartoon, *Baseball*, with guitar background and song. Especially for TV, the film short is in competition for baseball season and thereafter.

**ATLAS FILM CORPORATION**

**CREATORS and PRODUCERS**

**TELEVISION COMMERCIALS**

**1111 SOUTH BOULEVARD**

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**HOLLYWOOD TV**

**Movie Studio Allots Space**

**MOTION PICTURE CENTER STUDIOS**, Hollywood, until now used exclusively for theatrical motion picture making, has been converted 60% to television film production by the new Missions Section. Joseph Justman, president, in making the announcement, said he will still be actively engaged in motion picture production on the station but is "going along with the trend of the times.

A new corporation, Motion Picture Television Center, has been formed to supervise which will be manned by directors, writers, and other technical personnel of the old studio. William Steiner, film producer, is vice president in charge of production.

**KLING STUDIOS** and United Broadcasting Co., Chicago, have completed first in a series of half-hour television films, *The Old American Barn Dance*, featuring stars of WLS Chicago's *National Barn Dance*. Show will be ready for sale next week.

**FIRM SALE**

**Fairbanks Deal Pending**

**ACQUISITION** of Jerry Fairbanks Productions by Official Films Inc. [BROADCASTING • TELECASTING, May 14] is expected to be finalized this week.

Joint announcement from the principals involved in the negotiations will be made following signing of necessary papers. In an exchange of stock arrangements, Official Films will assume the controlling interest and operate the production film as a subsidiary, it was reported. The amount of stock involved was not revealed.

Mr. Fairbanks will continue in an executive capacity, heading the Hollywood Production Div., and also serve as a member of Official Films' board of directors, Broadcasting • Telecasting was told.

Aaron Katz, president of Official Films, and Lawrence W. Beilenson, Beverly Hills attorney, represent Fairbanks in the negotiations, after several conferences with Mr. Fairbanks and his counsel, Charles E. Thompson, last week in Hollywood. Mr. Katz is expected in Hollywood again this week to close negotiations.

**Blough Joins ANPA**

**JOHN W. BLough**, Robert W. Orr & Assoc., New York, joins the Bureau of Advertising, ANPA, as its director of promotion. He succeeds John C. Ottinger Jr., who has been named to the newly created position of director of sales development for the bureau. Mr. Blough was with Orr & Assoc. for five years as head of merchandising, and earlier served as copy executive at Lennen & Mitchell, New York. Mr. Ottinger moved from John A. Cairns & Co., New York, where he was any hand copy executive, to head promotion for the Bureau of Advertising in 1947.

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**More Cutbacks**

(Continued from page 29)

earlier regulation. ANPA also revealed it will undertake a four-week survey of MRO to determine whether MRO operations are carried out. The probe will cover dealers, distributors and manufacturers. An industry task group has filed a report on MRO with ANPA.

Under DPA's realignment, Mr. Watts will supervise the work of six inter-agency groups, including the top-strategic area of TV films. The DPA Production Board, which is headed by Edmund T. Morris Jr. Formerly has been serving as special assistant to the DPA administrator, and has been on leave of absence from his post as vice president of RCA since early this year. Mr. Morris is on loan from Westinghouse Mfg. Corp.

In his new capacity, Mr. Watts will continue to head up the Production Executives Committee and serve as acting chairman of the Procurement Policy Committee and Aircraft Production Work Group. Mr. Watts, who now serves on C. Pritchard, deputy administrator, will work with Mr. Watts to coordinate small business activities.

In other appointments, Mr. Wampler becomes deputy administrator with responsibility for program and requirement functions, including chairmanship of the top-level Executive Committee which will work with Mr. Morris' board and ANPA's Office of Civilian Requirements on electronics and television problems. This new group was set up a fortnight ago to evaluate material factors in the military and civilian economy.

Knowles Named

A third appointment is that of Nathaniel Knowles as deputy administrator for Staff Service, the post held by Edwin T. Gibson, serving DPA administrator, until the resignation of Gen. William H. Harrison, who returned to International Telephone & Telegraph. Mr. Knowles also serves as deputy to the requirements division of the DPA Production Board. John C. Ottinger Jr., acting chairman of the Board, has been named deputy administrator, until the Carleton E. Blough appointment as deputy administrator is confirmed.

In an announcement earlier this week, Mr. Gibson explained that DPA functions—that of coordinating overall procurement, programming and production—remain unchanged.

The Johns Hopkins Science Review over WAAM (TV) Baltimore has embraced a number of program to France through Radio Diffusion Francaise, to be seen by French viewers. Programs will also be shown in other countries throughout Europe.
FBI Probes Baseball (Continued from page 25)

when the House Judiciary Monopoly Subcommittee agreed to hold hearings on baseball's interstate commerce nature during the first two weeks of July. Nel of the inquiry is the sport's controversial "must- "This is a newsletter which binds ball-players to any team with whom they may sign a contract without allowing them to negotiate directly with other clubs for their services.

Spokesmen acknowledged last week that, following exploration of the commerce factor, the subcommittee may delve into baseball broadcasting contracts, under the chairmanship of Rep. Emanuel Celler (D-N.Y.).

Authorities felt, however, that radio-TV broadcasting rights are certain to arise on the basis of players' suits contending that baseball is interstate by virtue of broadcasts across state lines. This is subject to anti-trust provisions.

Bills On Anti-Trust

Concerted action to exempt not only baseball but all professional sports from anti-trust laws, was taken in the form of bills sponsored by Sen. Johnson and Reps. Wilbur D. Mills (D-Ark.), Al Herion (D-Fla.) and Melvin Price (D-Ill.). Baseball was not mentioned specifically.

Sen. Johnson, who is president of the Western Baseball League, sponsored his measure (S 1528) as a means of establishing the validity of the reserve clause. The proposal will be referred to the Senate Interstate & Foreign Commerce Committee, of which he is chairman. Lower chamber bills (HR 4229-31) were to be sent to the House Interstate Commerce Committee. Reps. Mills and Herion co-sponsored similar legislation in 1949. The exemptions also would apply to "acts in the conduct of such enterprises."

Only precedent for evaluation of baseball's interstate nature lies in an old Supreme Court ruling that baseball, as such, does not fall within the category of interstate commerce and therefore is not subject to anti-trust laws.

Under practices now prevalent, major league broadcasts involving an entire home team can be carried by stations in the local team's area, even when the latter is not playing. Broadcasts must be terminated 30 minutes before the start of the home team's game. Such broadcasts are common in Washington and other major league cities where

night contests are involved. In those instances the local club has no veto over play-by-play of games out of its home territory.

The NCAA, whose TV steering committee was slated to meet beh- hind closed doors last Friday came up with a modified plan for limited network telecasts of playoff games. Preliminary investigations by the Justice Dept. and charges of monop- olistic power inherent in its boycott weapon.

The situation has been equally explosive in professional football circles, prompting complaints of restrictive practices by football teams involving territorial radio.

Here, too, questions have been posed relating to exclusive sponsor contracts signed through their advertising agencies, Comr. Bert Bell of the National Football League last fall announced that league rules had been modified to place responsibility with individual clubs.

One complaint involved WOL Washington, which claimed its rights were violated by George Marshall, Washington Redskins owner, from carrying a Detroit-New York contest. Mr. Marshall was quoted as saying, "The club had abided its ter- ritorial rights and had contracted exclusively with American Oil Co., with a clause barring broadcasts or telecasts of other games in the area at all times."

DuMont Contract

Mr. Bell last week announced the league had sold exclusive rights to broadcasts, telecasts and film coverage of NFL championship games to DuMont TV Net- work (see separate story).

Perhaps the strongest protest of all has been voiced by Edward Lamb, owner of WICU (TV) Erie, Pa., WTIT (TV) Columbus, Ohio, and WTGD-WRTT (FM) Toledo, Ohio. He charged that the NFL, ABC and the Cleveland Browns club last December denied WICU permission to telecast a Cleveland- Cleveland National Football League game. He told the Justice Dept. to "study anti- trust implications of the arrange- ments now entered into by the professional football teams. Mr. Lamb also held that WTIT and WSPD- TV Toledo has been "discriminated against . . . in almost an identical manner."

Mr. Lamb claims WICU had a contract with ABC and Sun Oil Co. for telecast play-by-plays of all Cleveland Browns home games but that Comr. Bell and Cleveland Coach Paul Brown "prevented it from being played."

One radio-TV owner, who also publishes the Erie Dispatch, expressed "grave doubt" about the legal- ity of a local broadcast rule within NFL. Under current prac- tices, he advises the department's Anti-Twist Division a station within the area of the local foot- ball team was prohibited from airing an "outside" game throughout the season whether or not the home team was playing on the particular day the station sought to

broadcast the football play-by-play.

Comr. Bell said last week, how- ever, that "any club can telecast games but not within 15 miles of the city where a game is being played." League policy is more lib- eral than ever, he added.

In Review

(Continued from page 26) as raw as the one buzzing in Con- gress over Gen. MacArthur's re- call.

Then comes the meat of the panel and plenty about prices, too. Like good cuts of cooked beef, the pro- gram is very well done and juicy. But there the simile stops because it isn't always tender.

Broadcast on Sunday on some stations and later in the week for others, the program attempts to be timely and newsworthy. But with no harm meant to worthy Con- gressional thought processes, the most recent time the TV headlines was when the show was aired a day before Sen. Moody took office in the Senate.

That show was on foreign policy and it followed by a hair's breadth the MacArthur speech to Congress. After the program, tempers of Sens. Humphrey, Lehman and Clark were firing as the participants forsook the typically ways to swing untrainted fists. A Senatorial eye-witness called the scuffle a "cream-puff" brawl.

Radio Background

Senators as a rule do not spread themselves too wide in too many places. But in Sen. Moody's case, it is the story of man bites dog—he was an established broadcaster before appointed Senator to fill the seat left vacant by the late Arthur H. Vandenberg.

Not long after Sen. Moody took office he moderated the real thing, that is he offered the privileges of presiding over the U. S. Senate in the Vice President's chair. There's a story that after a day in the Veep's chair, Sen. Moody, former Washington correspondent for the Detroit News, walked into the Senate Press Gallery and headed for the hat rack, only to catch himself up short and remem- ber he had parked it in the Senate cloakroom.

At least on his program he not only knows where everybody's hat is placed but also what is contained barron his "great-gal.

Mr. Luxey, chief political writer of Scripps-Howard, has been moder- ating the last few panels, as Sen. Moody thinks it best not to take part in issues in which he has leg- islative interest. Apparently he expects to moderate only a select few "non-controversial" panels.

Sen. Moody, a Democrat, could find it difficult to straddle the line, particularly when it needs mending.

And why not? Yesterday's panel discussion on the MacArthur-Bradley debate. For a "non-controversial" Senator—untouchable.

With construction on the new KSFO-KPIX studios well under- way, the modern plant—first on the West Coast specifically de- signed for AM and TV—will see completion in December of this year.

Located on San Francisco's famed Van Ness Avenue, the radio and television center will be three stories high and will house three independent television studios, four AM studios, in addition to business offices.

One of the new building's many unique features will be the "roof deck," designed for telecasting out- door programs and special events.

PROGRAM CITATIONS

Annual citations made by the American Association of Univer- sity Women for "good listening and viewing" brought KSFO more recommended programs than any other Northern California independ- ent station—with such selec- tions as: "Hour of Melody", "Business News", "Farm Bureau of the Air", "Top of the Mark", "Parade of Melody", "California Council Table" and "Tune for Tots".

Included among the eleven KPIX shows, cited for "good view '51", were: "William Winter and The News", "Time for Beauty", "This Show Business", "Fred Waring", "Studio One", "What's My Line", "KPIX Tele- news", "Mr. L. Magination", "Ford Theater", "Celebity Time" and "Great Fights".

STATISTICS: Bay Area television set sales have now reached the 190,000 mark.

May 28, 1951 • Page 73
CUBA NETWORK

UNION RADIO Television, which last fall put into operation Cuba's first TV station, CMUR-TV Havana [Broadcasting * Telecasting, Oct. 30, 1950], is planning to spend $2 million this year for a Cuban TV network that will provide complete coverage of the island, Irving Later, New York representative of URT, revealed last week on his return from conferences in Havana.

Plans call for 5 kw stations at Santa Clara, Camaguey and Holguin and for 600 kw stations at Santiago de Cuba, Matanzas and Pinar del Rio, to be erected in that order. Each station will have a three-bay antenna designed to quadruple its power output and all will be linked to the 5 kw Havana key station, where most of the programs will originate, by microwave relay.

Equipment Available

Mr. Later said that although definite orders for equipment have not yet been placed, the company has reasonable assurance that it will be able to get the transmission and relay apparatus it needs, material shortages and U. S. construction restrictions notwithstanding.

FILMS OUTLINED

CONSOLIDATED TELEVISION Productions President W. B. Clun last week outlined the films under production by his firm, in what he said was an effort to dissipate confusion caused by "the announcement of the formation of a similarly-titled concern, with headquarters apparently to be located in Hollywood."

"Among Chandler, chairman of the board of Consolidated Television Productions Inc., who is also president of KTTV Inc., is continuing with his plans for station syndication independent of solidated. An announcement concerning film syndication for major market television stations is expected in the near future," Mr. Clun said.

"Mr. Chandler has informed all concerned that he has absolutely no interest in this newly-formed syndication concern, nor in the title of Telecasters Film Syndicate, nor in the use of his name in connection with it in any way."

"Films now under production by his company, Mr. Clun said, include 'Cyclone Malone,' 'Jump-Jump of Holiday House.'"

Station Staffs

(Continued from page 89)

high in relation to other lines of employment. Pressure for wage increases at this time, accentuated by the current top of relatively large advances starting back in 1946. Unlike many industries, radio has experienced steadily rising operating cost ratios over the past five years, with the rising payroll being a significant contributing factor. The year 1950 witnessed the highest ratio of operating expenses to income in the history of broadcasting; 1951 may be even higher."

Pressure to move wages, materials and service costs to higher levels will continue so long as the national defense program continues, Mr. Doherty said, with many broadcasters in danger of being caught in the squeeze between higher operating costs and lower incomes.

"Radio is today the only important segment of American industry which is experiencing any semblance of a decline in the price of its service or commodity," he said. " Probably never before in the history of radio has the challenge to station management been so great."

Five impacts on radio operations from the defense economy, according to Mr. Doherty, are pressure for a gradual upward trend in wages; labor shortages; material and equipment shortages, with rising costs; higher taxes on threats of taxes and/or limitations on advertising expenditures. He said these problems can best be met through industry cooperation, as provided by NATOB.
assistant manager in the broadcast set-up, is in charge of radio and TV regional sales, assisted by Ralph Widman and Bob Scott, who concentrate on video.

Ashley Dawes is production director of WFAA-TV. Larry Dupont is news and special events director; Carlos Dodd, TV technical supervisor, and Ray Huffer, formerly with the radio operation, stage manager.

Claudine Shannon occupies the continuity chair, a position she previously held at WFAA radio. Alice McCord, another WFAA veteran, supervises the traffic operation. Howard Anderson is director of the film department.

WFAA-TV, which carries programs from the NBC, ABC and DuMont networks and is North Texas outlet for Paramount, operates on Channel 8 (180-186 mc) with 13.5 kw aural and 57.1 kw visual power.

An illustration of its programming is taken for the week May 13 when the station totaled 61 hours on the air (38 hours consisted of network programming and 21 hours of live telecasts. The remainder was non-network film. Mr. Nimmons expects the station to be on the air at 10 a.m., and to run through midnight, by early winter.

New era will be ushered into southwest telecasting when the coaxial cable arrives. Messrs. Nimmons and Campbell predict this will come about the fall of next year.

WFAA-TV is also an example of a station that has come into the black side of the ledger in its operation.

Its television plant is located in a compact cream brick building which had been built with only one studio. An addition to the building, estimated at a cost of $100,000, will make available another studio, extra storage space (for props and scenery) and a special room for set construction.

This expenditure added to the original purchase price when WFAA-TV came into being makes the cost $475,000. To this can be added another $35,000 spent in remodeling existing facilities and maintenance, plus a $50,000 investment in a film studio, to a total of $860,000 investment.

WFAA-TV's equipment boasts a $95,000 DuMont telecruiser. An expected 25% growth of the present 61 member TV staff also will include plans of both Mr. Dodd and Mr. Collins to expand technical aid with a full-time remote crew, thus being able to handle four remotes weekly after June 1.

The film production unit at the station is under the direction of Victor L. Duncan. Publicity is handled by Harry L. Koensigberg with Jane Cockrell, his assistant. Wyona Portwood directs sales promotion. Her assistant is Joyce Wilbur.

Film Unit

The film unit specializes in video commercial announcements. It is equipped to make films of live action—interior or exterior; sound or silent—semi-animation, full-scale animation, animated small-object photography, varied photographic effects prevalent in 20-second or one-minute locales, and also five-minute or longer sound productions.

According to Mr. Campbell:

"Unlike radio, where the principal broadcasting stations meet FCC standards for primary coverage in both Dallas and Fort Worth, the two markets are separate under FCC standards in that the two television stations in Dallas and the one in Fort Worth render primary service only in the home city of the stations.

"The Dallas stations have some coverage in Fort Worth, just as the Fort Worth station has some coverage in Dallas; but under the 'strongest signal' formula advanced by NBC, and now pretty generally accepted, the Dallas market is much greater in population and total wealth than the Fort Worth market.

"Television set distribution pretty well reflects this difference in the Dallas 'strongest signal' area, with 61.8% of the receiving sets as compared to the 38.2% in the smaller Fort Worth area."

Compared Media

And for radio as compared to TV, Mr. Campbell remarks: "We expect television to attract many new advertisers to itself. The national advertisers are, in some cases, switching from radio and perhaps other media; but we expect the bulk of our local money to come from advertisers who have not used radio very extensively, if at all."

Radio, he says, is not "a dying media." Mr. Campbell feels complete TV saturation in the station's market area "would only reduce the potential audience of WFAA Radio by 15%.

Of rates, Mr. Campbell says WFAA-TV is a firm advocate of a "one-rate policy in television. While we are handicapped by dual rate cards of other television stations, we put in a rate increase on April 1, and we expect to continue to increase rates as the market and set distribution justifies it."
Many broadcasters of late reportedly have felt themselves unfairly used by the research services they have supported. By entering into measurements of TV as well as radio audiences, these research firms have, the radio station men feel, spotlighted the loss of audiences from radio to television without doing anything to point out to buyers that while a family watching TV is not listening to radio, neither is it reading a newspaper or magazine.

C. E. Hooper Inc. has now come up with a new service designed to appease the complaints of the radio executives.

Called the "Mediameter"—first Hooper service not to incorporate the founder's name into its title, but nonetheless a name on which the company has taken steps to secure full legal protection—this new service is designed to measure the number of minutes of "personal attentive time" the American public devotes to newspapers, magazines, radio and television.

Confined to at-home exposure to these four media, which will be measured by the common denominator of minutes of attentive time, the new service was described by C. E. Hooper, president of the research firm, as an extension to four media of the "minutes of listening" calibration his company has long used in radio audience reporting.

Announcing his newest service May 16 at a meeting of the Media Assn. in New York, Mr. Hooper explained that he indexes of attentiveness per home for each medium is expressed in terms of minutes of attentiveness for each individual, in addition to a family measure. For example, he said, if four persons in a home are watching TV while a fifth is reading a magazine, this four-to-one radio will be reflected in the report.

He proposed that the reports be developed in the country's 100 largest cities on a three-times-a-year frequency, covering the time between 8 a.m. and 11 p.m., seven days a week. He is offering the service on a participation plan with the goal of securing the 100 largest advertisers as subscribers.

Data for the Mediameter measurements are collected by the telephone coincidental method, calls being made continuously from 8 a.m. to 11 p.m., Sunday through Saturday.

Interviewers start each call with an overall question: "Was someone in your home listening to the radio, looking at television, reading a magazine or reading a newspaper when the phone rang just now?" Then each media is covered with separate questions covering the number of men, women and children attending to the medium, the name of the radio or TV program or programs, newspapers or magazines or magazines receiving that attention.

The figures, collected continuously in random homes, can be used to measure duplication within a medium (number reading the same newspaper), between media (those reading different newspapers), and to show the average exposure to each medium at all times.

For instance, if 5% of the families called during an hour reported some magazine reading and the average of persons reading magazines were 1.2 per home, that multiplying 60 minutes by 5% would give .56 minutes as the average time per home devoted to magazine reading during that hour. The technique is the same as that which has long been used to determine average sets-in-use figures for radio, Mr. Hooper explained. They can be derived by hours of the day, days of the week, average for the week and week-long total, he said.

Service Functions

Referring to the function of the Mediameter service, Mr. Hooper said: "This is no measure of comparative media effectiveness. Rather it is a measure of possible exposure to each medium. It is the function of the advertiser to interpret the significance of its results between media and of trends revealed within media in the periodic surveys. Our position is the one we always occupy, responsible for accuracy and statistical reliability in the measurement itself."

ALASKA BUSINESS

Contracts Signed in New York

MIDNIGHT SUN BROADCASTING Co., licensee of KFAK Fairbanks and KENI Anchorage, Alaska, through Adam J. Young, Jr., New York, is to carry Life Can Be Beautiful (NBC, 5:15-6 p.m., Monday-Friday). Show is sponsored by Procter & Gamble's Tide through Benton & Bowles, New York, and broadcast on a two-weeks delayed basis and rebroadcast 2:30-3:15 p.m., Alaska time.

Spot business contracts also going to the Midnight Sun stations during the past month are: Procter & Gamble's Joy through Butte Co., New York, two one-minute daytime spots, Monday-Friday; J. B. Williams Shaving Cream through J. Walter Thompson, New York, one half-minute daytime spot, Monday-Friday; Hills Brothers' Coffee through N. W. Ayer, New York, one one-minute daytime spot, Monday-Friday; and Whitehall Pharmacal (Anacin, Heet, Bisodol Mints) through John Murray Adv., New York, one half-minute spot Monday-Friday, effective June 1.

RFE ADVISOR

Duffield Lands in Munich

ROBERT G. DUFFIELD, manager of WOWO Fort Wayne, Ind., has arrived in Munich to serve as a consultant to Radio Free Europe.

On six-weeks leave from Westingham Radio Stations Inc., Mr. Duffield will study radio and television installations, methods of operation and help plan improvements.

His experience in all phases of broadcast operations dates from his joining Thanksgiving in 1947 at KXW (then in Chicago; now in Philadelphia). Mr. Duffield has served in all the Westhingham stations except KEX Portland, Ore.

Prior to flying to Germany, Mr. Duffield arranged a communication schedule via amateur radio with H. W. Jones, manager of the Fa. Eastern Sales Dept. of the Westhingham International Co. in New York, to keep up with happenings here.

In Munich, he is accompanied by Mrs. Duffield. Before returning home, they plan to visit Spain and Portugal.

BASEBALL SUIT

KFSB Files New Charges

KFSB Joplin, Mo., has dropped its original injunction suit to restrain interference with broadcast of St. Louis Cardinals baseball games (Broadcasting • Telecasting, May 21). However, the station has filed a new injunction and damage suit directed solely against the Joplin Baseball Corp. and its director.

The original suit not only named the Joplin team, but also the Cardinals, Grieseidiek Brewing Co. and Ruthrauff & Ryan. These four defendants had filed motions to dismiss on grounds that the court lacked jurisdiction in any such case involving anti-trust laws.

In the new action, KFSB asks $10,000 damages resulting from an interruption to a May 8 Card-

Broadcasting • Telecasting

WAMM

MarineNet Wisconsin

THE LITTLE STATION WITH...
Open Mike
(Continued from page 18)

programs are better than ever. Better programming at the right

time for the right section of the
country has been made possible

through the modern miracle of the

high-quality tape recorder...

What local station is there which

can produce a musical show from

any transcribed or recorded library

and have it compare with the high

professional polish of a taped net-

work show? What local station has

the time to devote to such individu-

al shows? What local stations can af-

ford to pay a Don Wilson or a Del

Sharbutt to announce its shows?

The four major networks have

finally not "degenerated into net-

work transcription libraries for

rapid talent." Show me a trans-

cription service which can com-

municate with the recency of network

on a year-around basis... the show was taped... So...

Robert F. Concise
Program Director
KKBH Pullman, Wash.

* * *

Dissenter

EDITOR:

Without arguing the merits of

the Richards case, I nevertheless
take exception to the main point of

your editorial, "Who Complained?" [May 21]. Your point is, as I in-

terpret the editorial, that if the public hasn't complained, then there is

no real complaint in existence.

How is the public to know whether or not a story is slanted unless

they devote themselves to exhaustive reading and research on a great

many subjects, something few do? After 12 years in the radio business, I

submit that I have seen stations whose newscasting was sloppy and

indifferent, stations whose newscasting was conscientious... but for the

most part the public was more concerned with delivery and voice than con-
tent. They will believe it as gospel most of what they hear. The re-

sponsibility is with the owner to see that his newscasts present the

true picture, not with the public to detect any slanting and complain

about it...

Bill Erin
Program Director
WKLF Spartan, Wis.

Ignore P.I.'s?

EDITOR:

I think criticism of your method

of blasting P.I. deals is in order.

Apparently every time you amass

a sufficient collection you print a

long article with full details on each
dead... It seems to me that we

are defeating our own purposes by
giving these chiselers free publi-

licity...

At WCOJ no further notice is
taken of these offers than to deposit
them gingerly in the circular file.

We do not waste our time and sta-
tionery, and I suggest that you do

the same. Your space could better

be used in general editorials

against these shady sharpshooters.

Louis N. Seltzer
Secretary & Chief Engineer
WCOJ Coatesville, Pa.

[EDITOR'S NOTE: Our function, as we

see it, is to report all news, in-

cluding the bad. As a news jour-

nal, we would be following a wishful policy

indeed if we chose to ignore P.I.'s in the

hope that while our back was turned they

would somehow go away.]

* * *

An A.M.A. for Radio

EDITOR:

We have again arrived at that
time of year when radio stations

begin to beat the brush for summer

replacements... and out run high

school seniors, unemployed sales-

men and college playboys who are

enamored of the "glamour" of radio.

The small stations can hire these

misfits at a low rate... What's to

be done about the summer re-

placement problem?...

Isn't it about time we really

made radio a profession?... We

should set up professional stan-

dards, a process of registration. We

who depend on radio for our daily

bread need protection from those to

whom radio is merely a glamorous pastime.

It would be to the advantage of

management to cooperate in the

plan for putting the radio industry on a

professional status. They would

thus be assured of a ready

supply of experienced and air-wise

personnel. As for admitting new

members to the profession, they

would have the opportunity of pro-

ving their worth through regional

auditions and examinations, super-

vised and conducted by a board

made up of actively employed radio

personnel and executives, assisted by

officials of accredited schools...

Dave Mohr
WARA Atleboro, Mass.

KPMO Pomona, Calif., joins Southern

California Broadcasters Assn., Holly-

wood.
NEW KMBC HOME
Celebration Marks Opening

ARTHUR B. CHURCH'S month-long anniversary celebration was climaxed May 19 with the opening of a new million-dollar KMBC Bldg. in Kansas City, Mo. [BROADCASTING • TELECASTING, May 21]. The four story building covers a block in downtown Kansas City and houses a 2,600-seat theatre to be known as the TV-Playhouse.

Mr. Church, president and founder of the KMBC-KFRM Kansas City team, was honored through a celebration entitled, "30 Years and 30 Days," which began April 21. The 30 years represents the length of Mr. Church's association with broadcasting.

Some 19,000 visitors were conducted through the KMBC Bldg. by staff members. Products and services of every KMBC-KFRM advertisers were merchandised with displays along the route of the public tour. The official dedication, an hour-long broadcast, was presented from the stage of the TV-Playhouse. Attending the broadcast were 600 invited guests and about 2,000 public spectators who had written for tickets.

At 7:30 p.m., the Brush Creek Follies had its television debut as a 30-minute standup in Kansas City's Centennial Celebration. The KMBC Bldg. was the setting for the broadcast.

The new building has a total floor-space of 100,000 square feet, and also houses the local bureau of United Press Assn. Negotiations are under way for tenancy of other available space.

Name of the building was chosen after a contest conducted within the radio and advertising trades. Grand winner of the contest was Gene Duckwall, Foote, Cone & Belding, Los Angeles. Other winners were:
- W. F. Wisdom, New Orleans;
- R. A. Selness, White Labs Inc., Newark, N. J.;
- Dave Baxter, Potts-Turnbull Adv., Kansas City;
- Carlos Seibel, Denver; Tech; Sergeant B. C. Oman Jr., Camp Lejeune, N. C.;
- John A. Fells, Silver Spring, Md.;
- Sol Taishoff, BROADCASTING • TELECASTING, Washington; Arthur Poppenberg, international News Service, New York;

Judges for the contest were Herbert H. Wilson, chairman, president of Kansas City's Centennial Assn.; Bruce B. Brewer, president, Bruce H. Brewer & Co.; R. J. Potts, president, R. J. Potts-Calkins & Holden; William J. Krebs, president, Potts-Turnbull Adv.;
- William B. Terry, president, W. B. Terry Organizations Inc., and James M. Kemper, chairman of Downtown Committee.

Following the KMBC dedication ceremony, 75 guests were entertained at a buffet luncheon on the fourth floor of the building. Among them were (L to R) Mr. Church; Forrest C. Smith, Missouri governor; Kearney Wornall, vice president, City National Bank & Trust Co., and H. Preston Peters, president, of Free & Peters Inc. In the background is R. Crosby Kemper, chairman of the City National Bank & Trust Co.

INCENTIVE PLAN

Extended by RCA

NET INCOME required of RCA Victor Div. of RCA before its management incentive compensation plan goes into effect has been increased from $5.4 million for 1950 to $6,160,000 for 1951, SEC records showed May 18. The limit on the aggregate amount of incentive compensation payable under the plan also has been increased from $1,000,000 for 1950 to $1,500,000 for 1951, it was disclosed.

Incentive plans for 1950 were continued into 1951 by NBC, RCA Labs Div., RCA International Div., RCA Communications and marine Corp. of America, with provision that no RCA director or officer "has been designated eligible to receive incentive compensation for the year 1951" from any of the divisions. This was understood to have the effect of preventing top officials of various divisions from setting their own bonuses.

NARND UNIT

Ray Heads 'Freedom' Panel

NATIONAL ASSN. of Radio News Directors has named Bill Ray, NBC Chicago chief of news and special events, to serve as chairman of its committee on freedom of information in radio and television. This was announced May 17 by President Ben Chatfield, news editor of WMAZ Macon, Ga.

Mr. Ray and his committee will attempt to obtain access to radio and TV news, and especially the right to broadcast and telecast legislative sessions, committee hearings, court trials and other public functions of government. His group will gather information on the status quo of radio and television broadcasts of such proceedings in each locale, and negotiate with public officials.

Other news directors on the committee are Pat Fishbery, KKV's, Houston; Ken Miller, KOAO T; Charles Parent, WIXX-S, Fond du Lac, Wis.; A. G. Cannings, CRWF cover, B.C.; Paul Ziemer, LACROSSE, Wis.; Monroe P. WNYC New York; Jack Griffin, WJW, C. M; Ron Cochran, CBS Washington; Pat Cullen, KNX-Spokane; Jesse Helms, WRAL Raleigh; Jack Kreueger, WMJ Milwaukee; Charles Roeder, WCBS Baltimore, and Jack Beck, RNK Hollywood.

OTTAWA OUTLET

New Daytime Recommended

NEW AM station at Ottawa, Ill., on 1430 kc with 500 w daytime, was recommended in an initial decision reported by FCC last Tuesday. Proposed grantee is Carl H. Meyer, Chicago consulting engineer.

Hearing Examiner Leo Resnick found the proposed station "will not only bring a new service to an area of 5,226 square miles and a population of 172,564, but will provide Ottawa ... with its first standard broadcast station."

He found no interference would be caused to any other existing or proposed station, except to WOC Davenport, Iowa, "in a very small area already suffering interference from another station." The proposed Ottawa outlet, however, would suffer slight interference from two existing facilities, the examiner found, but held this should not preclude granting the new local service.

CERTIFIED BY KIRKSVILLE, MO.

NEVER HEARD OF KIRKSVILLE?

You must be from New York!

But, 100,000 North Missourians hear of Kirksville every day, over KIRKX.

Check our rate card. It's advertising's best value!
ROBERT J. McBride Jr., promotion director WGH Newport News, Va., appointed program and promotion manager, AMBER DALL, announcing staff, appointed chief announcer.

MARJORIE TAYLOR, continuity editor WLA P Lexington, named continuity editor KGRO replacing CAROLINE GRAHAM, who resigns to marry Kenneth Fitzgerald.

TED MCKINSTRY, chief announcer KDQY Helena, Mont., named program director.

WINSLOW UEBEL, network sales promotion NBC Chicago, to program business development NBC Chicago.

CHARLES V. HUNTER, program director WJW Cleveland, called to active duty with Army. BRUCE MACDOWALL, named program department in his absence.

NAOMI RECTOR, traffic manager WPTV Albany, N. Y., appointed director of continuity and traffic operations, retaining radio director the WJML (regis-tred as Agents BEAT).}

JWELL K. STARKY appointed unit editor KWFT Wichita, Texas.

AM R. WORKMAN, TV producer Navy’s Special Devices r, Santa Point, Long Island, N. Y., appointed producer CBS Pub lic Affairs/WFAA Dallas, a member of the 13-program series, It’s Up To You, Sat., 5:30-6 p.m. over CBS-TV, in behalf of United Service Organizations, to spend one month of each household to take civilian defense first-aid, emergency training course.

HOWARD ANDERSON named director film department WFAA-TV Dallas. He was with KDYL-TV Salt Lake City as news and special events director. This move places Anderson in position as assistant director of film department and music librarian at WFAA-TV.

MAURY FERGUSON, announces WKY-AM-TV Oklahoma City, resigns to freelance as writer and announcer, to air several shows on WKY and will also broadcast three shows on KOTV (TV) Tulsa.

FRANK HARDEN, program director WIBS Columbus, S. C., elected national director of United States Junior Chamber of Commerce.

BOB KERR, staff announcer WICK Springfield, Mo., to WDAF-TV Kansas City as announcer-news Announcer. Art BACA appointed to announcing staff KATL Houston, replacing TED KNAPP, called to active duty with Air Force.

WALTER TYRELL, announces WASH-FM Washington, to WWDC-TV Washington in same capacity.

ROLAND TWIGG, graduate Columbia Institute, Philadelphia, to announcing staff WTUX Wilmington, Del.

LES TURNER, American folk music performer, from WBAL Baltimore, announced to air several programs on WMCA as guitar and song writer.

GEORGE WINTERS returns to WCKY Cincinnati as disc jockey. He replaces DONALD RESNICK, who left WINT Columbus, Ohio, as disc jockey. LEROY MORGAN, music rights department WRC Washington, to program department WRC Washington. RENE MARCEHAL page WRC, to music rights, RAY MONT, 4992 N. Drake, Westerly, Mass., to WRC Washington, as summer staff announcer.

L. T. LUMPKIN appointed TV production staff WSB-Atlanta.

CHRIS LATURE, former jockey WINS New York, named "one of the best dressed men in his field" by the Men's Fashion Pageant, Atlantic City, N. J. He was also selected as a judge in next year's contest.


RITA LAROY, TV actress, starts new weekly hour "Glamerous Session" on KYB (TV) Hollywood.

BEVERLY BROWN, program director WNOE New Orleans, awarded Blue Ribbon Press Award, Americanism through youth betterment by American Legion Auxiliary. Mr. Brown selected in contest conducted by high school student and junior member, to represent state elections and select winners. He was chosen for his "Ideal Boy and Girl" writing, to represent 10 States, youth participation programs.

BENNETT CERF, writer and publisher, will discuss his experiences in television and his upcoming fall film, "Final Meeting," this season of Chicago Television Council June 5. Regular luncheon meeting will take place in Dining Room 14 of the Palmer House hotel rather than the Tavern club because a large attendance is expected, according to President FRED KILLAN, ABC-TV. New officers for the next year will be elected.

MELLELL CARSON, meteorology instructor and former orchestra leader, to WTMI-TV Milwaukee as weatherman for daily ten-minute weathercast program.

JACK PEARCE, producer KYW Philadelphia, father of boy, John J. III.


Geraldine Wing, office manager KODY North Platte, Neb., elected president of National Public Relations and Professional Women’s Club.

BOB FITZGERALD, continuity department KVVF Santa Fe, N. M., appointed to announcing and promotion staff. GORDON KING, part-time salesman and announcer, appointed full-time announcer and musical director. JOHN ANDRE, named announcer-engineer. He was with WYLP Cleveland.

DAGMAR, star of Broadway Open House on NBC-TV, voted "Miss Welder of 1961," by the National Eutectic Welders Club. The club elected Miss Dagmar WGN Chicago "girl they would like most to weld with."

JACK GOLLY, member of "Stars noters" musical group WGN Chicago, father of daughter, Lisa Sue.

PETE JOHNSON associated with British motion picture studios, to become director of film department KVER-TV Los Angeles, appointed director of film department, succeeding GEORGE K. BOGGS, resigned. She will also continue in her previous position as KVER-FM department assistant, KTEC-TV Los Angeles, June 16 leaves for England for six-week assignment with independent film producer as advisor-consultant on series of half-hour films for U.S. distribution.

JOSEPH PARKER, producer Al Jarvis Show KABC-TV Hollywood, and MARILYN HARE, TV actress, are parents of boy, Christopher Joseph, May 14.


Gloria Wilson, RCA Indianapolis, to WMAQ-WNBQ (TV) Chicago, as advertising liaison.

Larry Gutter to WBBM Chicago writing staff. He was with W. E. Long, Harold Gingrich & Assoc. and Ollie Advertising, Chicago agencies.

Jack Naylor appointed floor manager KNX (TV) Hollywood.

AL OUIMET, co-ordinator of television for Canadian Broadcasting Corp., Montreal, taking three months leave of absence.

PETE STRAND, director WXYZ-TV, acted as community consultant for 11th Annual Community Careers Conference held by Wayne U. Mr. Strand participated in forum discussing television.

Edwin Bailey, Hollywood producer CBS 428 or Consequences, father of girl, May 12.

DICK RIFENBURG, announcer WJR Detroit, to sports announcing staff WBEN Buffalo. He was selected end on 1948 All-American football team. Mr. Rifenburg files in for RALPH HUBBELL, sports director WBEN, now taking prolonged rest at Newton Memorial Hospital, Cassadaga, N. Y.

Hal Newell, television sports announcer WNA-TV Cleveland, to WERE Cleveland as sports commentator.

Frank Sommerkamp, a student Xavier U. and Sunday news writer WCKY Cincinnati, appointed sports writer Xavier News.

Grant Holcomb, news and special events WBZ Charlotte, N. C., played role of Elwood P. Dowd in "Angels" Little Theatre’s presentation of "Harvey."


JESS FRIECE, reporter and staff writer Jamestown Sun, Jamestown, N. Y., appointed news editor WJTN Jamestown. He succeeds Ray Pinch, named radio editor Buffalo Evening News, Buffalo.

Gloria Roger森, women’s commentator WWA Wheeling, W. Va., named as one of the winners in Women’s Radio Commentators contest on Wendy Hours show over CBS.

Sidney G. Pietzsch, news editor WFAA Dallas promoted to rank of major in Texas National Guard. He is public information officer for 45th Armed Div., headquartered in Dallas.

George Herman named chief of CBS Tokyo Bureau and Jack Walters, New York, and Robert C. Pierpoint, Stockholm, assigned to Tokyo. Rotation trips home from Tokyo for Mr. Herman, whom ROBERT P. MARTIN will replace temporarily, and JOHN J. JEFFERSON also were announced.

John Franklin, news commentator KYW Philadelphia, father of girl, Candida.

Jack Moran, sports director WJBR Manchester, N. H., father of daughter, Morgan Erica.

Paul Jonas, sports director MBS, and Al Helfer, sportscaster MBS, recently received membership in Million Mile Club of United Airlines.

Ken Dunham, newsreader KBCS San Francisco, and Roland Smith, engineer KBCS, flew to Honolulu last week to tape series on Hawaiian defenses for CBS.

RoBERT J. McBRIDE Jr., promo-

tion director WGH Newport

News...
**LOCAL COVERAGE**

**FCC Issues Warning**

**INDICATION that FCC will crack down on suburban stations claiming coverage of wide metropolitan areas was seen in a ruling granting a construction permit for a new local station in Burbank, Calif.**

In granting the application of Broadcasters of Burbank for a 250-w unlimited time outlet on 1490 ke, the FCC stated: "It will be clearly understood that we are authorizing the construction of a station to serve the city of Burbank and it is expected that the station will be programmed for that city, announced as a Burbank station and that there will be no intimation that the metropolitan area is being served."

The facilities granted for the new station are the relinquished by KWKI Burbank, revoked by final order of the Commission earlier this year on grounds of transfer of control without FCC approval. [BROADCASTING • TELECASTING, Jan. 29.]

Broadcasters of Burbank is a partnership composed of the following: Walter W. Mansfield, real estate business, 20% owner; Albert S. Hall, real estate, 20%; Floyd J. Jolley, used car dealer, 40%, and Arthur J. Crowley, attorney, 20%.

In its memorandum opinion and order accompanying the grant, FCC pointed out that a Class IV station is "designed to render primary service only to a city or town outside a metropolitan district and the suburban and rural areas contiguous thereto. In general, as in this case [Burbank], a Class IV station cannot provide service to a metropolitan district because of the coverage limitation imposed on this class of station by power restriction and by interference from other stations of the same class."

The opinion noted KWKI had been the only outlet in Burbank, which grew from a population of 34,387 in 1940 to 75,318 in 1950. Continuing, the memorandum opinion stated in part: "The city is located some distance from the center of the principal city of this metropolitan district, has a large business district, a completely separate assessment area and the number of independent civic, social and cultural organizations. Among the latter organizations are the Senior Symphony Orchestra, Youth Symphony Orchestra, Amateur Radio Club, Burbank Guild and Choral Clubs, all organizations providing a rich source for local live programs and organizations among the which would be afforded on opportunity for community self-expression."

In the instant case members of the applicant have represented to the Commission that due to local residence or personal interest in the city of Burbank, their sole interest in acquiring this facility is to provide a needed local service to that city. The applicant has also represented to the Commission that it will make every possible effort to provide this service and to afford the many organizations an opportunity for local self-expression."

In view of the above, we believe a grant of the instant application would serve the public interest despite the failure to provide service to the metropolitan area in accordance with the recommendation of the Commission's Standards. The application meets the requirements of Commission's Rules and Standards all other respects. The proposal — to provide fully and satisfactory service to the population of the city of Burbank, California, which now has no local standard broadcast.

From the foregoing, it will be c' understood that there are authorizing a station to serve the city of Bu and it is expected that the station will be programmed for that city announced as a Burbank station and there will be no intimation that the metropolitan area is being served.

**AMATEUR GROUP**

**Formed as N. Y. Defense Step**

**ORGANIZATION of a statewide amateur voice-and-code radio network in New York State, to parallax the situation following the atomic attack, was announced last week in New York. An estimated 8,000 "hams" operators, will be built around a trained nucleus obtained from the New York members of the Amateur Radio Emergency Corps, an affiliate of the American Radio Relay League, the radio operators' national organization.**

"Using their own equipment," Col. Lawrence Wilkinson, acting chairman and director of the State Civil Defense Commission, urged 104 county and town directors to enlist amateurs in their respective areas.

The "hams" will be enrolled in the New York State Civil Defense Amateur Radio Service, which will be supervised by Vincent T. Kenney, communications officer, Amateur Radio Div., himself an amateur operator. The NYSCARDS will be built around a trained nucleus obtained from the New York members of the Amateur Radio Emergency Corps, an affiliate of the American Radio Relay League, the radio operators' national organization.

"Using their own equipment," Col. Wilkinson said, the new duty of radio operators to maintain a communications system to serve in their area, as well as to form a statewide network of radio stations."

**WHAT A "SPOT" TO BE IN**

The Nation's Richest Farm Market
Survey average of 80.8% tuned every 24 hours has been

**WTIN**

**.broadcasting • Telecasting**
MEDIA WAR? Canada Publishers Nettled By Low-Rate Radio Report

IMPACT OF the Canadian broadcasting industry's "The Inter-Media Story" report (BROADCASTING • TELECASTING, May 7), showing the lower cost of radio as compared to Canadian broadcasting industry and ad industry interests are understood to have told the broadcasting industry that its report will have advertisers demanding more research on readership, a costly undertaking.

Meetings of directors of the Canadian Assn. of Broadcasters and a committee of the Canadian Daily Newspapers Assn. is to take place Thursday in and about Toronto to iron out some of the difficulties which publication interests claim have arisen from "The Inter-Media Story." Figures used in the report were those of the Bureau of Broadcast Measurement 'd Audit Bureau of Circulation.

preliminary mimeographed form titled "The Inter-Media Story" has been distributed by the Canadian Assn. of Broadcasters to all Canadian advertising agencies and Canadian advertisers.

Lest there be any official issued by either side, it learned on the highest authority that pressure is being brought to bear by newspaper-owned radio stations to modify the report before it is issued in its final form, as it shows the cost of radio time far lower than that of newspaper space throughout Canada. Close to a third of the CAB membership represents newspaper-owned or controlled stations, and there has even been a threat that newspaper-owned stations may withdraw from the CAB if the report is not modified. This would affect all phases of the Canadian broadcasting industry, as there are newspaper-owned stations throughout Canada, though most are centered in Ontario and Quebec provinces where the bulk of Canada's population is concentrated.

Canadian broadcasting has never had a serious internal squabble, most privately-owned stations being united in the possible ramifications of the government-owned system which administers Canadian radio legislation. But "The Inter-Media Story" threatens to split the Canadian industry into three

On hand for the opening of the Radio-Canada Bldg. were, front row (1 to r), E. A. Weir, CBC commercial manager, Toronto; A. G. Haley, ABC, Washington; Donald Manson, CBC Ottawa; Marcel Ouimet, director of the CBS French network, Montreal. Back row, Phil Lalonde, manager, CKAC Montreal; Vic George, manager, CFNP Montreal, and George Young, CBC director of station relations, Toronto.

Dignitaries galore attended the opening of the new Radio-Canada Bldg. Front row (1 to r) Camille Houde, Montreal mayor; Dr. McCann; Dr. Frigon; Archbishop Paul-Emile Leger, of Montreal, and Edouard Rinfret, Postmaster General of Canada.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas
in TOPEKA

CBC BUILDING
Gala Opening in Montreal

OVER A THOUSAND Canadian and American radio, government and business officials attended the official opening May 18 of Canadian Broadcasting Corp.'s new $4.5 million Radio Canada Bldg. in downtown Montreal.

Members of the foreign diplomatic corps at Ottawa and Montreal were shown through the building where CBC originates broadcasts in 14 languages for airing by shortwave to Europe and Latin America. Advertising agency officials and advertisers were shown studios, master control room and master recording room.

The proceedings were telecast by closed circuit from cameras at various vantage points in the building to receivers stationed throughout the ground floor of the 12-story structure. It was Montreal's first important TV demonstration.

Ceremony speakers included Dr. J. J. McCann, Canadian Minister of National Revenue, under whose jurisdiction comes the CBC; A. D. Dunton, chairman of the board of the CBC, and Dr. Augustin Frigon, CBC general manager.

Exterior of the building on Dorchester St., has large windows giving full view of the ornate marble entrance lobby which features a huge map of Canada painted on one plywood wall, and also has four window displays showing various CBC services.

FOR SOME INTERESTING INFORMATION
ON RADIO IN IOWA,

PLEASE SEE PAGE 31
OF THIS ISSUE
JOHN D. LANGLOIS appointed general sales manager of Lang-Worth Feature Programs Inc., Y. transcription firm, following resignation of PIERRE WEIS, (see separate story in this issue). At same time, C. L. LANGLOE Sr., president, announced inauguration of broad and aggressive campaign with advertising and promotion efforts to increase commercial AM broadcasting for Lang-Worth local-station customers.

STANDARD RADIO TRANSCRIPTIONS, Hollywood have signed twenty-seven radio stations for Standard Program Library since Jan. 1, according to Gerald King, president. Company also announced signing of Lorraine Cugat, vocalist and orchestra leader, for series of transcriptions. Firm also signs "The Whippoorwills" with Georgia Brown instrumental group to recording contract.

PAUL PHILLIPS, producer-director NBC Phil Harris-Alice Faye Show, to Filmcraft Productions, Hollywood, in charge of sales and client services. He was western sales manager Jerry Fairbanks Productions, Hollywood.

ROLF W. BRANDIS, television director Filmakr Trailer Corp., Chicago, to Academy Film Productions Inc., same city, as assistant sales manager. He will also supervise the packaging division. He worked formerly at Olsen Advertising agency.

FRED WHITNEY named by Society of Motion Picture and Television Engineers to direct test film technical operations. Mr. Whitney, previously with Altec Service Corp., and Western Electric, "will tie the Society's test film activities to the technical performance problems presented by modern high quality sound systems now used widely in theaters and to growing field of professional 16 mm motion pictures in education and in television."

EQUIPMENT FOR SALE?

- equipment for sale
- need an engineer
- looking for a job
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting ... where all the men who make the decisions meet every Monday morning.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING • Telecasting
ALLIED PACT

GETS GOVERNMENT RECORDING

ALLIED RECORD Mfg. Co. for the fourth consecutive year has been awarded the annual contract for recording, processing and pressing all transcriptions for agencies of the U. S. government. Daken K. Broadhead, president of the Hollywood transcription firm, said the Bureau of Federal Supply has issued a contract naming his firm as the federal government's exclusive supplier of radio transcriptions. He did not reveal contract terms. It runs from June 1, 1951, through May 31, 1952.

Allied's Hollywood plant and its K. R. Smith division in New York turn out all transcriptions required by the government agencies, including those for the Voice of America; in addition, Allied press releases and transcriptions supplied by the U.S. at home and overseas. Under its contract Allied also provides recording facilities in New York, Washington, Chicago and Hollywood to federal agencies in transcribing their radio programs.

RADIO INSTITUTE

'TEEN-AGERS WILL LEARN HOW

THE FIRST North Carolina High School Radio Institute, cosponsored by the North Carolina Association of Broadcasters and the Communication Center, U. of North Carolina, will be held July 22-Aug. 4 at the university campus at Chapel Hill.

Held in cooperation with the university extension division, the institute will include special lectures by professional radio men and women; practical experience with professional equipment; modern radio production facilities and courses especially designed by the university radio staff.

AWARD TO ACTOR BEN BLUE AS "EAST BOSTON BOY OF THE YEAR" is presented by Joseph Katz (l), president of the Joseph Katz Co., Boston, and received on actor's behalf by Sid Fields. Mr. Katz is founder of "East Boston Boys." Other plaques cited Mr. Blue "for spreading fame of the old neighborhood throughout the world." Award was made at annual reunion and dinner of club at city's Phoenix Club this month.

INDIANA NEWSMEN

BRUNER NAMED PRESIDENT

ROBERT H. BRUNER, WIOU Kokomo, Ind., was elected president of the Indiana Radio Newsman during the organization's third annual clinic-convention at the U. of Indiana, in Bloomington May 12-13. Others named were Allen Jeffries, WIRE Indianapolis, first vice president; Howard Stevens, WBOW Terre Haute, second vice president; Phil Raines, WTRC Elkhart, secretary, and Ruth Dunagin, IU radio-journalism instructor, treasurer.

Panel discussions on "Local News Coverage" and "Manager-Newsroom Relations" highlighted the two-day sessions, which culminated with panels involving chiefs of three major wire services at Indianapolis. Among the speakers were William Ray, special events, NBC Central Div., and Malcolm Johnson, Pullitzer Prize-winning reporter for the late New York Sun and lecturer at Indiana U. Next IRN meeting will be held in November in connection with the convention of the National Assn. of Radio News Directors at Chicago.

Strictly Business

(Continued from page 14)

midwest operation in the 200 S. Wabash Ave. Bldg., and now has nine people working with him. The only move has been from floor-to-floor in the same building as the company added stations to reach its present total of 50 AM and four TV. Mr. Weed established the Detroit branch, in 1938, and still supervises activity there.

A radio man for 21 years, he is a native New Yorker. He attended Cornell-on-the-Hudson near Poughkeepsie in the United States and the New York Military Academy preparatory schools before registering at Fordham U. A proficient swimmer, he kept a membership in the New York Athletic club while attending prep schools, and won a swimming scholarship to Fordham. He collected ribbons and medals at a variety of competitive eastern meets, but has cut down on swimming and eliminated diving since breaking his leg in a steep dive.

Before being influenced by his brother to go into radio, Neil between school terms, spent two summers in the merchandising department of the American Express of New York and one as a salesman of unlimited securities in Asbury Park. Then he joined the radio department of Lord & Thomas & Logan (now Foote, Cone & Belding). From 1930 until 1932 he spent most of his eight-hour routine answering fan mail for Weber & Field, Bing Crosby, Jennifer Jones and Arthur Pryor, and his band. Writers' cramp and a yearning for sales caused him to shift to WBNX as national sales representative of the foreign language station. From there, he went to World Broadcasting, New York, before joining his brother and the New England Network as Chicago branch manager.

Other Activities

He manages to carry on a staggering number of activities with enjoyment, calm and efficiency. His first interest is his family. He and his wife, the former Reily of New York, live in Highland Park, north along the lakefront, with their four sons, Neil Jr., once 15; Eddie, 11; Barry, 10, and Bill 6. He integrates also in community and school projects, and currently is running a musical performance for his church.

He holds membership in Exxon Country Club, the University Club of Chicago, the Press Club, Television Council, Radio Corporation Club and Key Club, and is a member of the National Assn. of Radio Station Representatives and an associate member of the National Assn. of Radio and Television Broadcasters.

Mr. Weed is currently planning a summer vacation in Palm Beach, and has automatically scheduled numerous weekends for fishing with his boys in the front yard. He calls it fishing, even though he seldom has time to do more than put worms on four hooks.
Respects (Continued from page 50)

Stone that WSM needed another advertising salesman. Since he would work for a straight commission, this persuasion did not prove too difficult.

The first month, Mr. Daniel made the grand total of $46. Next month, $60. He was working with a list of inactive accounts that other salesmen did not consider worthwhile.

Before long, however, the horizons brightened. WSM (now WSM AM-FM-TV) increased its power from 5 kw to 50 kw and became one of the pioneer clear channel stations in the country.

Mr. Daniel was made commercial manager of WSM in 1935 and held that position until he resigned to establish WSAV. While at WSM, he served as chairman of the NAB Sales Managers Committee for NAB District 8.

Why, with such deep-reaching roots in Nashville, did Mr. Daniel choose Savannah to establish a station?

"After vacationing at Sea Island, Ga., in 1937, my wife and I decided to drive back to Nashville through Savannah, Mr. Daniel explained. "At that time I discovered that Savannah had no choice of radio service.

"So, by chance, I became interested in establishing a station in Savannah."

Follows Through

When Mr. Daniel gets an idea, his business associates say, he keeps working at it, until he follows through. In fact, one associate described his outstanding characteristic as tenacity.

The associate explained, "Harben Daniel is no genius. He's not a guy who can just sit down and get 18 bright ideas. But once he strikes the right idea, he follows through to the last detail."

So with an idea to expand Savannah's choice of radio service, Mr. Daniel set to work. And WSAV, "The Voice of Savannah," went on the air Dec. 28, 1939, with 100 kw. Within a few months power was upped to 250 w and WSAV became the second Georgia affiliate of NBC.

Even as a 250 wattter, the station did a pioneering job with production type programs, and its series, Saga of Savannah, won national magazine recognition.

Early in 1940, WSAV greatly improved its facilities with 5 kw on 630 kc, its present assignment. The companion station, WSAV-FM went on the air first in December 1949, and Mr. Daniel has on file with FCC an application for a television channel.

WSAV is a monument to Mr. Daniel's industriousness and business acumen. He has built an idea into a respected property.

But there were tired hours and throughout the building of a successful career, his helpmate was the former Catherine Murrey, of Nashville, whom he married in 1934.

Today, the Daniel's handsome Southern home at 310 E. 40th St., Savannah, is shared by two daughters, Catherine, 14, and Mimi, 7.

Civic-minded, Mr. Daniel is president of the Rotary Club of Savannah, president and chairman of the board of trustees of the Porter G. Pierepont Educational Fund Inc. past president of the Sigma Chi Alumni Chapter of Savannah, a member of the board of the Savannah Chamber of Commerce, a member of the U. S. Army advisory committee, of the Oglethorpe Club, the Savannah Yacht and Country Club, the Cotillion Club of Savannah and of St. John's Episcopal Church.

One would have to say that Mr. Daniel is a very active man. There are moments, nevertheless, when relaxation becomes a need, and he finds respite in his hobbies—boating and fishing.

Through all this febrile activity, he has kept his spare frame topped by a cool head. How does such a man feel about the future of radio?

At this point, Mr. Daniel becomes philosophical:

"The biographers have said that had it not been for the many obstacles which it was necessary for him to overcome, there never would have been an Abraham Lincoln.

"Just as overcoming obstacles creates greater capacity in men, the same applies to industry. I feel that the radio industry, which has had relatively easy sledding for more than 20 years, can meet the challenge of the present crisis and emerge stronger, more stable and better able to cope with competitive forces in the years to come."

PULSE EXPANSION

Roslow Reports 51 Markets

EXPANSION of The Pulse Inc. radio audience surveys into at least 51 markets during 1951 was announced last week by Dr. Sydney Roslow, director of Pulse. Detroit and Atlanta are the most recent major markets to be added. Other additions are New Orleans and Minneapolis-St. Paul.

More than 20 TelePulse surveys are to be included in coverage for the year.

Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, O. Ohio's 3rd Largest Trade Area Buy WFMJ The Only ABC Station Serving This Market 5000 All programs duplicated on WFMJ-FM 50,000 Watts on 105.1 Meg. CALL Headley-Reed Co., National Representatives

CANADA FIGHT

Copyright Battle Looms

CANADIAN radio stations, government-owned as well as independently owned, are getting ready for a new music copyright battle.

Contracts with Composers, Authors Publishers Assn. of Canada (CAPAC), the Canadian counterpart of ASCAP, are running out at the end of this year. Preliminary skirmishes in the copyright battle show that CAPAC will ask for almost triple its present fees from independent fees from government-owned stations.

Negotiations are to start soon for a new contract between CAPAC and Canadian Assn. of Broadcasters and Canadian Broadcasting Co. CAPAC has intimated that it will ask the Canadian Copyright App Board for an annual fee of 20 c per licensed radio receiver (June 1) plus license fees, and it is understood that licensees will be increased annually as receiver limits have increased. Currently all Canadian stations are paying CAPAC $304,842, half of which is paid by CAB stations and half by CBC stations.

Canadian stations now pay about 2 cents per licensed receiver to BMI Canada Ltd., which has worked hard to build and encourage Canadian music writing.

Headliner Awards

ELMER DAVIS, ABC commentator, and WFIL-TV Philadelphia, both winners of 17th Annual National Headliners Club award (BROADCASTING, April 30) will formally receive their honors June 1. The radio and TV presentations, along with others in national magazine and newssheet fields, will be conferred at the Headliners Award Luncheon in Atlantic City's Claridge Hotel.

KVG carries the weight in the Oregon Market

Day or NIGHT

TOTAL BMI FAMILIES FROM 1949 BMI Survey

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BROADCASTING Telecasting

Page 84 • May 28, 1951
WEATHER SHOW
WHLI Hempstead, Long Island, N. Y., beginning May 31 at 7:55 p.m., will renew The Weekend Motorist, its summer public service feature giving late information about area for residents and vacationists. Included will be highway conditions for Long Island, upstate New York and New England, presented in cooperation with the Automobile Club of New York, as well as weekly weather outlook in those areas; traffic conditions on Long Island highways and parkways, in cooperation with state, parkway and local police; and special notices for mariners from Coast Guard stations.

BEN-GURION SPEECH
WSBC Chicago offering other foreign-language stations in country quarter-hour show featuring exclusive address by David Ben-Gurion, prime minister of Republic of Israel. Mr. Ben-Gurion, in Chicago for three days, gave interview in Yiddish exclusively to station and Julius Miller, who has conducted few interviews on WSB since 1930. He is father of Bob Miller, general manager and part owner. Quarter-hour transcribed show was broadcast as public service and can be obtained from Mr. Miller by foreign-language stations at no cost. The prime minister discussed the future of Israel from economic and political viewpoints, with the message directed to Jewish-speaking people.

KNX PITCH
KNX Los Angeles continues on with its all out summer sales drive pointing towards vacationists in California [Broadcasting • Telecasting, May 24]. KNX's Trade Talk reports that the summer sales drive is paying off with five-minute across the board sale. Station using slogan "No let up in summer advertising ... no let down in summer sales."

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. MCCOLLISTER COMPANY
MEMBER N.A.B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

PAUL W. MCCOLLISTER, General Manager

broadcasting • telecasting

YOUTH AND NARCOTICS
WCKY Cincinnati, Cincinnati Youth and Narcotics, May 20, documentary program prepared by station's public relations department, summarized city's narcotics and youth problem. Various civic groups contributed to program.

"KISS Me Kate!" is what Don Bell, disc jockey at KRTV Des Moines, calls out as Kate Mauch prepares to hang a large smasharoo on him. Mrs. Mauch was the winner of recent "Kiss Me, Kate!!" contest held by KRTV. Mr. Bell and the "Kiss-O-Meter," devised by Ralph Reynolds, station engineer, were the sole judges in the contest, with Mr. Bell acting as the go-between. The promotion was part of elaborate arrangements announcing the arrival in Des Moines of the musical show "Kiss Me, Kate!!" Contest was open to all women whose name was Kate. To protect the finalist and insure the safety of all, local police officials were called in to handcuff and blindfold Mr. Bell.

CIGARETTES TO VETS
WPX Milwaukee, 8:25 a.m. Monday through Sat., keeps in touch with veterans of both World Wars. Station sends musical tribute to different veteran each day, plays his favorite record, and through cooperation of Milwaukee's VFW post sends carton of his favorite cigarettes.

AWARD BROCHURE
KSTP Minneapolis sending trade and advertisers bright brochure pointing out national awards they have received. Cover is blushing face with microphone body saying "Aw Shucks." Inside gives data of two "firsts," words station received. Small gold colored replicas are pasted under the heading "KSTP top O! Heap with two firsts."

STATION BOOKLET
WJJJ Montgomery, Ala., sending trade and advertisers booklet based on all phases of station operation. Piece has pictures of station studios, personnel and equipment. It also has all types of programs carried by WJJJ along with many pictures of coverage. Last part of book is devoted to "How to protect yourself in case of atomic attack on Montgomery."

STATION'S SIGHT SAVERS
WIBW Topeka sending trade blue-covered promotion piece with outline of eye-glasses on cover and wording "For clearer vision." Inside continues cover phrase with "... on the road to greater Kansas sales, hire WIBW." Tying in cover lines with primary station, booklet has attached package of silconetreated Sight Savers along with card which prospective time-buyer may fill out requesting more packs of Sight Savers as well as current and future availabilities on station. Remainder of piece describes market and station, concluding with facts about premium promotions.

WIDE COVERAGE
KLZ Denver, through The Katz Agency, N. Y., has released a six-page, two-color booklet pointing up that KLZ delivers more customers than ever before. Using Cenus, BMB and Hooper sources, the folder shows that Denver today has more people, more radio sets in use, more KLZ listeners than ever. BMB maps and data on station's seven-state coverage, day and night, together with description of its technical facilities and merchandising and promotion service, are included.

COVERS TRAIN WRECK
FIRST on-the-scene TV films to be telecast in New York of both the Pennsylvania Railroad wreck at Bryn Mawr and the $500,000 fire at Philadelphia were those of WPLX (TV) New York, the station claimed last week. Footage of both disasters was "shot" from a plane by Ray Zeimen, WPLX's Telepix cameraman, and shown at 2:30 p.m., May 18. Films, for which baseball telecast was interrupted, included tie-up with WFTL-TV Philadelphia, the latter exchanging its film of ground scenes for those of WPLX taken from the air.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Grants authorizing new stations, changes in facilities, and transfers applied for in the end of application, accompanied by a roundup of new station and transfer applications.

License for CP

By Examiner James D. Cunningham
KVA San Fran., Calif.—Granted fur- ther hearing on its application and that of KVSF San Mateo, Calif., presently scheduled for May 18 to be continued July 27 in Wash., D. C.

By Examiner Basil P. Cooper
WFTC Kinston, N. C.—Granted motion to amend application to specify new transmitter site and power, from 1 kw D to 5 kw D, to specify new estimated cost figures, and to finance, and to show transfer of 5 kw D.

Radio Reading, Reading, Pa.—Granted motion to amend application to show maximum expected operating values of proposed directional antenna.

By Examiner H. B. Holcomb
KXLR, Seattle, Wash.—Granted petition by request to change type "FM" to "KA" where they occur in answers to questions as consistently as to substitute in lieu thereof words "to the largest extent,"

Gulf Beaches Bstg. Co., St. Peters- burg Beach, Fla.—Granted in part petition to amend application to specify use of 1390 kc in lieu of 1300 kc and for removal of stations, as amended, from hearing docket; dismissed petition insofar as it requests application, as amended, be granted.

Ketkich Alaska—Granted petition to amend pertinent answers in certain parts of application to show certain changes in officers and directors of applicant corporation and changes in ownership of capital stock; application as amended, as amended, refiled from hearing docket.

By Examiner Leo Resnick
Gla Bstg. Co., Winlock, Wash.—Granted petition to amend application to show removal of antenna patterns at present main trans. to change type as amended, from hearing docket.

May 18 Applications

ACCEPTED FOR FILING

License for CP

KKDK Clinton, Mo.—License to cover CP new AM station on 1280 kc.

Modification of CP

WSAY Rochester, N. Y.—Modification CP increase power etc., for extension of completion date.

AM—1450 kc

Wilmingon Bstg. Service, Wilming- ton, Del.—CP Extension of completion date.

AM—1450 kc

WNDT Orangeburg, S. C.—Change CP from 1400 kc to 1430 kc.

FM—261 kc

WONC-FM Fayetteville, N. C.—CP to change ERP from 15 kw to 1 kw and from 285 ft. trans. site, etc., and change in ant. system.

License for CP

KSL-FM Salt Lake City, Utah—License to cover CP new FM station.

Modification of CP

WNXT Portsmouth, Ohio—CP new AM station for extension of completion date.

SCHEDULED FOR DURING MAY 25

License for CP

By Examiner D. W. Schantz, H. B.
KROD-FM Columbus, Ohio—License to cover CP new FM station.

WGY-FM Carmil, Ill.—License to cover CP new FM station.

KSTP-FM St. Paul—License to cover CP new FM station.

License Renewal

KLONG Long Beach, Calif.—Application for renewal of license.

License for CP

KRON-TV San Francisco—License to cover CP new TV station.

WYBQ-FM Green Bay, Wisc.—License to cover CP new TV station and to specify location as Service District B, Iowa State College Campus, Ames, Iowa.

TENDERED FOR FILING

Modification of CP

WGAF-AM Atlanta—Modification CP to change trans., location and change type trans.

AM—1000 kc

KTKO Oklahoma City—Increase N. Y. power from 3 kw D to 5 kw D and changes in DA.

Modification of License

WBIR Weirton, W. Va.—License, pursuant to Section 3.36 of Rules to permit WEIR to change type trans. at present main trans. to change type trans., as amended, as amended, refiled from hearing docket.

By Examiner Leo Resnick
Sireno E. Bowers Jr., Netaire, La.—DISMISSED application for CP new AM station on 1400 kc.

APPLICATION DISMISSED

Sireno E. Bowers Jr., Netaire, La.—DISMISSED application for CP new AM station on 1400 kc.

APPLICATION RETURNED


May 21 Applications

ACCEPTED FOR FILING

WVVH Chester, Pa.—CP increase power from 250 kw to 1 kw and install new trans.

Modification of CP

WFAA Dallas—Modification CP change DA etc., for extension of completion date,.

WRAP Fort Worth—Change DA etc., for extension of completion date.

AM—1250 kc

KWT Seattle—SSA to operate simul- taneously with KWSB from 7:30 p.m. to 8:30 p.m. DST Thursday evening during summer months.

AMEND To change authority to operate 7:30 p.m. to 8:30 p.m. DST, Thursday eve- nings from May through August.

Modification of CP

KGMQ Capitola, Calif., Mod.——CP new FM station for extension of completion date.

KCHR Charleston, Mo.—Mod. CP new FM station for extension of completion date from 101.7 mc to 101.1 mc, ERP from 290 kw to 30 kw, DA from 290 ft. to 65.5 ft., type trans., ant., and specific transmitters.

WABD-FM Johnstown, Pa.—Mod. CP new FM station for extension of completion date.

WJHL Johnson City, Tenn.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1590 kc

WATM Atnmore, Ala.—CP increase power from 250 kw D to 1 kw D and change type trans.

May 22 Decisions

By THE SECRETARY

WBAT Marion, Ind.—Granted license change frequency etc. 1400 kc to 2200 kc.

WTWR Hartford, Wis.—Granted mod. CP to El Centro, Calif., in trans. and ground sound.


WBT-FM Charlotte, N. C.—Granted license FM station: 99.9 mc: Ch. 250, coast, Pa., 105 mc.

WISC-FM Madison, Wis.—Granted li- cense new FM station: 96.4 mc; Ch. 251 1 kw 105 ft.

WJCA Pacifica Video Pioneer, Mo- bile, Aten, Signal Hill, Calif.—Granted CP change trans., location to Mobile, Aten.


WWM Washington—Granted CP new FM station for extension of completion date.

WCSB-AM Sarasota, Fla.—Granted licence cover CP new station.

WBOF-AM Bowling Green, Ky.—Licensed station applying for new CP license; re-owner to change ownership.

WVBW-AM Kansas City, Mo.—Licensed station applying for new CP license; re-owner to change ownership.

WCMX Las Vegas, Nev.—Granted license new FM station: 90 mc.

KWNO-AM Oklahoma City, Okla.—Licensed station applying for new CP license, change type license, frequency etc. 976 kc to 971.5 kc D, DA-3, unil.

WWZB Pittsburgh—Licensed station install new trans, at present main trans.

KSEL Lubbock, Tex.—Licensed li- cense new FM station.

KGGF Coffeyville, Kan.—Licensed station install old main trans. as aux.


KGLZ Grant’s Pass, Ore.—Granted license change from 153.3 mc to 153.6 mc.


WDAE-FM Tampa, Fla.—Granted li- cense new FM station 100.7 mc; Ch. 264, 65 kw; 200 ft.

KSCJ-Sioux City, Iowa—Granted license new FM station 104 mc; Ch. 255, 11.6 kw; 175 ft.

KWWA-Cleveland, Ohio.—Granted license new FM station 15.0 mc; Ch. 363, 3.5 kw; 140 ft.

WRHN Warren, Pa.— Granted license...
May 22 Decisions  
ACTION ON MOTIONS
By Comr. George E. Sterling
KROY Sacramento, Calif.—Granted continuance of hearing on its application from June 7 to Sept. 7 in Washington, D. C.

KXTV, Stephensville, Tex.—Granted dismissal without prejudice of application.

WSNB Schenectady, N. Y.—Granted extension of time from May 17 to May 28 to file reply to General Counsel's exceptions to Initial Decision on application for renewal of license and transfer of control.

Norman B. Lasseter, Laredo, Tex.—Granted dismissal of application.

Unival Reprints, Laredo, Tex.—Granted leave to amend application to change name of applicant to Laredo Broadcasters; to submit new partnership agreement including N. B. Lasseter as 50% partner; and to provide information relating to new partner, and for removal of application from hearing docket.

In re Application of Burbank Reprints, Inc. (Assignor) and Leslie S. Bowden (Assignee)—Dismissed application for assignment of license WKBK since by final decision released Jan. 25, Commission affirmed its order of Dec. 14, 1949, revoking station's license thereby rendering application moot.

(Continued on page 91)
Help Wanted

Managerial
Opportunity to manage fulltime, network 1000 watt station in midtown of 40,000 population. Good salary plus pension. Reply Box 865J, BROADCASTING.

Wanted, aggressive CM. Opportunities in Midwest, South. 1000, 1500 plus. Reply Box 866J, BROADCASTING.

Salesman
Salesman for 1000 watt Pennsylvania Independent. Lots of accounts to start, 1000 watt station has open market. Opportunity to get resourceful and able to write good commercials. Box 7012, BROADCASTING.

Announcer
Announcer wanted for station with established reputation in one of the south's best radio markets. Good pay and good conditions. Reply Box 867J, BROADCASTING.

Technical
Immediate opening for first phone engineer. 250 watt network station. Reply Box 868J, BROADCASTING.

Salesman
Salesman for local accounts. Send resume and illustration, Texas station. Box 655, BROADCASTING.

Help Wanted (Cont'd)

Help Wanted

Announcer wanted, immediate opening; excellent sales for experienced, verifiable. Send resume, photo, letter, KFXX, Grand Junction, Colo.

Announcer with first class license wanted by KXKV, Kaua'i, Hawaii. Send full details first letter.

Wanted—Experienced announcer with first class U.S.C. Mi. & Miis. Mutual station. Start June 1. Excellent working conditions. Two way dead air. Reply Box 834J, BROADCASTING.

Two fully experienced all-round announcers with some sales ability preferred. Can take over Immediately, pay and living arrangements discussed. Reply Box 835J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing, experience desired but not necessary. Rush direct, full particulars in first letter, WDEC, Americus, Georgia.

Wanted—Combination man with radio schooling, or six months experience. WWGS Tifton, Georgia.

Topnotch combox man for station in Midwest. Reply Box 734J, BROADCASTING. Wonderful opportunity for versatile combox man with Midwest experience. Reply Box 736J, BROADCASTING.

WANTED—Combination man with radio schooling, or six months experience. WWGS Tifton, Georgia.

Technical
Immediate opening for first phone engineer. 250 watt network station. Reply Box 868J, BROADCASTING.


Transmitter engineer for vacation relief starting June 1 through late summer and possibly fall. Send resume and references. Salary $50.00 for forty hours. Box 855J, BROADCASTING.

Wanted—Engineer, prefer engineer-anouncer. Experience not essential. Pay $250 to $500 per month. Reply Box 870J, BROADCASTING.

Opening for first phone engineer, good pay and good conditions. Box 862J, BROADCASTING.

Local Virginia network station needs trans-mitter engineer. Reply Box 871J, BROADCASTING. No announcing. Complete details first letter. Reply Box 865J, BROADCASTING.

Immediate opening for combination man with first class ticket. New building. Either ABC or local station. Send full information first letter. Box 865J, BROADCASTING.

Top salary for woman continuity director. Reply Box 872J, BROADCASTING.

Production—Programming, others

Situations Wanted

Managerial
Station manager, 550, 1000 watts. Com-mercial, better than $1000 a month. Good opportunities. Reply Box 7012, BROADCASTING.

Salesman
Experienced advertising sales manager, former engineer with 50 license, 30 single, car, seeking station management and general selling. Box 874J, BROADCASTING.

Wanted: Announcer with first phone, excellent work, good sales. Reply Box 875J, BROADCASTING.

Engineers
Wanted, experienced. Reply Box 702J, BROADCASTING.

Technical
Situated Wanted (Cont'd)

Some experience as announcer, writer and salesmen. Will give me the experience? Mostly quiz and show broadcasts. Will do draft exempt. Prefer midwest and east.

Box 793J, BROADCASTING.


Announcer, experienced all phases, college grad., veteran, 28, single, operates own studio and photo. Box 723J, BROADCASTING.

Announcer, recent Radio City graduate. Young, single, aspect southwest. Box 780J, BROADCASTING.

Little announcing. First class license. Desire to continue announc- ing experience. Box 853J, BROADCASTING.

Announcer, experienced, want staff position on full time. Best references. Phone 861J, BROADCASTING. Will sell advertising and fill in as necessary. Will start at station's salary and will work turn desired. Box 823J, BROADCASTING.

Announcer. Little experience. De- sires further opportunity. Knows pro- duction. Box 833J, BROADCASTING.


Experienced all phases announcing, production and promotion. Vet, college graduate. Box 843J, BROADCASTING.

Wanted, Vacation fill-in opportunity for crack combo-man. 3 years experience in announcing, newscasting. Desires script writer, engineering, TV, single, have car. Available June 25, 26. Sketchbook and extra. Box 858J, BROADCASTING.

Eight years experience as announcer. Program director of inde- pendent in metropolitan market immediately available. Young, college graduate. Has worked in New England, New York. Atlantic sea- board as programming, production, or administrative assistant in major radio TV station. Box 863J, BROADCASTING.

Experienced staff announcer. College graduate, 3 years experience in radio major. Operates console. Veteran of the Air Force. Young, single. Box 881J, BROADCASTING.

Experienced announcer with first phone, college degree, has knowledge with block of accounts to service on-coming promotions. Box 891J, BROADCASTING.

Early bird, 5 years, deep voice, draft free. Available now. Box 893J, BROADCASTING.

Announcer-program director, 10 years experience, desires position in Con- necticut. College degree. Box 897J, BROADCASTING.

Announcer, 4 years experience. All staff duties. Friendly, informal DJ. Prefer have own studio. Will work anywhere. Box 886J, BROADCASTING.

Summer replacement announcer. 3½ months. Prefer New England, Tape, disc. Box 917J, BROADCASTING.

Announcer 3½ years college, College graduate. Control board. Tape or disc. Box 921J, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, experienced, college graduate. Controls board. Tape, disc. Box 921J, BROADCASTING.

Sportscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 893J, BROADCASTING.


Announcer-copywriter, new employed. 4 years experience in general staff. Self, engineer, coder, draft exempt. Will travel but prefer midwest. Box 903J, BROADCASTING.

Announcer, professional quality, per- fect for commercials and newscasts. Knowledge of board. Married. Draft exempt. Box 917J, BROADCASTING.

Announcer, versatile. Strong on com- mercials, news, sportscasting. Write or call. Box 927J, BROADCASTING.


Phone: Buckinghorn 1-J.

Technical

Engineer, first phone, broadcast studio, microwave and network television equipment, Desires position. Box 753J, BROADCASTING.

Engineer, 1st phone, ten years experi- ence to 10 kw. 3 as chief 260 w. age 26. Married, 25% prefer states. Give full details and best salary offer. Box 857J, BROADCASTING.

First class phone, age 26, single, draft exempt. D.M.B.A. graduate, now employed, desires change, available two weeks. Box 893J, BROADCASTING.

Engineer, 12 years experience, married. Desires position in Dallas-Fort Worth. Will operate remote studio. Desires chief or super- vision. Box 893J, BROADCASTING.

Engineer, 3 years experience at 1000 kw radio station. Will relocate. Some staff announcing, if nec- essary. Pref N. E. Box 853J, BROADCASTING.

1st class phone, 3 years television experience. Copying and special events. Draft exempt. Box 893J, BROADCASTING.

Chief engineer: 10 years experience AM-FM. Best quality always costs more. $400 per year gets this experience and know how to run technical part of station and shows. Available June 15. Box 883J, BROADCASTING.

First phone technician. Interested in progressive radio or TV station. Box 900J, Cleton, New J. N. R.

Money you've got! Experience I've got! Lets trade! Chief engineer? Con- sider it. I'm ambitious. I'll give you name it. I'll do a better than average job. Most 13 years experience a young man worth to you? P. O. Box 913J, BROADCASTING.


Chief engineer: Desires position on large operation or as program direc- tor including staff in new radio sta- tion, preferably in midwest or south- west. Box 879J, BROADCASTING.


Buy now and save! Experienced con- tinuous director-programmer-announ- cer-engineer (one man) will settle in New England, New York, or New York. Presently employed. Twenty-eight, married, draft exempt. Will sample tape write Box 840J, BROADCASTING.

Presently employed as program direc- tor. Also have been production direc- tor, chief announcer and independent network stations. Experience will travel. Will consider positions in eastern states. Box 947J, BROADCASTING.

Whoa! Looking for an attractive per- sonal announcer? Then if you don't like the bottom rung of the ladder? A different viewpoint? Send for another things (Draft 4-A). Disc and photo. Box 867J, BROADCASTING.

Wanted for the price of one? Copy- writer, woman's commentator will join hand with national agencies. Box 943J, BROADCASTING.

PD: Experienced 250 to 5 kw. Excellent record, references. Want suc- cessful program station. Box 963J, BROADCASTING.

Program director, experienced, ambi- tious, 27, married. Draft exempt. $425 per month. Box 863J, BROADCASTING.

Newsmen-oldtimer, personable, author- itative newscasting style. Five years previous newspaper experience. Certified. Degree. Family. Consider only first rates news conscious station. Top refer- ences include present employer. Box 853J, BROADCASTING.

Writer-producer: Prefer east or mid- west with AM-FM operation. Presently employed 2D 1000 W western affiliate. No TV, no ad sales. One month notice. Audition, work samples on request. Box 879J, BROADCASTING.

Ten years experience, highest bidder, college or university, preferably Carolina. Box 863J, BROADCASTING.

For Sale

Stations

Texas 25 watt, independent; town 19,000. No competition. Would sell control to aggressive individual to manage. Will take $7,500 cash to hand- le. Box 103J, BROADCASTING.

For sale. Oklahoma 250 watt daytime station $30,000 cash, $6,000 escrow, 15 days to close. Approved. Box 1038J, BROADCASTING.

For sale, 500 watt affiliate daytime station. Now under absentee owner- ship. Box 879J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 101J, BROADCASTING.

Radio Corp of America, TR2-A recording mechanisms. Magnecord PTG-R recording head, PWS-RT writer, etc. New equipment used approximately two years. In peak of power. Has purchased and installed General Electric limiting amplifier or will consider trade. Box 852J, BROADCASTING.

For sale—Complete set of Pine & Company equipment, nine radio receivers, one April 1, 1951. Original cost $589, plus current market value $450. Offer. Write 853J, BROADCASTING.

(Continued on next page)
For Sale (Cont'd)

New and used radio towers. Immediate shipment. Also limited quantity new #16 bare copper ground wire. Available for immediate delivery 77 foot insulated self-supporting Truscon tower. Box 8933, BROADCASTING.

GE RT 1B and RT 2WA FM transmitter and monitor. Priced for quick sale at $2389.90. Box 9023, BROADCASTING.


Truscon 25-30 foot tower GE 2-250 watt antenna. GE FM transmitter, amplifier, Console and other holders; fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3601.

Help Wanted

Salesmen

WANTED IMMEDIATELY, lowest price on eight day side mounting FM antennas and 700 feet nine inch and eight five Andrew or Communication Products coax. Wire collect Gene Hill, Gen. Manager, WOIR, Orlando, Florida.

Miscellaneous

Note: New or replacement broadcast crystals for Western Electric RCA, Bally and other brands. Fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3601.

LEONARD-FRANK

New Package Firm Opens

FORMATION of a radio packaging firm by Bill Leonard of WCBS New York’s This Is New York and The New York Story, and Len Frank, with a background of TV and radio controlling or sales work, has been announced. The Leonard-Frank Corp. president, was announced last week. To be known as Leonard-Frank Programs Inc., the firm will have offices at 561 Seventh Ave., New York.

First project will be a 15-minute, six-week series, In Town Today, featuring name-guest interviews by Mr. Leonard. Some shows already have been recorded. Series is designed to be a low-cost radio program for sale to stations throughout the country, the announcement said.

EDUCATORS MEET

Radio Session Aug. 2-3

PLANS and operations of low-power educational stations will take part of the agenda at the Fifth Annual Conference on Radio in Education held on the campus of Indiana U. Aug. 2-3. Also of top interest will be production of quality programs using school talent. George C. Johnson, director of educational programs and chairman of the conference, said the meeting was open to teachers, school administrators and high school radio students. Clinic and workshop sessions will be held on setting up the low-power educational radio station, radio education standards, getting radio started in the schools, staffing and programming the low-power FM educational radio station, studio equipment and its uses, continuity writing, using the tape recorder, writing the variety show and the documentary and radio pronunciation. Details can be obtained from Mr. Johnson, WFIU Indiana U., Bloomington.

For Sale

WANTED

NETWORK AFFILIATE FOR SALE

Only station in Eastern market of 125,000-city population, 40,000. Requires minimum $40,000 cash. Staff complete, equipment in lot. If you want a station to operate, or a good investment, make offer. Write Box 3943, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, club managers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. PLISKER

TV & Radio Management Consultants

736 Bond Blvd., Washington 6, D. C.

SALESMAN WANTED

Mature, experienced radio time salesmen wanted for Chicago office of leading station rep. Solid radio background and proven history of results essential. Agency and merchandising experience desirable. Rush complete information to BOX 876J, BROADCASTING.

SITUATIONS WANTED

Answerers

PERSONALITY AVAILABLE

Now sold solid in Major Market, Easy old-Godfrey style with plenty wth. Excellent references, experience and accounts. Stable family man with long background on air phones. Will consider larger and medium markets. BOX 877J, BROADCASTING.

Feature of Week

(oia TV sets were "startling." Economy Auto Supply, at Laurens, S. C., 120 miles from the nearest TV station, sold six sets in two days, more than the firm had sold in the previous two months.

F. Earle Shearer, of the appliance firm's Greenville branch, said a dealer in Spartanburg "has had more floor traffic from this program" than from any other program.

In Gainesville, Ga., a town of 20,000 compared to Greenville’s 100,000, WDUN signed a number of local merchants to try G. I. Bonus on a co-op basis, tied into local recruiting quarters. Promotion staffs similar to those in Greenville were tried. Within two hours Army and Navy recruiters had acquired four recruits, according to John W. Jacobs Jr., WDUN general manager.

G. I. Bonus offers $125 in War Bonds—a total of $7,500 each week —to any G. I. or ex. G. I. listener who can match serial numbers with those used on the broadcasts. The Post Office Dept. indicated there was no trade of lottery law violation since listeners didn’t have to buy anything or mail anything. Members of the family of a G. I. away from home can collect.

Mr. Harris was connected for some months with the social security numbers giveaway program through Allied Radio. Mr. Barksdale, Baltimore. He left the firm to organize Barksdale Co.

said the meeting was open to teachers, school administrators and high school radio students. Clinic and workshop sessions will be held on setting up the low-power educational radio station, radio education standards, getting radio started in the schools, staffing and programming the low-power FM educational radio station, studio equipment and its uses, continuity writing, using the tape recorder, writing the variety show and the documentary and radio pronunciation. Details can be obtained from Mr. Johnson, WFIU Indiana U., Bloomington.

For Sale Stations

WASHINGTON, D. C.

James W. Blackburn
Washingtion Blvd.
Sterling 4341-2

WANTED

BLACKBURN-HAMILTON COMPANY

RHODESIA

RAY V. HAMILTON
235 Montgomery St.
Exbrux 2-1972

BROADCASTING • Telecasting

For Sale

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**STATION CHANGES Recommended by CBC Board**

TWO-kanal stations were recommended for power increases or change of frequencies; a number of share transfers were approved, and FCC granted approval of two new stations operating hours, at the May 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Montreal.

Chief Nanaimo will operate with 1 kw on 1570 kc instead of 1450 kc. CKLB Oshawa will be able to increase power from 100 w to 250 w on 1240 kc, and a new transmitter site has been suggested.

CFCA-FM Kitchener and CUSH-FM Hamilton, Canada's only exclusively FM stations, are not doing as well financially as expected, the CBC Board has recommended they cut their hours of operation from 10 to six hours daily. CFPL-FM London has been given permission to program separately for 24 hours, 7 or 8 hours, Tuesday when only 1/2 hours is permitted.

CJSO Sorel has been approved for installation of an emergency 250 watt station, in addition to the CB Asaas, Wollay, as 58th member.

**FCC Roundup**

**Summary Through May 24**

**Box Score**

Summary of Authorizations, Stations on the Air, Applications

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*On the air.*

**Docket Actions . . .**

**INITIAL DECISION**


**OPINION AND ORDER (FCC Correction)**


**Non-Docket Actions . . .**

**AM GRANTS**

KCOO Albuquerque, granted change from 1450 kc to 1420 kc 1290 kc to 1230 kc, 230 kw daily, time; condition. See story this issue. Initial decision May 22.

**FM GRANTS**

WISO-FM Miami—Granted in expansion of K269 SBN on 92.5 kc am, time, from 315 ft to 215 ft. Granted May 24.

WЄЗО-FM Latunburg, N. C. — Granted change from 530 kс to 92.5 kс, ant. from 430 ft to 215 ft. Granted May 24.

WATS-FM Charlotte, N. C. — Granted change in ERP from 1.7 kw to 2 kw and antenna 140 ft. Granted May 24.

**TRANSFER GRANTS**


KPHM Carlisle, N. M. — Granted application of License from Paul B. and Maurice F. McEvoy d/b as McEvoy Bros. to Corporation of Maurice McEvoy (25%), his wife, Mushie McEvoy (25%), commercial manager, who pays $7,000 for his interest. Granted May 24.

KYAT Frederick, Okla. — Granted as- signment of license from Paul B. and Maurice F. McEvoy d/b as McEvoy Bros. to Corporation of Maurice McEvoy (25%), his wife, Mushie McEvoy (25%), commercial manager, who pays $7,000 for his interest. Granted May 24.

KANF Denison, Tex. — Granted change from 1490 kc w, unil, to 610 kc 500 w. D. License Renewal Applications for license renewal filed by following: K282 WJ — Gooding, Idaho; K224 WDAN Danville, Ill.; KBVU Burling- ton, Iowa; KCVF Clifton, N. J.

**New Applications**

**AM APPLICATION**

Woonsocket, R. L.—Friendly Best, Larrison, Principal, applications for mod. for license at new frequency of 1110 kc, pending investigation of his interest. Granted May 24.

**FM APPLICATION**

WZOB Fort Payne, Ala. — Assignment of license from Glen F. Gravitt, C. V. Vines and H. V. Tunstill to L. W. Allen, antenna d/b as Fort Payne on The Air to Mr. Gravitt for $1,200. Granted May 24.

KBBW Salinas, Cali.—Granted trans- fer of control from Dr. Harry Morgan, A. M. Cohen and Arthur Seligman through sale of 100% of stock. Granted May 24.

KBBW-San Diego—Granted trans- fer of control from Dr. Harry Morgan, A. M. Cohen and Arthur Seligman through sale of 100% of stock. Granted May 24.

**SUMMARY THROUGH MAY 24**


KBKW Salinas, Cali.—Granted trans- fer of control from Dr. Harry Morgan, A. M. Cohen and Arthur Seligman through sale of 100% of stock. Granted May 24.

**New Applications**


KBKW Salinas, Cali.—Granted trans- fer of control from Dr. Harry Morgan, A. M. Cohen and Arthur Seligman through sale of 100% of stock. Granted May 24.

**TRANSFERS REQUESTS**

WZOB Fort Payne, Ala. — Assignment of license from Glen F. Gravitt, C. V. Vines and H. V. Tunstill to L. W. Allen, antenna d/b as Fort Payne on The Air to Mr. Gravitt for $1,200. Granted May 24.

WAFF Tuscaloosa, Ala. — Transfer of control from Bingi & The Ed Fite show to Joe C. McCreary, additional 2%. Granted May 24.

**FCC Action**

Decisions Cont.: (Continued from page 81)

—Transferred without prejudice of application.


—By Examiner J. D. Bond

Circle Bestg., Cpl., Hottentos, Ohio.—Granted continuation of hearing until May 26 in Washington, D. C., concluded until further order.

**May 23 Applications . . . ACCEPTED FOR FILING**

—AM—415 kc

WMGR Bainbridge, Ga.—Change from 1490 kc w, unil, to 610 kc 500 w. D. License Renewal Applications for license renewal filed by following: K9217 WJ — GOODING, ID.; K224 WDAN Danville, Ill.; KBVU Burling- ton, Iowa; K9217 WJ — GOODING, ID.; K224 WDAN Danville, Ill.; KBVU Burling- ton, Iowa; KCVF Clifton, N. J.

**TENDERED FOR FILING**

—AM—1400 kc

K9217 WJ — GOODING, ID.; K224 WDAN Danville, Ill.; KBVU Burling- ton, Iowa; KCVF Clifton, N. J.

**AM—1400 kc**


**FM—1410 kc**

KRFK Cheyenne, Wyo.—Resubmitted application for mod. Change proposed trans. att.
W.C.S.

Charleston, W.Va.

MAIL RATE

2nd-Class Hike Proposed

SUBSTANTIAL increases in the second-class mail rate was pro-

posed by the House Postoffice Com-
nitee last week. The committee

voted 17-6 to up rates in the cate-
gories. The increase includes mailings of

newspapers and magazines, some

60% over a three-year period.

President Truman's proposal was an

increase of double the present rate for

period of three years. Representatives of

ewspapers and magazines had told the committee in

speeches that they would find it difficult to meet any

increase in rates above a total of 30%.

The committee is taking up the postal bill (HR 2982) in sec-
tion 2, and we are expecting to hear the legislation by

last Friday.

Anna E. McCosker

ANNA E. MCCOSKER, 75, sister of Alfred J. McCosker, former

chairman of the board of Mutual Broadcasting System and WOR

New York, died suddenly last Thursday at her home in New York.

She was the founder and

and former president of the Elvira Theatre Club.

CKSM Shawingan Falls, Que., went on air last month with 1 kw on 1220 kc. Station is owned by D. R. Wilson, publisher of the Shawingan Standard. Jean Legault is general manager, Al-

ian Rogerson national sales manager.

— Continued from page 86

inated the business life of Abraham

H. Blank, of Des Moines. Born in 1870 in Galats, Romania, he rose to

the presidency of Tri-States Theatre Corp. and Central States Theatre

Corporation, both of Des Moines, as well as director of Tulsa Hotel

Co., Walnut St. Corp., Triple A

Properties and Tri-State Meredith

Broadcasting Co.

JOHN A. COLEMAN

Starting as a floor page at the New York Stock Exchange in 1916,

John A. Coleman rose high in the

financial and business world and

became a member of the exchange

in 1923. He has served as

chairman of the board of governors and as a

governor, besides having diversified

financial connections. He was born

Dec. 24, 1901. A prominent

Catholic layman, he has occupied

prominent posts in the Church and

Catholic institutions.

CHARLES T. FISHER Jr.

Prominent Detroit banker, Charles T. Fisher Jr. was born

Feb. 14, 1907. He is president and a director of the National Bank

of Detroit as well as a director of

Detroit Edison Co., Briggs Mfg.

Co. and American Airlines. Mr. Fisher also is well known in Catho-

lic lay circles.

E. CHESTER GERSTEN

Messenger boy role at National Bank of Commerce of New York

in 1909 led within a decade to an

executive post for E. Chester

Gersten. He was born July 3, 1889, and went to the bank at the age of

20. Eventually he became

vice president of the bank and then

president of Public National Bank

& Trust Co. He is a past president

of the New York State Bankers

Association.

WILLIAM T. KILBORN

The steel industry in the Pitts-

burgh area holds the attention of

William T. Kilborn. He was born

in 1897 in Portand, Me., but most of

his business life has been spent around Pittsburgh. He has been

with Flannery Bolt Co., in nearby

Bridgeville, since 1934 and now is

jointly executive vice president and

director of Fort Pitt Mfg. Co.;
director and member of the

executive committee, Pittsburgh &

West Virginia Railway; director

and chairman of the executive com-

mittee, Pressed Steel Car Co.

HERBERT J. SCHWARTZ

One of the nation's merchant-

leaders, Herbert J. Schwartz also

has banking interests. He was born

in 1897 in New Orleans and is

well known in the Baby & Blanch

store (WSMB) as well as an offi-

cial of Hibernia National Bank.

He is president-director of City

Stores Co., Wilmington, Del., and

City Stores Mercantile Co., New

York; director of Lit Bros. and

Hearn department stores, among

others; chairman of executive

committee and director of B. Longe-

stein & Brother Co., of Charleston,

W. Va., president; Historic Zoo

president, Joseph & Loeb, Birmingham.

The memorial

GILLIN MEMORIAL

Over $7,000 Contributed

MORE than $7,000 has already

been received for the Johnny Gillin

Memorial, representing contribu-
tions from 75 stations, two net-

works and four individuals, Carl

Haverlin, treasurer of the memor-

orial committee, reported last week.

The memorial to Mr. Gillin,

president of WOW Omaha and one

of the broadcast industry's best

known record producers, will be a

donation to Creighton U. of

Omaha, his alma mater, earmarked

for research in cardiovascular dis-

case, which caused his death at 45

year.

The memorial commit-

tee, with Paul W. Morency, WTIC

Hartford, as chairman, has set a

goal of $75,000 for the fund, which

hopes to present to the univer-

sity's School of Medicine not later

than July 18, anniversary of Mr.

Gillin's death.

NPA Names Holbrook

APPOINTMENT of Harry J. Hol-

brook, Borg-Warner Corp., Chi-

cago, as director of the Consumer

Durable Goods Div. of National

Production Authority, was an-

nounced by the government last

Monday. He is on leave from his

post as head of the firm's Electric

Range and Water Heater Div. Mr.

Holbrook also is vice chairman of

the Electric Range Section of the

National Electric Mfrs. Assn. and

served with the War Production

Board during World War II.
Radio Still Best
(Continued from page 26)
media values—the "best combination of impact, audience and economy." "At the first of NBC's five regional radio station promotion managers' meetings, some 34 representatives of NBC eastern radio affiliates heard Charles C. Barry, NBC vice president in charge of radio programs, label radio "still the best and quickest means of reaching the American public."

Referring to the effects of television, Mr. Barry observed the group that "the only thing we can do to hurt ourselves at this stage of the game is to quit—to become fearful." Radio, he said, employs "the greatest magic-eye of all time—the eye of your imagination."

The radio program chief, one of several NBC executives who appeared before the all-day clinic in New York on Monday, assured his listeners that network radio men "think about television, but we are not afraid of it."

"There's no doubt about it," he said. "We're going to have to share the living room from now on. Any-one who says we're not is wrong. But anyone who thinks they're going to turn the radio set off entirely is equaly wrong."

Retains Faith
Mr. Barry said NBC has as much faith as ever in radio as "a medium which reaches more people for less dollars than any other in U. S. And it will continue to do so for years to come," he added.

In the same vein, John K. Herbert, vice president in charge of sales of the NBC radio network, described radio as "still the most effective seller of mass audiences of any of the five major media types—newspapers, magazines, supplements, radio and television."

But it has become necessary "to make our sales in a factual way," and to "present the story of network radio in an arithmetical sense," he asserted.

"We must prove statistically that the audience we are delivering is lower in cost than the audience delivered by television, or by the supplements, or the magazines," he said. "Hence, if that's what we've got to do, we must be more sure of our audience than we were before."

Mr. Herbert called upon each NBC affiliate, as a "true partner" of NBC, to "do its level best in all of its forms of promotion to constantly increase its audience advantage."

For the total of these station audiences—the advantage each of you has over your nearest competition to NBC's sales story," he explained.

"We must join forces to build larger audiences, to maintain identities, to deliver success stories, so we can go to the clients and say, 'Network radio is here to stay. Network radio sells more goods to more people at a lower price than any other media type available to you.'"

Mr. Herbert told the promotion men that "what you do with your station, and its relationship with the community in which you live, is the all-important factor in the success of NBC. . . . As you promote your station, promote its character in local programs, so will you do in the promotion in relation to your station that is your audience, the station's audience. It is the sum total of your station audiences that comprises NBC's listener strength."

Similar clinics were held in Chicago, on Wednesday (see story page 24) and Atlanta on Thursday, and are slated for Dallas today (Monday) and Los Angeles on Wednesday.

William Henry Childs
WILLIAM HENRY CHILDS, 70, known as Billy Childs when he was a member of the Sinclair Minstrels radio group, died May 22 in West Palm Beach, Fla., after a long illness. He was born in West Palm Beach in 1884 when he went as superintendent of a Commonwealth Edison Co. station. The minstrel group was heard regularly over WBBN Chicago for 10 years, starting in 1927. Prior to that, he had played radio roles over KYW, then in Chicago. The minstrel team disbanded in 1937. Thereafter, Mr. Childs, who also was known as "Big Bill," confined radio work to guest appearances.

TEST SERIES
Radio Shown Superior
FIRST results of a month-long series of Los Angeles tests designed to show the relative effectiveness of radio and newspapers indicate that radio has superior pulling power, according to KFI and KHJ Los Angeles. The two stations retained Advertising Research Bureau Inc., Seattle, to make the tests.

At Bullocks and Harris & Franks department stores, early returns showed that radio led newspaper país in bringing customers into the stores to buy tested merchandise.

The Los Angeles tests are running through May, with KHJ and KFI pitted against local newspapers. ARBI has conducted over 120 point-of-sale retailer tests [BROADCASTING * TELECASTING, May 14, 7].

The Los Angeles stores being surveyed besides Bullocks and Harris & Franks, are Barker Bros., Eastern-Columbia, Sears, Roebuck & Co. and Owl-Rexall Drug Co. Items tested include women's dresses and coats, cups and saucers, men's suits, refrigerators, patio chairs, scissors and jungle gymns.

Under the ARBI technique the retailer advertises the same item simultaneously on radio and in newspapers, spending identical sums in each medium. Customers are interviewed at point-of-sale over a three-day period. Those interviewed are asked what influenced their purchase of the test merchandise.

Joseph B. Ward is ARBI managing director.

CORPORATE TAX
Committee Votes Increase
GREATER tax load for corporations was indicated last week, as the House Ways & Means Committee voted for an increase in the regular corporate rate plus an upping of the excess profits tax. Republicans on the committee put up a strong protest but Democratic party line balloting pushed through the recommendation. Under the projected House committee tax plan, the corporate tax ceiling would be increased from 62% to 90% of income. The so-called ceiling tax is taken in the total amount that can be collected from an individual firm in the form of normal tax, surtax and excess profits tax. The committee already has recommended an increase in the excess levy on radio-TV sets at the manufacturing level from the current 10% to 15% (see AT DEADLINE).

'Lone Ranger' Renewed
GENERAL MILLS Minneapolis (Cheerios), renewed The Lone Ranger, Monday, Wednesday and Friday, from 7:30-8 p.m. over ABC for 52 weeks, starting June 1. The agency is Dancer-Fitzgerald-Sample, New York.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by BMI
JEZEBEL

On Records: Frankie Laine—Col. 39367; Alexander Brothers—Mer. 5620; Allen Greene—Mer. 5622; Freddie Darin—Vita 1002; Golden Gate Quartet—Col. 37835; Silver Echo Quartet—Manor 2019; Four Bluejackets—Mer. 8031.


BROADCAST MUSIC INC. 558 FIFTH AVENUE NEW YORK 18, N. Y.
NETWORK RATE CUTS DRAW NORTH CAROLINA PROTESTS

RECENT network rate cuts and implications were deplored by North Carolina Assn. of Broadcasters in resolution adopted Friday at Nags Head (early story page 29). NCAB claimed deal in radio was an unparalleled public service and as an advertising medium without equal.

National Production Administration was urged to include radio and TV construction on list of building permitted without NPA permit. Association urged Dept. of Commerce to include broadcasting in list of essential activities. Other resolutions reaffirmed support of NARTB; asked FCC for further relaxation of first-class operator requirements; endorsed BMI; approved state civil defense program under E. Z. Jones, WBBB Burlington; pledged support of BMI talent project.

Attendance at meeting exceeded 30 delegates and wives. Named to serve on nominating committee with Chairman Harold Essex, WSJS Winston-Salem; Nathan Cooper, WMNC Morgantown, and William S. Page, WOW Charleston. Committee named to work with U. of North Carolina in utilizing its communications center. Members are Cecil Hoskins, WWNc Asheville, chairman; Pat Patterson, WWRF Washington, and Larry Walker, WBT Charlotte.

Carl Haverlin, BMI president, discussed BMI's search for composing talent. Earl Wynn, director of U. of North Carolina, and John Young, his assistant, discussed role of university in state radio picture.

NARTB, NRA MEET TUESDAY

MANLY FLEISCHMANN, National Production Authority administrator, tentatively agreed to meet Tuesday with NARTB President Justin Miller to discuss radio-TV station building regulation (see). Mr. Fleischmann set tentative day and time (2 p.m., Commerce Dept. Bldg.) in view of pressing commitments before Congressional committees on defense production legislation. Judge Miller will be accompanied by Ralph Hardy, government relations director; Vinic Wasielowski, legal department; Robert K. Richards, public affairs director, and perhaps Thad Brown, NARTB TV counsel.

FORT INDUSTRY PLANS

FORT INDUSTRY Co., which has withdrawn from Consolidated Television Broadcasters Inc., making new plans to enter TV film business, George B. Storer, president, said Friday. Consolidated, cooperatively-owned production syndicate, was formed less than two months ago (Broadcasting • Telecasting, April 23) with Fort Industry backing. Mr. Storer said Fort withdrawal was "due to certain developments not known" when company formed.

GENERAL MILLS STORIES

GENERAL MILLS (Kix) to sponsor Edward Arnold—Steele show Mon. through Fri., 10:25-10:30 a.m., on ABC starting June 4. Agency is Tatham-Laird, Chicago.

AFN TV PROGRAM ANNOUNCED BY THOMAS

PLANS for session on "Television, Today and Tomorrow" at 47th convention of Advertising Federation of America, St. Louis, June 10-13, were released today (Monday) by Eugene S. Thomas, Wor-TV New York general manager and convention program chairman. TV session is June 13.

Speakers and subjects include Don L. Kurney, assistant sales manager for TV, The Katz Agency, on "TV Film Commercials"; John A. Thomas, television account service head, BBDO, on "TV as an Advertising Medium"; Don McGuire, radio-TV production head, N.A.R.T.B. (Operative) Film Prod FDC and TV;" George S. Burbach, general manager, KSD-TV St. Louis, on "The TV Station;" Louis Westheimer, president, Westheimer & Block, St. Louis, on "TV and the Retailer;" Newman McEvoy, vice president and media director, Cunningham & Walsh, on "TV and Other Media;" Louis A. Hausman, CBS sales promotion and advertising vice president, on "TV and Your Budget." Three speakers yet to be announced will discuss "TV's Technical Future," "TV Programming," and "TV and the Public."

HEAVY DEMAND NOTED FOR NARTB INAUGURAL

RESERVATION for NARTB inaugural dinner June 5, with proceeds going to Johnny Gill Memorial Fund, were at 300 mark Friday, exceeding expectations, according to Robert K. Richards, NARTB public affairs director who is handling dinner arrangements for association (see board story page 30).

Check covering sum realized from $20-a-plate dinner will be presented to Mrs. John J. Gill, widow of radio executive by Paul W. Morency, WTIC Hartford, chairman of fund committee. Chairman of dinner committee is Frank M. Russell, NBC Washington vice president.

MILLER SENDS COMMENTS

NARTB President Justin Miller sent 14-page statement Friday to House Interstate & Foreign Commerce Committee ABC Chairman on testimony given at April 30 hearing on McFarland Bill (S 688) [Broadcasting • Telecasting, May 7]. Judge Miller accepted committee request asking him to prove points raised in cross-examination. He agreed with ABC Comr. Robert Jones on clause prohibiting consultations between Commissioners and staff.

NBC WANTS ABC SPACE

NBC reportedly has served notice on ABC to vacate KDKA, 10 AM, in New York, Hollywood, Chicago and San Francisco which ABC has been leasing from NBC—on "temporary" basis—since split-up of old Red (NBC) and Blue (ABC) networks eight years ago. Notice precedes ABC-United Paramount Theatres merger plan.

DE WITT TO 'OPEN HOUSE'

GEORGE DE WITT, comic, signed by NBC as m.c. and star of Monday and Wednesday Broadway Open House on TV, effective May 28.

Closed Circuit

(Continued from page 4)

p.m., as summer replacement for Victor Borge show. Kellogg claims theme of Space Patrol, sponsored by directly competitive firm, is too similar to that of its program.

BLASTS at proposed NARBA treaty (see page story 56) in Julius Klein Newsletter as well as National Grange publication, expected to be broadcast by ABC Conn. Rosel Hyde, head of U. S. NARBA delegation.

NARTB board is to be asked to lead in developing uniform standards for TV sound tracks, slides, etc. Standardization would serve as specific for one of video's worst head- aches. Similar uniformity in broadcast recording was universally adopted and received wide foreign recognition.

SHORTLY to be announced will be resignation of George Wallace, NBC manager of Advertising & Promotion Dept. for radio, to become promotion manager of Reader's Digest international editions. His successor shortly will be named.

WHEN HEARINGS are held before FCC on ABC-United Paramount merger, star legal talent is indicated for ABC on this transaction has been Paul Porter, former FCC chairman. For United Paramount, Duke M. Patrick has been Washington counsel.

AT&T PLANS TO EXPAND UPPER NEW YORK RELAY

EXPANSION of AT&T microwave radio relay facilities in upper New York State requested in application filed with FCC, AT&T Long Lines Dept. announced Friday. Anticipated network television requirements plus growing demand for long-distance telephone channels is given as reason. Two microwave channels between Albany and Buffalo will be added, in addition to long-distance telephone facilities.

Present microwave facilities in area are used only for television. Two-channel system now connects Schenectady, Utica and Syracuse to Albany, with single-channel leg serving Bing- hamton. Network TV programs reach Roches- ter, through microwave relay hookup from Buffalo, which connects with network by coaxial cable running from Cleveland via Erie, Pa.

ILLINOIS PASSES TV BILL

ILLINOIS House of Representatives Thursday voted to send to Governor for signature U. of Illinois sports on public television. Rep. Richard Stengel of Rock Island, sponsor, proposed that bill bar any state tax-supported educational institution from selling rights for sports events to theatres while games are in progress unless there are no restrictions on public telecasting. Bill now goes to Senate.

BENTON HEARING

ONE-DAY hearing to be held by special Senate Interstate & Transportation Subcommittee May 17 (Thursday) on Benton Resolution (S Res 127), Chairman Ernest W. McFarland (D-Ariz.) announced Friday. Chief witness will be Sen. William B. Benton (D-Conn.), sponsor of resolution to prevent proposed TV allocation plan [Broadcasting • Telecasting, April 16 et seq.].

EDGETOWN EYES 'GAL'

LARUS & BRO. Co., Richmond, Va. (Edget- outh tobacco) through Warwick & Legier, considering placing Lenesome Gal in about 15 markets near military installations.
26.5% **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-able Station

...and **WLW-Television**
Crosley Broadcasting Corporation
Radio and Television Station Representatives

AND COMPANY

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD