OLD TIME RADIO GIMMICK
—pays off in Richmond!

It's got whiskers, but it's a tough test for any radio station—the customer must say "WLEE" to get a special cut price. A ladies shop in Richmond, which had never before used radio, tried it a few weeks ago, selling $1.65 nylons for 99c if the lady said "WLEE."

After one announcement the store had to limit sales to three pairs per customer. And before the week was out the manager of the store had signed up his first radio contract . . . a non-cancellable schedule for 26 weeks.

Fast, profitable results like this are still more common on WLEE now that we have 5000 watts. That new power means more listeners for your message on WLEE . . . thousands of them in our new coverage area.

It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Ask your Forjoe man for all the latest WLEE facts—it's quite a story.
Radio's ever magic touch turns WLS afternoons into profitable programming—for you. Using its pre-tested, time-proven formula of live-talent block programming, WLS has developed an exciting afternoon of participating shows, heard daily, Mondays thru Fridays. From BOB ATCHER PRESENTS at 1:30 thru STUMPUS, which ends at 4:00, listeners are hearing a unique kind of programming—a Saturday night review for afternoon enjoyment. Thus, WLS accepting-believing afternoon listeners are reached, and most economically, too! Each day's program is designed for sale in effective small time-segments, or on a participation basis, with live or transcribed announcements.

See your Blair man today for complete details on profitable afternoon programming—for you.

For one solid hour BOB ATCHER PRESENTS brings to the Chicago Midwest a new kind of afternoon program—following the successful block programming technique of the famous NATIONAL BARN DANCE. Featuring live talent, BOB ATCHER PRESENTS stars Bob Atcher, “Top Hand of the Cowhands” as Master-of-ceremonies. Each day an entire array of Barn Dance favorites appear...a line-up of talent untouched in Chicago afternoon radio!

There is music to please all tastes, brief news and weather summaries, listener participations, comedy and a weekly hit parade made up from mail received throughout each week. The formula is time-tested and proven successful through the enormous success of the NATIONAL BARN DANCE.

WLS STUMPUS, with popular MC Jack Stilwill and featuring the WLS Rangers, constantly produces the regular daily listener response for which WLS has so long been noted...an average of 1,154 pieces of mail per program in April! Using the basic formula of prizes for tune titles which stump the musical group, the program features the same kind of friendly voices, the same neighborly spirit and top quality talent that WLS listeners respond so actively.

STUMPUS established itself by having been broadcast daily for more than twenty months with a continuing record-breaking response from listeners...time-tested and proven successful by listener-response.

Bridging the period between BOB ATCHER PRESENTS and Stilwill’s STUMPUS comes a line-up of network programs rapidly building ratings in Chicago’s Midwest—QUICK AS A FLASH, DICK HAYMES, PAUL HARVEY and TED MALONE...to round out a full afternoon of profitable programming—for you.

Both programs have a proven audience...and a responsive one...for selling your goods in Midwest America.

YOUR JOHN BLAIR MAN HAS THE DETAILS

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE
890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE. REPRESENTED BY

THE PRAIRIE FARMER STATION
JOHN BLAIR & CO.
Paul H. Raymer Company, Inc.
is pleased to announce
the opening of a new office in
Memphis, Tennessee
Hotel Chisca
Memphis, Tennessee

Hugh Murphy, Manager

Paul H. Raymer Company, Inc.
Radio and Television Representatives
New York • Boston • Detroit • Chicago
Memphis • Hollywood • San Francisco
UPCOMING

June 18: Board of Directors meeting, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.
June 18-19: BMI Clinic, 49 W. 49th St., New York.
June 22: All-Industry TV Program Conference, Statler Hotel, Washington. (More Upcomings on page 91)

BULLETINS


CHRIS WITTING APPOINTED DuMONT NETWORK DIRECTOR

CHRIS J. WITTING, for 18 months general manager of DuMont TV Network, on Friday became director of network and of three DuMont owned and operated stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Appointment was made by Mortimer W. Loewi, who simultaneously announced his own retirement as network director to return to post of executive assistant to president of Allen B. DuMont Labs, which he held before taking charge of network in May 1948.

Mr. Witting was associated with Price, Waterhouse Co. during 30's, installing operating systems and internal procedures for firm's clients. He is certified public accountant.

During war, except for year-and-a-half with U. S. Maritime Service, he served as comptroller and assistant treasurer of camp shows. In 1947 he set up operating procedures for telecasting division of DuMont organization and in 1949 was made general manager of network. He is a TV director of NARFT and has been active in industry affairs.

NOTRE DAME Ponders TV

THE REV. John J. Cavanaugh, Notre Dame president, Friday questioned constitutionality of NCAA's curtailing of football game telecasts. He did not say whether all-important Notre Dame will defy NCAA by telecasting home grid contests and explained that his school wants to go along with NCAA, if it can. An NCAA official confirmed last week that if Notre Dame should follow Penn out of fold, planned experimental moratorium "would go out the window." (See early story, page 60.)

RADIO BEATS PAPERS

SURVEY just released by WCCO Minneapolis for metropolitan area shows radio reaching twice as many homes as combined Twin Cities newspapers and nighttime rating increase for one station of 16.5% over two years ago. Day ratings increased 35%. Diary survey covered 112 counties.

...at deadline

BROADCASTING

TELECASTING

CLOSED CIRCUIT

WITH RATIFICATION LAST Wednesday of Hytron acquisition by CBS (story page 25), CBS ownership is considering high-level reorganization into subsidiary and divisional structure. Plan understood to contemplate separation of AM and TV operations into four categories (individual networks and owned and operated stations) each to be headed by top executives, along with separate direction of four manufacturing entities—Columbia Recording, CBS-Columbia Inc. (radio-TV sets); Hytron (tubes); and patents-development division. Plan may be evolved in next few weeks.

UNTIL SHE RECEIVED call from White House 11:30 a.m. last Monday, Comr. Frieda B. Hennock had no information about her imminent appointment to federal judgeship in New York. While she had been considered for past two years for judgeship, President Truman's appointment hit her, as well as her colleagues, as complete surprise.

MOVE TO HAVE Ken Fry, radio-television director of Democratic National Committee, named to Henock vacancy on FCC was vetoed last week by William Boyle, committee chairman. He insisted his veteran radio chief and ex-NBC executive stick through 1952 campaign. After that, he would be free agent and would receive whole-hearted support for regulative assignment.

ANTI-TRUST DIVISION of Dept. of Justice isn't saying so publicly, but it's looking at overall radio-television manufacturing with an eye to possible restraint of trade in merchandising, notably as to color TV. In one quarter it was said there was an ABD observer behind every pillar in Chicago during recent NARTB annual convention.

LEVER BROTHERS' Chlorogene toothpaste, currently completing second half of radio spot test, considering expanding to national campaign because of initial success. J. Walter Thompson, New York, is agency.

AT STAKE in upcoming federal court hearing on WFIN Findlay, Ohio, petition is legality of present working arrangements between major baseball leagues and anti-trust law. Well over 1,000 stations carrying play-by-play accounts affected by suit.

ONE-MAN CAMPAIGN launched in Washington for legislation which would assure radio of equitable share of government advertising budgets. Roy G. Terry, owner of KOCA Kilgore, Texas, has established temporary offices in Abele Bldg. Radio, to be on equal footing with other media, would get about $2 million in government monies, not only on recruiting but also on government bond and other drives for which space is bought elsewhere, he contends. Congressmen contacted, he reports, are highly favorable.

CBS-TV reportedly planning to buck NBC's

(Continued on page 94)

BUSINESS BRIEFLY


AGENCY NAMED Effanbee Doll Co., New York, appoints Lawrence Bolest Hicks Inc., same city, to handle advertising for its new Schiaparelli doll. Radio and television contemplated.


ALL-INDUSTRY TV TAX COMMITTEE NAMED GEORGE B. STORER, chairman, announced Friday organization of an all-industry Television Broadcasters Tax Committee "to make a final determined effort to secure adequate relief in the form of exempt excess profits tax law. Members of committee pledged and paid an initial $5,000 to Lovell H. Parker, Washington, as counsel and registered representative. Mr. Parker was employed on full-time basis.

Proposed amendments to tax law were prepared and presented to industry for study. All 107 stations were asked to send check in amount of current one-time, one-hour rate to insure adequate financial support.

Members of committee include: Chairman and Treasurer, George B. Storer, The Fort Industry Co.; Vice Chairman, Dwight W. Martin, Croxley Broadcasting Corp.; Campbell Arnow, WPTV-TV Norfolk; Earl Gammone, CBS; Robert Hinkley, ABC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. H. Poole, The Fort Industry Co.; Frank M. Russell, NBC; D. W. Thornburgh, WCAU-TV Philadelphia; ex-officio members: C. E. Arney Jr., NARFT; Thad Brown Jr., NARFT.

TONNAGE ORDER ISSUED NATIONAL Production Authority's Construction Controls Division Friday notified field offices to approve applications for construction involving less than three tons of scarce materials. Broadcasters to be included under directive with newspaper plants. Approval would assure go-ahead on antenna bays and other equipment using "insignificant" amount of material.

NEW RCA DEFENSE UNIT FACTORY unit to be devoted solely to production of electronic equipment for national defense to be established in Camden works of RCA-Victor Division. Radar equipment will be produced in unit with production to start in fall. Summer vacation at plant starts June 29.

BROADCASTING • TELECAST
OVERALLS FOR THE SMALL FRY...

Recently, one of the home-sewing series on the "Visit Esther Alderman" show was devoted to making overalls, including an actual modeling of the finished garment by one active, small boy. Tuesday and Thursday afternoons, busy house-wives and mothers in the WDEL-TV area, pause for half an hour to visit with Mrs. Alderman, Wilmington urban home demonstration agent. Her tele-courses have proved popular with viewers because Mrs. Alderman packs her thirty-minute television appearance with practical instruction, not only in home sewing, but in such subjects as making lamp shades and furniture; preparing unusual salads; removing stains from fabrics or planning nutritious meals with the seven basic foods.

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.

WDEL-TV
Wilmington, Delaware
A Steinman Station

Represented by
ROBERT MEEKER Associates Chicago - San Francisco - New York - Los Angeles

OADCASTING • Telecasting

June 18, 1951
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.
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned feeds encountered in directional arrays.

- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.

- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.

- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.

- HUM-FREE OPERATION of control system through DC-operated relays.

We specialize in custom design to solve specific problems

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.

CONTINENTAL ELECTRONICS
Manufacturing Company

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD., DALLAS 10, TEXAS  PHONE EVERGREEN 1137

OADCASTING • Telecasting

June 18, 1951 • Page 7
Let's get straight

The Association of National Advertisers recently recommended a reappraisal of radio's rates. Their report immediately set in motion a series of events without precedent in radio's history. We agree that when any new medium, such as television, becomes a sizeable factor in planning advertising budgets, it is high time to appraise its effect on all media including radio.

The ANA made their radio rate analysis only in television markets, and many people jumped to the conclusion that radio rates everywhere should be reduced. This was not inherent in the ANA report. It obviously would be unrealistic and, we believe, indefensible to analyze radio values in Portland, Oregon, or Wichita, Kansas, where TV is non-existent, on the same basis as in such TV markets as New York and Chicago.

As a matter of fact, in Portland and Wichita — as in many good markets — radio families have increased and listening is up. Any true revaluation would indicate that a healthy rate increase can be fully justified. So again we agree with the ANA that a reappraisal of radio rates must be done on a sensible market by market basis. It must be based on the present degree of radio coverage of each station in each market.

Amazingly, among the people who jumped to the erroneous conclusion that rates should be reduced uniformly without regard to advertising values, were the radio networks themselves.

Columbia rushed into print with an across-the-board cut of a flat 10% from 1:00 o'clock in the afternoon to 11:00 o'clock at night, except for 2½ prime evening hours when the flat cut was 15%.

NBC followed this formula almost exactly and ABC came next with a 15% cut 1:00 to 11:00 PM.

But mark this fantastic fact.

These cuts in rates to the advertiser are not based on any appraisal of radio's advertising values market by market. They are not the outcome of any sound analysis. Just a flat cut — no matter what the station's actual advertising value might be!

This unique conception seems to take the view that each network operates from a single wholly-owned transmitter which sends its signal simultaneously to all parts of the country. Actually, each network is comprised of hundreds of individual radio stations owned and operated by separate local people or corporations. These stations have only a contractual relationship with the network with which they are affiliated. The essence of these contracts is simply that the stations agree to broadcast, for so much money, the programs furnished them by the network during certain hours of the day. Each station has many hours in which it broadcasts its own programs, commercial and public service, and so is an important part of its own local community life. We won't belabour a point so well known to everyone in radio (including the networks) and to most advertisers, that radio stations are local and individual entities which sometimes carry network programs.

Now the local business men who operate radio stations are the people who, as we interpret the network point of view, should pay for the cuts in network rates regardless of their individual worth to the advertiser.

The networks aren't footing the bill. They simply cut the station's rates without regard to its individual market, coverage, penetration, or its power to move merchandise.

The advertiser can take advantage of the rate cut only between 1:00 PM and 11:00 PM.

— but

the networks have cut the individual station's rate for every network program including those broadcast before 1:00 PM!
on Radio Rates

These matters have been viewed very gravely by the independently owned, network-affiliated stations. There has been a feeling among many of them that the panic exhibited by the networks is unwarranted and can lead only to gross inequities to stations, to certain weakening of the networks themselves and to a lessening of actual network advertising values. The method, viewed from any angle, is unfair, unsound and unhealthy.

The reasons why this method is unfair have been touched on here. The reasons why it is unsound and unhealthy are, in skeleton form, these:

Indiscriminate slashing of rates can indicate hasty or careless thinking. It’s the kind of thinking which, if it persists, can spread into other phases of network operation — into programming, sales service, research, etc. Passed on from the network to the stations, less effective effort along any or all of these lines can in time be reflected in loss of audience.

It is equally true that indiscriminate slashing of rates — even in the face of the audience gains which so many stations can demonstrate — seems to understate and undervalue radio audiences both at the same time. It can create an impression, among advertisers and agencies, that something has happened to the productivity of that big web-footed bird that has been providing them with golden eggs for so long.

We think that advertisers want to keep alive and strong every medium which their skilled hands can use to sell their products and services. We think their primary demand is for a fair return for their advertising dollars. We think that, along with that, they want to know what to expect from advertising dollars.

If that is so, they will not be satisfied with the kind of broad generalities in an across-the-board rate cut. They will buy radio in the markets and on the stations which can demonstrate that they offer a good advertising value.

Every radio station — every newspaper or magazine or television station — should stand ready at all times — in the past, now, or in the future — to prove its worth.

That’s all any sound station wants today. To be considered on its own merits. It does not want its advertising value arbitrarily reduced without any consideration of the facts which prove its advertising effectiveness. The station wants to be bought on a basis of its worth to the advertiser, and not on an artificial formula worked out by the network for corporate expediency.

What we ask each advertiser and his agency to do is simply this: Put aside the easy judgment that revalued radio means devalued radio.

Measure radio — as you would measure any advertising medium — in each market — by what it delivers for the dollar put into it.

We think you will find that radio today is still the least expensive direct line to the public and that stations throughout the country can prove it — market by market.

* * *

This message, the first in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

*CBS & NBC cut station rates 10% for all pgms. ABC’s cut was 15% for all pgms.
CROWNING of a "1961 Beverage Ball Queen" put the finishing touch on a joint promotion campaign of the Kerns Beverage Co. and WBUD Morrisville, Pa.

Steps leading up to the ball began in 1947, when Kerns bought time and spot announcements on a WBUD disc jockey program, The Rustin Austin Show.

Miss Austin proved so popular among 'teen-agers, that in 1948, WBUD and Kerns decided to "take the show on the road."

With her, to all 'teen-age canteens in public schools in the WBUD coverage area, Miss Austin took Kerns beverage. At each canteen a queen was picked, through ballots furnished a week previously.

In 1950, Kerns and WBUD decided to hold a gala "Beverage Ball" for all canteens visited during the 1950-51 school year.

More than 6,000 'teen-agers attended the ball, held in Trenton, N. J. Some 14 girls from the WBUD coverage area competed for the title of grand queen.

The queen, Dorren Way, Trenton Catholic High School Canteen, was crowned with a $10,000 diamond tiara, borrowed for the occasion from a New York jeweler by Ruder & Finn Assoc., New York agency.

The promotion created much enthusiasm among participating can-
tees. Even the press cooperated. The names of WBUD and Kerns entered conversations of just about every 'teen-ager in the coverage area.

After the ball was over, William Pearson, Kerns vice president, commented, "If this is what radio can do, give me more of it!"

To which WBUD added the footnote, "And that exactly is what we hope to do."

Mr. DANNENBAUM

ALEXANDER DANNENBAUM Jr., commercial manager of WPTZ (TV) Philadelphia, started out to be an engineer, but his early background in radio and his aptitude for sales

caused him to turn to the radio and television field.

Mr. Dannenbaum, who is known to friends and business associates as "Bink," was born in Wyncote, Pa., in 1910. He attended Penn Military Preparatory School in Chester. He studied engineering first at Cornell and then at Princeton, where he received his B.S.

After graduating from Princeton, he worked as an engineer for Keystone State Construction Co. Later he joined the Blum Department store in Philadelphia where he held various merchandising positions.

In 1935 Mr. Dannenbaum entered the field of radio as a salesman for WDAS Philadelphia. Radio was not unfamiliar to Mr. Dannenbaum since his father, Alexander Sr., was an owner of WDAS. Young Dannenbaum immediately proved his ability in salesmanship by getting national accounts to use WDAS. He secured Lucky Strike and American Home Products as

(Continued on page 75)
According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,960 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!

WDAY • NBC • 970 Kilocycles • 5000 Watts
FREE & PETERS, Inc., Exclusive National Representatives
MONTY MANN, vice president in charge of the Dallas Branch of Glenn Adv., appointed vice president Lowe Bunkle Co., Oklahoma City. Mr. Mann previously was vice president and assistant to the president at Tracy-Locke Co., where he served for 22 years.

RICHARD S. COTTERMAN, manager WCOM Parkersburg, W. Va., to Robert Porter King Adv., same city. Firm will change name to King & Cotterman.

RAYMOND V. MUSCARELL, assistant spacebuyer G. M. Basford Co., N. Y., appointed assistant to president.

Mr. Mann

FRED KILLAN, TV program director ABC Chicago, to Young & Rubicam, same city, as television program supervisor July 1. He was ABC and CBS Chicago production manager.

FRANCES VELTHUYS, Price, Robinson, Frank, Chicago, to Compton Adv., N. Y., effective June 18, as timebuyer on Procter & Gamble in radio and television.

DENMAN & BETTERIDGE Inc., Detroit, changes name to DENMAN & BAKER Inc. WILLIAM I. DENMAN is president, ERNEST W. BAKER and GEORGE M. BLACK are vice presidents.

As far back as he can recall, Jack Peterson always wanted to write—event to the extent of planning the Great American Novel during his early teens. However, he became interested in radio and today Jack (officially, John Irving Peterson) finds himself happily occupied as radio-TV program supervisor of the Barnes Chase Co., San Diego's only AAAA agency.

Although born in Chicago, Mr. Peterson considers himself a small-town product, for he grew up in the relaxed Illinois community of Dwight, which has neither agencies nor radio stations. It was there, nevertheless, that he first developed a flair for journalism and discovered he could get paid for writing, an after-school chore he relished more than the common practice of working in grocery stores.

After a year or so of post-high school service as a "stringer" correspondent for various downstate Illinois dailies, Mr. Peterson started what he characterizes as his liberal education—four years on the editorial staff of the Pontiac, Ill., Daily Leader. His chief concern was sports—he started the paper's first regular sports column—and this activity led him into radio in 1940.

He earned his programming spurs in a variety of places after leaving WDZ and the Los Angeles distributor for Admiral television as advertising manager and then, early last year, he joined the Barnes Chase Co. There he has had an active part in the expanded national use of television by Westgate-Sun Har-

Mr. Peterson

To become sportscaster at WDZ he had to pass what he still believes was the toughest audition ever conceived. Some 240 completely green announcing aspirants were put through all sorts of tests in a series of on-the-air auditions which spread over a period of six or seven weeks. Eventually, the field narrowed down to just one—Mr. Peterson found himself in the radio business.

Chicago's somewhat unpredictable and often uninspiring weather caused Mr. Peterson to succumb to the go-west movement. In that area he first was associated with the Los Angeles distributor for Admiral television as advertising manager and then, early last year, he joined the Barnes Chase Co. Therefore he has had an active part in the expanded national use of television by Westgate-Sun Har-

(Continued on page 76)

BROADCASTING • Telecasting

The PIONEER was a Lady!

■ Way back in '29 a woman in radio sales was unheard of—and unthinkable to everybody but Peggy Stone. And she did more than think about it.

Hearst, Inc., in 1928 as Vice President in charge of Station Relations, she was soon blazing trails for Hearst salesmen with possibly the first organized program of sales promotion in the industry, inaugurating procedures which are being used today in most of the larger representative firms.

■ Selling is our Peggy's forte...and she begged, pleaded and stormed until she was finally permitted to go out and sell. And that's what she's been doing ever since, with notable success. She helped form Radio Representatives, Inc., in 1948, and there you'll find her today giving her all for properties represented.

We're proud to present Peggy Stone, although it's hardly necessary, for this Radio Pioneer is one of the best known personalities in the industry.

Represented by RADIO REPRESENTATIVES, Inc.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

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LEE GARFIELD named administrative manager of newly created new business department of Hirshon-Garfield, N. Y.

CHESTER W. DUDLEY and WILLIAM GEOGHEGAN, account executives, Compton Adv., N. Y., elected vice presidents of company.

C. GORDON WOOD named manager Vancouver office of McConnell, Eastman Co. Ltd. He has been with agency since 1944.

ALEX W. EVANS, vice-president and Los Angeles manager Brisacher, Wheeler & Staff, opens own agency under name of A. W. Evans Co., at 948 N. La Cienega Blvd., that city. Phone is CRestview 8-4101. J. ANDREW POTTER is radio-TV director, with ROBERTA THEOBALD media director. They were formerly associated with Brisacher, Wheeler & Staff.

CARLETON (Bud) EVANS, publicity staff United Airlines, L. A., named assistant promotion manager Walter McCrery Inc., Beverly Hills.

ROBERT ANDERSON, account executive Anderson-McConnell Adv., Los Angeles, with rank of first lieutenant, now on active duty with Marine Corps as public information officer at 11th Marine Corps Reserve District, that city.

OTTO W. PROCHAZKA, Anderson & Cairns, N. Y., to J. D. Tarcher & Co., same city, as copy chief.

WILLIAM E. FORBES, Young & Rubicam, N. Y., to Southern California Music Co., L. A., as vice president and general manager.

JOHN L. HARVEY, advertising manager Plymouth Products, division of Safeway Stores Inc., S. F., to Ruthrauff & Ryan, S. F., as manager.

ERWIN H. KLAUS, vice-president Oppenheim, Van Slyck & Klaus Inc., S. F., to sales staff of Henderize Inc., Sacramento manufacturers of textile paints.

JOSEPH M. ALLEN, vice president in charge of public relations Bristol-Myers Co., appointed to head radio, television and films committee for fall campaign of United Red Feather Campaigns of America. He will be assisted by two associate chairmen, WAYNE TISS, BBDO, Los Angeles, for the West Coast; and ANTHONY G. B. GEOGHEGAN, Young & Rubicam, New York, for the East Coast.

IRWIN VLADIMIR & Co. Inc., N. Y. and Chicago, opens San Francisco office under management of RUSSELL PIERCE, manager of J. Walter Thompson, S. F., and partner of Hodges, Pierce & Company, S. F., publicity firm. Mr. Pierce will continue interest in latter firm. Address for new office is 251 Kearney street. Telephone number is YUkon 6-5892.

MARY POLOSON, timebuyer at Henri, Hurst & McDonald, Chicago, resigns. Future plans are uncertain.

HORACE CARLETON, manager Lockwood-Shackelford, S. F., resigns. No successor named.

H. P. MARTIN, assistant manager Richmond office Courtland D. Ferguson Inc., appointed manager of office.

B. HAROLD MILLER, advertising and sales promotion manager Lederle Labs Div. of American Cyanamid Co., N. Y., to Doyle, Kitchen & McCormick, same city, as manager of pharmaceuticals.

CHARLES FARRAN, vice president Grieswood-Eshelman Co., Cleveland, elected president of Cleveland chapter of the National Industrial Advertisers Assn.

WANT TO SWAP:

5-stringed Banjo for a Wind-up Phonograph

More than 10,000 letters containing swap offers like the above have been received at WHAM, during the past year.

Are we in the pawnbroker's business? Gosh, no! But we do have an audience of half a million or more rural listeners, and to them George Haeften beams his "Country Fare" program each weekday morning.

Part of the program is called "Swap Shop." We've helped listeners sell farms for houses, swap kittens for dogs, exchange tractors for cars—even swapped two airplanes, complete with flying instructions!

MORAL:

Only WHAM—Rochester, N. Y.'s 50,000-watt, clear channel station—covers the 23 counties of up-state New York and Northern Pennsylvania where listening records like the above occur. These same rural citizens, with their 7-day-a-week WHAM loyalty, can be your customers, too.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

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

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

June 18, 1951 • Page 13
EDITOR:
Thanks loads for the write-up in Broadcasting • Telecasting... I've had many comments on the article from friends in Chicago as well as other cities. It was interesting to note the wide readership of your magazine and I, too, enjoy reading it.

John B. McLaughlin
Adv. & Sales Promotion Mgr.
Kraft Foods Co.
Chicago, Ill.

* * *

Clem Randau Appeal
EDITOR:
Will it take another Pearl Harbor—or worse—to wake us up to the urgency for civil defense?... I believe it is impossible for the U.S. to have a real defense and production program without adequate civil defense. If we are attacked, our production lines must remain in operation to supply the armed forces. Without adequate protection of the civilian population our productive capacity would be knocked down, perhaps knocked out. Would broadcasters do me the very great favor of replying by airmail giving me their thoughts, briefly or voluminously, on the following:

1. What is the situation in their communities or states with regard to the public appreciation of the potential danger?
2. How can Congress best be made aware that a civil defense program is necessary to meet that danger?

[EDITOR'S NOTE: Mr. Randau, one-time vice president of United Press and former vice president and director head of Marshall Field Enterprises, serves cooperation. Broadcasting • Telecasting hopes every broadcaster in the country will respond to his appeal.]

Who's on First?
EDITOR:
A very interesting story ("Did He Invent Radio?"); do you think there is anything to it?
B. G. H. Rowley
U. S. Representative
Marcum's Wireless Telegraph Co. Ltd.

[EDITOR'S NOTE: The story in Broadcasting • Telecasting, March 19, pointed out the possibility that Nathan B. Stubblefield, a Kentucky inventor, sent voice radio transmissions before Marconi.]

Help For Haupt
EDITOR:
An effort is being made by certain radio and newspaper interests, seeking to have set aside the policy rule of the Reconstruction Finance Corp. which prohibits loans to radio, newspapers and others engaged in the dissemination of news. We would appreciate hearing from any radio station owner who has ever applied for a loan to RFC and had its application refused solely upon the grounds of this so-called "policy."

We would also appreciate very much being advised by any radio station owner if he has been able to secure a loan from RFC. We are merely seeking information, and there will be no request for any assistance on your part in connection with our present efforts to have undone what we believe to be an unjustified discrimination against radio and newspapers...

William H. Haupt
President,
KVVC Ventura, Calif.
133 S. Market St.
Inglewood, Calif.

Cheap Labor
EDITOR:
There seems to be a new low in radio remuneration according to these ads ("Help Wanted" classified section of Broadcasting • Telecasting)... What's hap-

(Continued on page 18)
Take your design cue from airmen who praise the superiority of ARINC types!

"Records kept by our company show replacement of ARINC tubes to be only 2% as compared with an average of 49% replacement for 13 types of regular tubes over the same period."

W. W. LYNCH, System Communications Superintendent, Pan American World Airways System.

"Our company is using ARINC reliable tubes wherever possible. Experience has shown that equipment using these tubes seldom causes delays from tube failure."

J. H. CARMICHAEL, President, Capital Airlines.

"The effect of using ARINC tubes in our equipment became immediately apparent. Off-schedule removals of airborne equipment due to tube failures have been materially reduced."

J. R. CUNNINGHAM, Director of Communications, United Air Lines.

"During a six months' carefully controlled comparison service test, ARINC tubes required only 1/4 as many replacements as first quality standard brand tubes."

FRANK R. WAGNER, Supervisor of Radio, Electrical and Instrument Engineering, TWA

"We have four VHF Navigation Receivers which have been in service for more than 1,000 hours each. Of the 104 ARINC tubes used, we have not had a single failure."

J. LANE WARE, Supervisor of Communications Engineering, National Airlines.

G-E 5-STAR ARINC TUBES ARE 5 WAYS BETTER!

A pioneer in manufacturing ARINC tubes, G.E. offers nine 5-star types which set new standards of dependability and long life. Specify these tubes in electronic circuits now on your boards, to increase safety factor, reduce upkeep costs, build reputation for your equipment!

G-E 5-star ARINC tubes are a joint achievement of Aeronautical Radio, Inc., and General Electric Co. Built with exacting care—individually tested—they accent the reliability of altimeters, radio compasses, h-f receivers, other apparatus that guides air passengers safely to their destinations.

Learn more about G-E 5-star tubes! Write for Bulletin ET-B29A, which tells the story of their design, manufacture, and testing...

GL-5654—Sharp-cutoff h-f pentode
GL-5670—h-f twin triode
GL-5889—Power-amplifier pentode
GL-5725—Semiremote-cutoff h-f pentode
GL-5728—Twin diode
GL-5748—Remote-cutoff h-f pentode
GL-5790—Pentagrid converter
GL-5751—High-mu twin triode
GL-5814—Medium-mu twin triode

GENERAL ELECTRIC
Open Mike

(Continued from page 14)

pening to radio? $50 or $60 isn’t a living wage in these times even for a single person. Is radio looking for rich playboys to dabble in broadcasting—or do they really want experienced men of substantial background? . . .

Anna Mae Collins
Rockford, Ill.

FM’s Alive and Kicking

EDITOR:

I would like to comment briefly on your editorial “FM’s Aches-TVs Balm?” in the June 11, 1961, edition of Broadcasting & Telecasting.

Forgetting for a minute the present furor over FM’s specialized services, (which, incidentally, I believe will result in the Commission’s eventual blessing of these services under reasonable regulation), there are a few things that must be taken in consideration in connection with any proposal to use a portion of the FM band for three additional television channels.

You state that “substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles.” This might be true if you could space these 700 FM stations over the country solely from an engineering and geographical standpoint, neglecting of course, the economics of the situation.

Inasmuch as I am quite familiar with the Chicago situation, I call to your attention the following facts:

There are 18 FM stations on the air in Metropolitan Chicago now.

Of these 18 FM stations—

1. provide program service, no part of which is heard on AM;
2. provide the only evening program service for daytime AM affiliates;
3. provide substantially greater coverage than their AM affiliates;
4. are the only radio stations in their communities.

According to a survey taken in April, 1961, by a very reputable nationally known organization, over one million people regularly listen to these 18 FM stations.

I defy any engineer to figure out how these 18 stations could operate on the suggested two megacycles or 10 channels.

We and many others have been fighting for successful operation in spite of many artificial handicaps for some years, and you may be sure that any attempt to take part of the FM band for television would be resisted with the maximum effort.

WEAW has a sufficient number of listeners who count on it for valued program service to justify the continuing of advertising expenses by over 100 advertisers . . .

Edward A. Wheeler
President WEAW (FM)

Rockford, Ill.

[EDITOR’S NOTE: Mr. Wheeler, one of the country’s more energetic and successful FMers, has a point to make. It is obvious that the FM station population in these markets will be maintained. Moreover, there’s other adjacent VHF space that could be utilized.]

MILWAUKEE Awards Announced

MILWAUKEE COUNTY Radio & Television Council has announced its radio awards and TV mentions after tabulating more than 10,000 votes from members of affiliated civic and social groups. Because Milwaukee is a one-TV station market, only mentions were given in the video groupings, according to the awards chairman, Dr. Ella Clark of Marquette University.

WOKY earned first place among programs for young children with Playtime for Children. First place went to WTMJ in programs for children from 9 to 12 for Young Moderns and Author Talks Books with WISN winning top elation in the teenagers category for Your Question Please.

Three groups of public service shows were ranked by council members.

In the personal and social problems division, WISN and WEMP tied for first place with Road to Tomorrow and Marquette Workshop. WISN and WTMJ tied for first in the public issues classification, with Common Council, from the mayor’s office, and Mr. Jaycee. WTMJ’s Kilowatt Hour earned the top award in the cultural classification.

Honorable mentions went to WISN for its Conservation Trail and Suicide Prevention, and WTMJ for Let’s Forget and to WFOX for the Jesus Mass Broadcast. Mention was also given to WISN WFOX WEMP and WMIL for the combined coverage of MacArthur’s homecoming.

Local video shows telecast by WTMJ which were cited included Sunday Morning Church Services, the Explorers’ Club, the Library Story and the day-long MacArthur coverage. Network shows mentioned were Mama, John Cameron Swayze, Kieran’s Kaleidoscope, Voice of Firestone with Howard Barlow, Pulitzer Prize Playhouse and the Senate Crime Hearings.

A GIANT problem with a SMALL solution

The problem is inflation, defined as “a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what’s to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the individual . . . with the worried little man cartoonists use to symbolize the public.

What he does in the months ahead will have an important effect on the fate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and “pay as it goes.”

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We’d be glad to tell you more about it.
what's happened to radio in

SCRANTON WILKES-BARRE ?

WGBI

makes it bigger, better, more profitable than ever in the Nation's 21st Market!

Scranton's strictly a radio town—no television stations in Wilkes-Barre or Scranton. It's strictly WGBI's town too... with consistently phenomenal Hoopers like these to prove it: Mornings 61.1, Afternoons 53.6, Evenings 71.6!

Scranton—Wilkes-Barre and its 674,000 Pennsylvanians are too important for any advertiser to overlook. Include them next time you're making plans... along with the one station that sells them morning, noon and night!

(Figures from Hooper Radio Audience Index: March-April 1951)

WGBI MOVES UP with a brand new 265-foot tower now located only 11 air miles from Wilkes-Barre. All new transmitting equipment, too... giving more spending people better reception than ever before!

Mrs. M. E. Megargee
President

George D. Coleman
General Manager

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

LOUIS MILANI FOODS Inc., L. A. (1890 French Dressing and other food products), on varied schedule in 17 week campaign, has started sponsoring participation in home economic and personality programs on 28 California and Nevada radio and television stations. List includes KNBC KGO KFBC KCBS KJBS KYA KROW KPBK KERN KWO KMJ KOH KNX KPI KLAC KHJ KIST KGB KITO KVEN KRON TV KO- TV KPIX TV KECA TV KLAC TV KHB TV KTTV KTSL TV. Agency: Marketers Inc., L. A.

LIBBY, McNELLY & LIBBY, Chicago, for its pineapple juice, sponsoring heavy saturation campaign of about 10 TV spots weekly in Chicago, New York and Philadelphia for 13 weeks. Agency: Foote, Cone & Belding, Chicago. Schedule may be extended later.

MAIER BREWING Co., L. A. (102 Beer), with cooperation of Greater Los Angeles Press Club June 20 starts weekly 30 minute Press Conference on KECA-TV that city. Chet Huntley will be moderator. Contract is for 26 weeks. Beer firm has started 15 minute Lee Wood News thrice weekly for 52 weeks on KTSL TV Hollywood and sponsors 2½ hour Friday night Wrestling on KLAC TV same city. Film spots are used on KFMB TV San Diego. Company in addition sponsors five weekly 15 minute transcribed Lonesome Gal on KHK KMPC Hollywood and KERN Bakersfield; transcribed thrice weekly Philo Vance and twice per week Boston Blackie on KELA Los Angeles; participation in daily Swing Time and Joe Adams Show on KOWL Santa Monica. Spot announcement schedule is maintained on seven Southern California stations. List includes KFI KNX KHJ KECA KITO KLAC KMF. Agency: John L. Edwards & Assoc., L. A.

**Network**

WILDROOT Co., Buffalo, to sponsor 15-minute segment of CBS FIB In Peace and War being dropped by PROCTOR & GAMBLE, while GENERAL MILLS will continue sponsorship of other half through summer, Thursday, 8-8:30 p.m. Agency: BBDO, N. Y.

PET MILK SALES Corp., St. Louis, renews Fibber McGee & Molly, Tuesday, 9:30-10 p.m., on NBC for another 37 weeks effective in late Sept. Agency: Gardner Adv., St. Louis.

SUMMER replacement for Big Story, sponsored by American Cigarette and Cigar Co. (Pall Mall cigarettes), will be The Door With No Name, starting July 6 for eight weeks, 9-9:30 p.m. Fri., on NBC-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

M. & M. Ltd., Newark, N. J. (candy), through William Esty Co., N. Y., renews its alternate-Sunday sponsorship of Super Circus, over ABC-TV, 5-6 p.m., effective Aug. 12 through Jan. 27, 1952. Bauer & Black (for Curity First-Aid Supplies) will sponsor 5:30-6 p.m. portion for five-week hiatus period preceding Aug. 12.


COLGATE-PALMOLIVE-PFEIT Co., Toronto (soaps), as summer replacement for 15 weeks, starts Strike It Rich replacing The Happy Gang on Trans-Canada network, Mon. through Fri., 1:15-1:45 p.m., on ABC, effective June 4 for 52 weeks, with stations increased to 207. Agency: Dancer-Fitzgerald-Sample, N. Y.

BLOCK DRUG Co., Jersey City (Ami-duent), to sponsor No School (Continued on page 80)

KVOO

OKLAHOMA’S GREATEST STATION

50,000 WATS 1170 KC NBC AFFILIATE

KVOO

RATE FACTS

1942  1951

Radio Families  159,599  472,330

Minus TV Families  69,800

Net "Radio-only" Families  159,599  402,530

Basic hour rate (network)  $260.

% Increase radio families  +152%

% Increase hour rate  +15%

If rate were adjusted to audience increase, KVOO’s rate should be $655

*NBC Survey, 1942: **BMB-1949-1950*3.6% adjustment to 1951: ***NBC Estimate, March 1951

Latest Tulsa Hooper shows KVOO again leads by substantial margins morning, afternoon and night.
NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
KRNT
THAT
KNOW-HOW
GO-NOW**

STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

* Leads Morning, Afternoon, and Evening
(C. E. Hooper Audience Index, Oct. '50
thru Apr. '51).

** Iowans DO "Go Now" when KRNT tells
'em what and where to buy! Listeners act
and react, as shown by the fact that KRNT
has by far the most local advertisers...
has had the most the longest!
In The Public Interest

Gas Failure
KELO Sioux Falls, S. D., offered its facilities for broadcasting vital information to the public when a gas line exploded, cutting off the gas supply to a 20-mile area. Announcements kept public abreast of repair work and told listeners how to handle their own gas appliances to prevent serious property damage and physical injuries. Station was commended by the Central Electric & Gas Co., Sioux Falls, for "grand job" of radio coverage, failing which "a very serious situation would have developed."

Polio Fight
KFMO Flat River, Mo., received the Homer P. Rainey Award from the Missouri State Polio Foundation for outstanding efforts in raising funds to fight polio. KFMO was given award on May 1 for this year's broadcasts in which St. Francois County took part since last February. Station claims this has been the "major means" of raising quota for county.

Citizenship Day
KFILN Denver broadcast the 12th annual "I Am An American" Day program at the City Auditorium May 20, including naturalization ceremonies. Station claims that, by virtue of its weekly 18 hours of foreign language entertainment, it reached 200,000 plus foreign-language citizens, through the exclusive broadcast. KFILN features Spanish, Mexican and Italian disc jockey programs.

Circus Party
BENEDICT GIMBEL JR., president of WIP Philadelphia, played host to 5,000 underprivileged children at the 37th annual Gimbel Bros. Circus Party May 21. Children came as guests from 86 Philadelphia institutions, including hospitals, orphanages, playgrounds, schools and charitable and religious organizations. The Circus Party is a tradition established in 1925 by Mr. Gimbel's uncle, the late Ellis A. Gimbel, merchant-philanthropist.

Fair Trade
NEWSMEN at WMT Cedar Rapids, Iowa, claim they promoted a "fair trade" with the police by exchanging one of the state's most elusive criminals for an exclusive interview. A former WMT regional correspondent tipped off the station on the location of Frank Harpas, who had stolen a truck and engaged in jailbreaking. Newsman Cole McMartin tipped the police and later obtained a spot interview.

YMCA Appeal
APPEAL by WEST Easton, Pa., for six electric toasters to be used at a YMCA camp in the Pennsylvania mountains brought in pledges for 34 of the items within 23 minutes of an announcement by disc jockey Ted Pierce May 31. Mr. Pierce's program, DJ Club, is heard daily, 12:30-1:30 p.m.

Cancer Crusade
TOTAL of $7,926 was raised by WHAS-TV Louisville, Ky., as a result of its 13-hour Cancer Crusade held last in April, Victor A. Sholls, vice president and director of WHAS-AM-TV, announced fortnight ago. Money was turned over to Kentucky and Indiana divisions of American Cancer Society. Participants in broadcast drive included county leaders and WHAS-TV talent. Local groups assisted in answering phone calls which, at one point, came in at the rate of 24 per minute. All pledges were announced on the air.

Fund Drive
A FUND drive seeking contributions for a kids' summer camp was

(Continued on page 80)
Oh say can you see-

"That's Jonesey—putting out his flag again. He hasn't missed one Sunday in the eight years we've been neighbors. I used to kid him about it a lot. Asked him why didn't he buy a cannon to shoot off with it. He took it good-natured-like. But we got to talking last week about war in general. That was the first time I even knew he had a son.

"His boy, Joe, enlisted right after Pearl Harbor and got overseas fast. When young Joe came back, Jonesey met him at the railroad station, stayed up with him all night and rode out with him to the cemetery on the hill. After it was all over, the sergeant gave Jonesey the flag that had covered Joe. That's it over there. I don't kid Jonesey any more.

"Instead, I've been listening respectfully when he talks about the flag... only when he says it, it's Flag. With a capital F. Same capital F he puts on Freedom, which is what he really means. Jonesey sure made me think about Freedom a lot. For instance...

"When I vote, nobody knows where I put my X's. Nobody puts me in jail for picking out my own church. And no teachers tell my kids to spy on me and turn me in because I squawk about taxes or high prices. And when I told my boss I was quitting to open a little grocery with the dough I'd saved in war bonds, he wished me luck and said he'd have his missus buy their groceries from me.

"That's what Jonesey meant when he said our Freedom is right under our noses. Can't feel it or see it. But it's there just the same, wrapped up in every star and stripe in that Flag across the street.

"And, if you'll excuse me, I'm going outside and hoist my own Flag, too... just bought it last night. Oh say can you see? I sure can... now!"

**Republic Steel**

Republic Building, Cleveland 1, Ohio

*Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America who owes much of her prosperity to her many huge industries that provide her people with the world's finest living. Through these many industries, Republic serves all America. A typical example can be found in the Petroleum Industry whose products furnish much of the nation's power, heat and light. In this production, too, steel plays a vital role... carbon, alloy and stainless... much of which comes from the many mills of Republic.

* * *

This message is one of a series appearing in national magazines and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or reproduce, write Dept. M, Republic Steel, Cleveland, Ohio.
We don't hold with those who—as ANA—suggest that a TV home is completely and forever lost to radio, but suppose every radio family in WOAI's area which could conceivably become a TV home (only a little more than one-fourth are TV homes now) did secede from WOAI's 28-year history of dominant coverage. 621,650 homes outside the TV area still would be served by WOAI. That's 77% more homes than WOAI served in 1942. WOAI's rate has increased only 13% since 1942. Hooper shows WOAI leads in audience morning, afternoon and night. WOAI is a better than ever buy!

So

Even if every radio family in WOAI'S TV area should secede, WOAI, instead of cutting rate, still might logically increase its rate by a very substantial amount.

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
RADIO-ADVERTISER LIAISON

ANA, Affiliates Group Meet

BUYERS and sellers of radio time are seeking an operating formula under which they would cooperate to attain their common goal—sale of goods and services. This bright spot in the troubled radio advertiser-radio station scene developed Thursday as members of the radio-wide Affiliates Committee met with representatives of the Asso. of National Advertisers.

The two interests—medium and buyer—have been shooting at each other since ANA came out last summer with a series of figures designed to cut radio rates off at the knees because of television’s impact.

Radio operators suffered two setbacks this spring when (1) ANA unleashed a new series of figures, and (2) CBS touched off a series of network radio rate cuts.

Hope for development of closer and more fruitful liaison between radio and its advertisers was voiced Thursday by Paul W. Morency, chairman of the Affiliates Committee, after an initial three-hour conference with ANA leaders.

Mr. Morency described the conversations as “very satisfactory” and said he was pleased that they had turned up “no areas of violent disagreement” between advertisers and radio men. Another meeting is planned in about two weeks.

Interest Is Common

Mr. Morency, of WTHC Hartford, who was accompanied at the session by Committee members Clair McCollough of the Steinman Stations and Edgar Kobak of WTTA Thompson, Ga., said he had found no evidence that the ANA officials are not interested in maintaining radio on a strong basis, “just as we are interested.” He felt that frequent contact between radio and advertiser would lead to better understanding of common problems and work to the advantage of both groups.

In another Thursday meeting the three Affiliates Committee members conferred with a subcommittee from the National Assn. of Radio & Television Station Representatives to canvas means of cooperation with the committee in its efforts to bolster radio’s rate structure.

“We found many areas of agreement and none of disagreement,” Mr. Morency reported, asserting that the NARTSR group had reasserted its support of BAB and would work to secure greater backing of both BAB and the Affiliates Committee.

In the meantime CBS, whose cut in its network radio rates prompted spontaneous formation of the industry-wide Affiliates Committee, announced it was “the first of the major networks to report a 100% acceptance” of its rate cut by its affiliates.

ABC two days earlier reported it had advised advertisers and agencies that its affiliates had accepted the ABC reduction in time costs. NBC officials said all but about a dozen of its affiliates have agreed to make the NBC rate reduction effective July 1—the date set by the other networks and requested by NBC—and that the remaining dozen had agreed to accept the cuts when the full 90-day notice provided in affiliation contracts expires Aug. 3. Mutual's rate adjustment, last to be announced, has the approval of the new Mutual Affiliates Advisory Board.

The ANA group at the conference with the Affiliates Committee representatives was composed of ANA President Paul West; N. H. McElroy of Procter & Gamble; George Duram of Lever Bros., chairman of the ANA committee which conducted the second ANA radio rate study, and Walter Lantz of Bristol Myers.

Purpose of Session

The session was called as an exploratory one and did not consider the specific question of radio rates—a subject which ANA officials declared taboo when they agreed to the meeting. With ANA President West slated to be away for several weeks, Mr. McElroy as ANA vice president will head the advertisers group at the next conference.

Representatives of NARTSR at the meeting with the Affiliates Committee were President Robert Meeker, of Robert Meeker Assoc.; Murray Grabhorn, newly named managing director of NARTSR (see story page 24); Wells Barnett Jr. of John Blair & Co., and Joseph Weed of Weed & Co.

Mr. Morency said no date had been set for the next meeting of the full Affiliates Committee, but that the members will be given a full report of the ANA and NARTSR conferences.

The network time-cost reductions which led to creation of the Affiliates Committee will give advertisers 10 to 15% off on afternoons and evening time. Only the CBS cut had been announced at the time the committee was formed, but after one round of conferences with officials of the other networks, committee men were convinced that the other networks would shortly follow suit. Mutual’s rate-adjustment announcement almost three weeks ago made it a clean sweep.

GROSS time sales of the four nationwide networks during April 1951 totaled $15,921,908, according to the records of Publishers Information Bureau. More significant than the number of dollars, however, is the fact that this total is slightly (0.02%) ahead of the $15,918,972 gross for the month of April 1950, reversing a downward trend which for a year or more has found each month’s combined gross almost invariably falling behind the total for the same month of the previous year.

Cumulative figures for the first four months, for example, show a 1951 combined network gross of $64,064,755, a drop of 1.8% from the $65,252,973 figure for the first three of 1950.

Of the four national radio networks, CBS and MBS made gains in April 1951 over April 1950. Billings of the other two, ABC and NBC, were less last April than the year before, but their losses were not enough to reverse the gains of CBS and MBS.

Last April was the month in which CBS announced its rate reductions, a move described by that network as forced by the threats of advertisers not to renew schedules at prevailing rates. The PIB report emphasized that the rate cut decision was made in recognition of future withdrawals of sponsors, since business in the CBS shop at the time the rate cut decision was bigger than it was the year before. Billings for April 1951 and April 1950 were:

<table>
<thead>
<tr>
<th>Network</th>
<th>April 1951</th>
<th>April 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,975,078</td>
<td>$3,125,603</td>
</tr>
<tr>
<td>CBS</td>
<td>6,509,147</td>
<td>6,054,738</td>
</tr>
<tr>
<td>MBS</td>
<td>1,559,801</td>
<td>1,441,462</td>
</tr>
<tr>
<td>NBC</td>
<td>4,097,832</td>
<td>2,284,618</td>
</tr>
</tbody>
</table>

The list of top 10 network clients for April of this year shows little

(Continued on page 88)

June 18, 1951 * Page 23
NARTSR ELECTS

MURRAY GRABHORN was unanimously elected managing director of the National Assn. of Radio and Television Station Representatives at its regular membership meeting in New York Wednesday. He succeeds T. F. Flanagan, managing director in 1948, who resigned because of ill health, NARTSR President Robert Meeker & Assoc. announced following the meeting.

Mr. Grabhorn, until recently ABC spot sales supervisor, has been broadcasting for more than 20 years. Starting in 1928 with the Don Lee Broadcasting System as a salesman with KHJ Los Angeles, he became sales manager.

ABC-UP&T DEAL

Justice Dept. Eyes Phases

JUStice Dept. scrutiny of the proposed ABC-United Paramount Theatres merger was underway last week.

R. Graham Morison, head of the anti-trust division, revealed that Justice had requested in writing full details of the $25 million merger.

The "close interest" exhibited by Justice reportedly stems from the aspect of the merger which might put UP&T back into production, thereby partially undoing the consent decree of March 1949.

Under the consent decree, the government required old Paramount Pictures to separate its film production activities from its distribution and theatre-ownership operations [Broadcasting • Telecasting, May 28].

Meanwhile, although the transaction was announced on May 23, prospects for completion of the merger before late summer dwindled as spokesmen said applications which need FCC approval will not be filed until after stockholders' meetings in July [Broadcasting • Telecasting, June 11].

Gannan Leaves B&B

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, has resigned [Closed Circuit, June 11] to form a new firm, Armstrong, Gannon & Assoc., in New York and Washington, D. C. It will specialize in industrial public relations accounts. Spencer Armstrong is the director of Opinion Leaders of America and was previously director of the Bituminous Coal Institute.

Mr. Gannon

Grabhorn Named Managing Dir.

CHARLES F. GANNON, TELECASTING, May 28

GRABHORN was named managing director of the Radio Television Station Representatives (NARTSR), the national association of radio and television station owners.

Mr. Grabhorn was named as successor to T. F. Flanagan, who resigned because of ill health.

EVANS NAMED

Succeeds Wallace at ABC

APPOINTMENT of Jacob A. Evans, manager of sales development, advertising and promotion for NBC National Spot Sales, as manager of radio advertising and promotion, effective today (Monday). Mr. Ryan is a former ABC executive.

HARRY S. ACKERMAN, who stepped down from a CBS vice presidency a year ago, was returned to that post in charge of network programs in Hollywood last week in a move which was seen as a forerunner to other CBS executive changes.

Howard S. Melghan, vice president and general attorney, who is in charge of Hollywood operations including sales, station operations and general administrative functions, is slated to return to New York shortly. Reports that he would return to the New York headquarters have persisted for several months, and indications last week were that the return may come this month.

Mr. Ackerman's election to a vice presidency came Wednesday at a board of directors meeting which also named James E. Conkling, president of Columbia Records, to the CBS board membership recently vacated by the resignation of Isaac D. Levy [Broadcasting • Telecasting, June 4]. The board meeting coincided with the CBS stockholders meeting at which Columbia's acquisition of Hytron Radio & Electronics Corp. was approved (see story page 25).

Mr. Ackerman gave up a vice presidency last June in order to share in equities in shows he created. At that time he became executive head of production and was signed to a new long-term contract by the network.

He has been with CBS since 1948, when he left the vice presidency in charge of radio program operations for Young & Rubicam to become CBS executive producer. He has been with Y&R since 1936. Named CBS director of network programs, Hollywood, in June 1948, he subsequently was advanced to the vice presidency which he gave up in June 1960.

KATY Joins ABC

KATY San Luis Obispo, Calif., has affiliated with ABC, becoming the networks' 297th radio affiliate, ABC announced last week. The station, which is managed by John Yeargan, owner and president of the Pacific Broadcasting Co., transmits full-time with 250 w on 1340 kc.

ACKERMAN BACK

Renamed CBS Vice President

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COMMERCIAL telecasters, facing a direct challenge from the Ford Foundation to show the sort of job they can do in TV education, assemble in Washington Friday to decide how to meet the challenge and how to maintain high program standards.

Creation of an agency to guide TV stations in meeting this challenge may emerge from the all-industry meeting called a month ago by NARTB to deal with growing criticism of video programming.

At the time the meeting was arranged [Broadcasting * Telecasting, May 21], NARTB's Educational Program Standards Committee was concerned over the "ever-increasing swell of criticism directed against commercial programming from many sources."

The committee was worried about "well-organized efforts being made by educational groups to secure control of a very considerable portion of the frequencies available for TV uses."

Last week, however, the whole tenor of the Friday all-industry TV meeting was changed by an announcement from Ford Foundation that it believed commercial telecasting, with a billion dollar potential, "will be the real impact of television on this country—on its level of information, its emotional maturity and its unconscious behavior patterns" [Closed Circuit, June 11].

Fears Dispelled

The foundation, according to James Webb Young, its consultant, feels it should "work within this stream to promote educational telecasting."

This recognition of the power of commercial TV brought immediate approval from the broadcast industry, observers said. It dispelled fears that the heavily endowed foundation had become over-run with anti-commercial pedagogues. NARTB didn't like sponsored telecasting.

At the same time the announcement caused some concern at the National Association of Broadcasters. The educational broadcaster lost the foundation's interest in efforts to obtain TV allocations to accommodate non-commercial educational stations.

While plans for an advisory group to show the foundation what commercial TV can do along educational lines have not been put on paper, it was felt the all-industry meeting might come up with a concrete proposal.

Such a proposal could range from a purely counselling committee to a full-scale cooperative group representing telecasters, advertisers, agencies, educators and perhaps government.

With educators and TV critics touting the "true potential" of telecast stations because of program caliber, necklines, multi-spotting and obnoxious commercials, station operators will find themselves under many pressures when they meet Friday.

Actual agenda for the closed Friday meeting will be drawn up Thursday by the NARTB-TV Program Standards Committee, all of whose members are TV directors. Other TV directors have been invited to attend the Thursday meeting so the TV board can take up such problems as completion of NARTB's "program channel" report.

The Thursday meeting will come face to face with the Ford Foundation's challenge. Some observers contend the foundation's acceptance of the industry's position that it can do an educational job is a make-or-break proposal. If the industry fails to produce funds, knowledgeable personnel and implement the foundation's idea, then telecasters face the danger of being labeled video medicine men without proper perception of public service responsibility, it is contended.

NARTB headquarters was hopeful at the weekend that well over three-fourths of TV stations, perhaps more, will be represented at the all-industry meeting Friday. Site will be the Statler Hotel in Washington.

CBS-HYTRON MERGER

Stockholder Groups OK

Robert D. Swerny, WDSU-TV New Orleans, is scheduled to open the Friday meeting as chairman of the program standards group. He will introduce Dr. Kenneth H. Bacon, a research director, who will review a TV programming analysis based on station logs for the May 6-12 week.

The analysis will cover ratio of commercials to educational programs, network and local sources, spot announcements and similar factors rather than program content.

Coy Is To Talk

FCC Chairman Wayne Coy is to appear at 11 a.m. for a discussion of the TV programming situation. It was believed he would answer questions from the floor.

Sen. Edwin C. Johnson (D-Col., chairman of the Interstate & Foreign Commerce Committee, will address the luncheon session.

Air King products will include statements by industry members and frank discussion of the issues raised. In a nutshell, the industry expects to use a look at itself, Friday in an effort to see where it is heading and decide if anything should be done about TV programming at this stage.

Suggestion has been made that TV stations should act quickly and develop a program for Mr. Young to submit to the Ford Foundation's board.

The educators' association became agitated Wednesday when it saw the exchange of correspondence between NARTB President Harold Fellows and Associates, who had appeared a week before at the NARTB's television board meeting to outline his views.

Edward L. Bernays, famed press agent and chairman of NARTB's public interest committee, sent a hot telegram to Dr. Robert M. Hutchins, associate director of the foundation, asking him to clear up any misunderstanding that the foundation was opposed to educational channels for TV.

Mr. Young said, after reading the Bernays telegram, he would express his position clearly in his letter to Mr. Fellows and had nothing more to add.

While NAEB made similar reference to TV and hoped the nation's level of information would not depend on "dictates of (Continued on page 78)
**BAB PITCH**

**Dorrance To Develop**

**DICK DORRANCE has been retained by BAB to develop its major presentation of the radio medium. William J. White, the then BAB president, announced in New York Thursday [CLOSED CIRCUIT, June 11].**

Mr. Dorrance, formerly a partner in Dorrance-Waddell Co., the New York advertising agency, has agreed to Mr. Dorrance's taking on "this important and time-consuming assignment," Mr. Ryan said, expressing BAB's appreciation to Mr. White.

Full cooperation of all four networks will be available to Mr. Dorrance in carrying out his assignment, Mr. Ryan continued. The presenters of NBC, CBS, ABC and Mutual have individually offered to turn over to BAB for use in its major radio presentation all the facts and figures at their disposal. Additionally, the heads of virtually all of radio's research services have volunteered to cooperate with BAB in presenting the contest. Mr. Dorrance has already started on the assignment and BAB plans to have the project completed by mid-summer, he said.

Meanwhile, Mr. Ryan continued, BAB's own staff is at work on a "whole series of projects," several of which will be published and sent to members. A retail service bulletin for July-August, containing sales opportunities leads and a special section on public utilities advertising budgets, already had been mailed, he said. Seven new BAB co-op cards, with seven major advertisers' cooperation, advertising six issues and 23 co-op issues, would go out to the membership by week's end, he announced.

**Public Utility Expenditures**

Public utility companies last year spent 70 cents per customer on advertising, with 6.7% of all expenditures spent for radio and 2.0% for television time and talent, according 34.7% for newspaper space, according to the analysis made by the public utilities advertising association.

Before the end of June, Mr. Ryan went on, two more sales aids will be available to members and include a new department store radio advertising folder expected to be mailed by June 22. On or about July 2, BAB will initiate a unique contest designed to build up use by BAB members of a mass of radio success stories and case histories," and, later next month, the September edition of the retail service bulletin will be issued.

Under preparation for distribution the end of this month, Mr. Ryan added, will be the first of three monthly reports of BAB's independent operation plus details of its future plans. It will go first to members, later to station prospects, advertisers and agencies, he said.

Around Aug. 1, two new retail information folders will be published, one covering the dairy industry, and another covering the children's and infant's wear. Also, three sales presentations based on newspaper vs. newspaper tests of Advertising Research Bureau's ARB studies, will be ready shortl. Method of the tests is to spend equal amounts in radio and newspapers, and interview shoppers to determine which medium influenced them to look for the ad.- vertised merchandise. Radio has consistently outpolled its competition, Mr. Ryan said, and BAB will publish results of 51 of these studies in three main merchandise categories.

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**RICHARDS CASE**

**Examiner Proposes Dismissal**

**DISMISSAL of the celebrated Richards case was proposed last week by the examiner in the case of the death of Mrs. L. D. Richards.**

Mr. Richards, chairman of the board and KMPC Los Angeles, died May 28 [BROADCASTING • TELECASTING, June 4].

In an initial decision, James D. Cunningham, FCC hearing examiner, proposed the dismissal of proceedings instituted by the FCC against the Radio News of Los Angeles. A complaint filed by Mr. Richards alleged that the slanting of news on WJRG.

Mr. Cunningham pointed out that the FCC inquiry had been directed into the question of whether the corporations operating WJRG, WAGR and KMPC were qualified to hold station licenses as long as they were under Mr. Richards' personal control. Mr. Richards' death, therefore, eliminated the issue.

The FCC examiner said that final disposition of the proposals "for continued operation of these radio facilities" would be "made pursuant to connection with such applications as are expected to be filed in behalf of the corporate entities and for involuntary transfer of control."

These applications will be filed after June 19, the date set by the Los Angeles courts for proceeding. Mr. Richards will, according to Louis C. Caldwell, Washington attorney representing the FCC examiner, would issue a decision on the matter and render a final decision.

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**AFA URGED TO COUNTER TAXES, RESTRICTIONS**

**ACTION to combat taxes or restrictions on advertising was taken last week by the Advertising Federation of America, which held its annual convention June 10-13 at the Chase Hotel, St. Louis.**

AFA adopted a resolution calling on its members and clubs to meet these challenges wherever they appeared. Another resolution specifically criticized a report by the Joint Committee on the Economic Report, which spoke at the Tuesday morning general session on special advertising problems.

A feature of the final day was a session on television's present and future. Participants included Louis A. Hausman, CBS vice president in charge of sales promotion and advertising; Don L. Kearney, recently named to the new post of television program manager at the Katz Agency; John A. Thomas, head of TV account service, BBDO New York; Newman McEvoy, vice president and media director, Cunningham & Walsh, New York, and Robert P. Wakeman, research engineer, Allen B. DuMont Labs.

Direct Dealing Advised

In his government relations talk Mr. Hardy suggested the best way of dealing with government is by "direct and open above-board negotiation with the government and by the legal examiner in the fundamental educational processes."

Commenting on the joint committee report, Mr. Hardy cited introductory language as follows: "Promotion from economic point of view, one of the most desirable excise taxes that could be levied would be a tax on advertising, especially on that urgent consumption to buy goods. A heavy tax currently imposed (on advertising) may have a variety of results. The advertising of some types of products may be discontinued for financial reasons. Others may reduce the amount of their advertising. In some cases advertising media would reduce their rates of advertising and absorb part of the tax. In others, advertisers may shift direct advertising by mail or by hand bill posting which could not be made to apply to these types of advertising."

Mr. Hardy observed that this recommendation went into the ordinance and was released to officers of the government without a dissent from any of the 14 Senators and Congressmen who made up the committee. He explained that the report was prepared by the committee's staff and now is being urged upon the tax committee of the FCC in behalf of enactment of excise taxes on advertising.

He warned of the challenging aspect of "government behind the government," consisting of so-called experts often picked for their friendliness to a point of view. Many of these experts rely almost exclusively on textbook materials and do not share the reports giving evidence of "the lack of practical understanding of the basic economic and social factors involved."

Few members of Congress have considered business or professional experience, Mr. Hardy said. He ex- (Continued on page 90)
WHO WILL succeed Comr. Frieda B. Hennock on the FCC was the big question in Washington last week following the first woman Commissioner's resignation as a federal district judge in New York.

While the vacancy will not occur until the Senate's confirmation of Miss Hennock's appointment, speculation spontaneously developed on the successorship.

Leading candidate, at deadline, was understood to be Mr. Bartley, nephew of Speaker Sam Rayburn of the House, who is well known in broadcast and Congressional circles. He has been with the NAB, the FCC, and the Yankee Network before assuming his present post as administrative assistant to Mr. Rayburn.

Speaker Rayburn admits that Mr. Bartley is being considered by the White House. However, he is withholding comment on whether he has contacted the President in the last few weeks in the political circles that if Speaker Rayburn decides to make a strong bid for Mr. Bartley, the Chief Executive will be hard put to deny the request.

The strong factor that defies an immediate decision by the White House is that Comr. Hennock must first be confirmed by the Senate. Until she actually makes her curtsy from the Commission, the question of a vacancy on the FCC is academic, politically sage point out.

The appointment probably would be Democratic. Comr. Hennock is a New York Democrat, FCC is composed of three Democrats, a like number of Republicans, and one independent.

Opposition was registered against Comr. Hennock's nomination the day after President Truman sent her name to the Senate last Monday for the federal bench in the Southern District of New York to succeed Judge Alfred C. Cox, who has retired.

Whitney Seymour, president of the Assn. of the Bar of the City of New York, and Louis M. Loeb, chairman of the bar's judiciary committee, issued a statement saying, "We are convinced that she is totally unqualified to be a United States District Judge and shall vigorously oppose confirmation of her nomination."

The bar spokesmen recalled that in 1949 Comr. Hennock's name was "submitted to the association for possible appointment to one of the then existing vacancies in the District Court, and after investigation, we reported that she was not qualified."

It was understood that the White House had sought clearance of Comr. Hennock's appointment for more than two months but that the bar repeatedly had turned down requests.

Comr. Hennock, first woman to be appointed to the Commission since its formation and first woman to be nominated for the federal bench in the southern district of New York, had not been slated for hearing by the Senate Judiciary Committee as of last Friday.

It is customary for the committee to give notice of a hearing by a subcommittee one week in advance. The committee has already scheduled hearings for tomorrow (Tuesday) for two other nominees for New York judgeships, nominations which were submitted to the Senate as a group along with that of Comr. Hennock.

There are contenders other than Mr. Bartley, thus indicating a wide choice should Mr. Truman seek elsewhere for his nominee to the FCC.

Mentioned is Fanny Newman Litvin, FCC hearing examiner since 1947. She is said to be favored by Comr. Hennock. If nominated, the selection of a woman would follow the precedent established by President Truman in 1948 when he nominated Miss Hennock.

Examiner Litvin was born in Butte, Mont., Feb. 1, 1906, and joined the newly formed law department of the Federal Radio Commission in December 1928 when Louis G. Caldwell was chief.

Another is Theodore Granik, * * * 

Washington attorney and moderator of NBC's American Forum of the Air. It had been reported that at one time Mr. Granik was a candidate for the chairmanship of the FCC when it was felt that his position would be vacated [CLOSED CIRCUIT, June 4]. Contacted last week by BROADCASTING & TELECASTING, Mr. Granik said he had not been asked by the White House. He said he was (Continued on page 36)

BARTLEY LEADS

As Hennock Successor

Mr. BARTLEY
* * *

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Coy Okayed

Wins Confirmation

MORE THAN three weeks before his current term would have expired, FCC Chairman Wayne Coy was approved late Thursday for full seven year reappointment to serve on the Commission.

Quick Senate confirmation of his nomination came at the close of upper chamber business. His reappointment becomes effective July 1, replacing June 30, 1958.

Nearly as quickly, Chairman Coy's nomination was given the green light by a unanimous vote of six to zero by the state Commerce Committee, announced Wednesday after an executive session.

The committee had held a one-day hearing of question-answer type on the President's nomination of Chairman Coy May 29 [BROADCASTING & TELECASTING, June 4]. President Truman sent Chairman Coy's nomination to the Senate May 22.

Mr. Coy was confirmed for reappointment to the Commission without objection. President Truman had not specified the nominee for the chairmanship because by law, the President may select the chairman from the seven members of the Commission. Mr. Truman is expected to rename him chairman as a matter of course.

Chairman Coy has served in that capacity nearly four years, succeeding Charles R. Denny Dec. 29, 1947, under a recess appointment by President Truman. He is listed as a Democrat from Indiana will be 48 years old this November.

Mr. Coy okayed for reappointment to the FCC

(Continued on page 36)

PLOTKIN QUITS

HARRY M. PLOTKIN, around whom many of the FCC's most controversial issues have revolved, last week resigned from the Commission staff. Following a two-week vacation, the former assistant general counsel will join the law firm of Arnold, Fortas & Porter as a partner.

Mr. Plotkin is to practice the firm's Washington offices and will devote his attention primarily to litigation and appellate work, but not necessarily specializing in radio matters.

In terminating his FCC service of nearly 12 years in the decade, as of last Tuesday, Mr. Pplotkin again bowed his head with Paul Porter under whom he served when the latter was Commission Chairman from December 1944 to February 1946. Mr. Porter, along with Thurman Arnold and Abe Fortas, are the senior partners in the law firm. Mr. Pplotkin, an adroitly brilliant attorney, successfully pointed the way for the Commission on many of its major problems. More recently, he had assumed a major role in the TV allocations proceedings as well as the color TV decision. It is noted that certain phases and lines of thought expressed in the Commission's color ruling were picked up verbatim by the Supreme Court majority in upholding the FCC last month [BROADCASTING & TELECASTING, June 4].

A native of Athol, Mass., Mr. Pplotkin was graduated magna cum laude from the Harvard Law School in 1937. From 1937 to January 1940, he was associated with Sullivan & Worcester, Chicago law firm, leaving to join the law staff of the FCC.

From 1942 to May 1948 he was chief of the litigation and administration division. During this time, in December 1948, Mr. Pplotkin was named assistant general counsel. In 1948 he became assistant general counsel in charge of the Broadcast Division.

Leaves FCC Staff

For Law Firm

Mr. PLOTKIN
* * *

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June 18, 1951 * Page 27
visit to the Land of Perhaps

ONE SUMMER MORNING a Double-Breasted Broadcaster who nested in the rocky province of Reality flew over to see what kind of birds lived in the sugar-coated forests of the neighboring region of Perhaps, where everything is made eternally lush by the rain of sweetness and light that falls daily from five to seven p.m.

Now and then he paused to chat with inhabitants he met along the way; because the Double-Breasted Broadcaster was an amiable bird who thought that the way to learn things about a new country was to ask questions of folks who lived in it. He passed the time of day with an indigent Cuckoo, who was without a clock or a window to throw himself out of, and asked directions of a Great Horned Owl who gave him a bum steer that took him to the jungle of Academia, the very heart of Perhaps.

There he spied a fuzzy-Crested Orach sitting far out on a limb (where Fuzzy-Crested Orach always sit) in an applesauce tree. The Fuzzy-Crested Orach was reading Vol. 7 (Damascus to Educ) of the Encyclopedia Britannica.

"That’s a mighty fine looking edition you’ve got there," the Double-Breasted Broadcaster said admiringly as he alit on the limb. He had never been lucky enough to stump the experts on Information Please or rich enough to buy an Encyclopedia Britannica.

"Like it?" said the Fuzzy-Crested Oracle. "They grow on trees over here in Perhaps. Of course, I own all the trees. Tell you what, how about buying a set? Only nine hundred and ninety-nine dollars and ninety-nine cents, with a dollar down and the balance paid by you, your heirs and assigns."

"No, thanks," said the Double-Breasted Broadcaster. "I can’t afford it."

"That’s the trouble with your kind," said the Fuzzy-Crested Oracle gruffly. "You don’t care about being educated. You can’t tell me anything about your kind because I used to live over in Reality, and I know what goes on. Money, money, money; that’s all you hear over there."

"Oh, I don’t know," said the Double-Breasted Broadcaster.

"Money, money," the Fuzzy-Crested Oracle went on, "and yet you won’t spend a lousy nine hundred and ninety-nine dollars and, oh, yes, ninety-nine cents for the biggest little package of education you can buy at any price. Well, if that’s too steep for you, would you be interested in a little proposition in movie film?" The Oracle flew over to a nearby tree where reams of film dangled and returned with one in his beak. "Wait til you play film in your projector," he said. "It’s the mating habits of the Gnu. Very educational. An Encyclopedia Britannica educational film."

The Double-Breasted Broadcaster shook his head.

"You could put it on television over in your country," the Fuzzy-Crested Oracle said. "You’d make Milton Berle look sick. Not only that, you’d be educational as all get out, and maybe some of those

NUNN RE-NAMED

Continues IAAB Post

GILMORE N. NUNN, of the Nunn station group, last week was reappointed by NARTB President Harold E. Fellows as representative to the Inter-American Assn. of Broadcasters. Mr. Nunn is IAAB vice president, having been elected at its March meeting in Sao Paulo.

The appointment was announced Tuesday at a dinner given by NARTB at the Waldorf-Astoria, New York, for a group of electronic manufacturers interested in the export trade. Goar Mestre, president of IAAB and director general of CMQ Havana, was guest of honor.

Mr. Mestre gave a detailed report on IAAB activities, emphasizing its devotion to principles of freedom of enterprise and communications. He and Mr. Nunn offered a plan to strengthen IAAB through manufacturer participation.

NARTB board chairman, Justin Miller, presided at the dinner. Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., represented that body officially.

Industry Representatives

Among others who attended the dinner were R. Romey and Bill Tait, Philco International; Bill Halligan Jr., Walter Hardy and Fred Loring, Hallcrafters Co.; J. M. Fein and A. Coumout, International General Electric; Bert Taylor, DuMont; C. W. Slaybaugh, RCA International; E. A. Nicholas, Federal Telecommunications Labs.; O. H. Caldwell, Tele-Tech; Leonard Kaplan, WCAE, Pittsburgh, NARTB District 3 director; Robert K. Richards, NARTB public affairs director.

DPA-NPA UNION

Fusion Nears Realization

LONG-AWAITED merger of the government’s two top production agencies—the Defense Production Administration and the National Production Authority—into one allocation body appeared close to reality late Thursday.

First official hat was thrown out last Tuesday by Defense Mobilizer Charles E. Wilson at a news conference. Mr. Wilson said an announcement on the consolidation would be forthcoming momentarily. What tact the consolidation would take was immediately known. There were reports that Manly Fleischmann, NPA administrator, would head up the single allocations agency. Edwin Gibson has been serving as acting administrator of DPA, a policy agency. NPA is now lodged within the Dept. of Commerce and functions as the operating arm.

In any event, the merger, when effected, would bring under one roof—theoretically if not literally—such groups as the Electronics Production Board, Electronics Products Division, Communications Products Division, and the Office of Civilian Requirements, not to mention a variety of other units concerned with electronics and broadcast matters.
WASHINGTON Transit Radio Inc. last Thursday joined forces with the Capital Transit Co. and the Public Utilities Commission for the District of Columbia in a petition for rehearing in the controversial transitcasting decision before the U. S. Circuit Court of Appeals [BROADCASTING • TELECASTING, June 1].

The petition, orally and bitterly attacking the court's ruling that transit FM violates the constitutional rights of passengers, attorneys asked the circuit court to stay its mandate, vacate the judgment against the appellees and to enable the hearing before the full nine-man body and to enter a judgment affirming the U. S. District Court decision a year ago.

While the Court of Appeals is not required to act immediately upon the petition, authorities expected a decision momentarily granting or denying the appeal — here is the last day of summer. In the event it agrees to reconsider the case, it was held likely that arguments would be re-opened sometime during the fall session, which commences late in September or early October.

In petitioning for rehearing en banc, Washington Transit Radio Inc. and the CTC-PUC faction asked that, if the request for relief is denied, the court "stay the mandate ... for a period of 30 days" to enable them to file an appeal with the U. S. Supreme Court.

The petition termed the Court of Appeals ruling "novel in its constitutional concepts," making "unprecedented inroads upon the administrative and legislative processes."

No Ruling on Music

The judgment had held that the broadcastcasting "forced listening" on riders, that deprivation of rights stemmed from government action giving CTC "a virtual monopoly" of transportation and that governmental announcements deprived passengers of those rights "without due process of law." The court did not rule on the musical segments of the broadcasts.

In a legal briefside, the three-party petition charged that the court:

- Erred in holding that the public acts of Capital Transit were "governmental action."
- Lacked support in finding that a "franchise" or partial or total monopoly made those actions "governmental."
- Erred in finding that transitcasting "deprive objected passengers of liberty without due process of law."
- Assumed the authority to determine whether transit FM conforms to the public convenience, which is the basis of the PUC decision dismissing complaints against the service.
- Erred in finding that commercial advertising is not protected by the First Amendment "under the facts of this case."
- Disregarded "uncontradicted evidence" to the effect that there is a substantial public desire for the broadcasts.

"The basic factual premise of the court's decision is its assumption that passengers on Capital Transit vehicles are 'forced to listen to the broadcasts,'" the appellees charged. The court "also relies for support on the supposed admissions ... wholly outside the record before the (PUC) or certified to the court," the petition held.

The commission found that hearing the broadcasts "is a matter of the working of the mind," and that the mind can "exclude unwanted sounds."

"The record before the court shows conclusively by evidence and findings by the commission that there is no 'verisimile sense of hearing' or 'forced listening,'" the appellees maintained.

The Public's Desire

The petition also took exception to court findings that "there is no evidence of a substantial public desire for the broadcasts ... in the face of findings by the commission directly to the contrary."

The court went "outside the record," the petition continued, to cite a Washington Post poll, "a rival advertising medium which openly admits its opposition to Transit Radio," and labeled it an "unbiased inquiry."

With respect to franchises, the appellees held that "under such governmental jurisdiction the licensee is granted a monopoly only to the extent that the public interest may not require further competition."

Under that concept, the brief charged, the action of every private company operating a radio station, airline, railroad and other facilities would be "governmental action."

Thus, a radio station "which prevented anyone who so desired from transmitting messages over its station or censored the scripts of programs broadcast by it under the First Amendment by restricting free speech. Under such established law, the Bill of Rights would be extended ... in flat contradiction to every interpretation or construction thereof laid down by the Supreme Court," the brief claimed.

The attorneys claimed that rights to "liberty" under the Fifth Amendment are "relative and not absolute and are subject to 'the adjustment of competing interests'" as established by the Supreme Court.

Additionally, the petition continued, the court's finding that commercial and announcements deprive passengers of liberty without due process — and its implication that "forced listening" to music may not parallel with music as "impossible to reconcile" with respect to violation of the Constitution. Moreover, the court made the basic concept of "absolute and dismisses that of the "majority desiring to listen" as "irrelevant," it asserted.

Furthermore, any deprivation of liberty is not without due process, the appellees contended, pointing out that Congress has vested in PUC the power of assessing competing interests.

Protection of Programs

With respect to protection of programs, the brief declared that direct action giving CTC control over radio broadcasts, reports and other announcements — cited by the court along with commercialism is clearly covered by the First Amendment because the court had found that the First Amendment does not protect "commercial" advertising. The attorneys said the Supreme Court has made it clear that "while a city may prohibit the use of its streets for the distribution of purely commercial leaflets without violating the Constitution, it cannot prohibit the broadcastcasting of leaflets."

(Continued on page 54)

DURABLE GOODS

Materials Allocation Looms

The OUTPUT of all consumer durable goods, including radio-TV sets and combinations and phonographs, may be placed under materials allocation sometime this fall, the government indicated last week.

Manufacturers of these civilian goods will be asked sometime in July to fill out applications designed to assure the civilian industry of sufficient raw materials to turn out radio and television sets. These goods are exclusive of commercial equipment not previously included in the government's Controlled Materials Plan for copper, steel and aluminum.

In making this announcement, Administrator Manly Fleischmann of the National Production Authority said this year's plan would facilitate planning for the fourth quarter (beginning in October) "if that should become necessary to insure an equitable share of controlled materials for these industries."

As with commercial studio transmitters and other equipment, Mr. Fleischmann said additional materials would be at once "a free ticket and a limitation" on the amount of materials they may expend for radio and television sets. To that end, he added, copper and steel mills will be asked to set aside a certain quantity of materials for that purpose.

The allocations would cover items not previously listed in the government's Class B Products Listing issued earlier this year (The National Broadcasting, May 7). These included electronics components, recorders, amplifiers and audio equipment as well as radio receiving and TV receiver cathode ray tubes.

Earmarked for the CMP plan are AM and FM table and console radio phonographs, radio receivers, combination or plug-in record players and radio-TV or console models, with a list of variations.

Other Developments

Following a news conference last Wednesday, Mr. Fleischmann told BROADCASTING • TELECASTING that:

(1) The government also is working on a plan for keeping radio-TV receivers in "maintenance, repair and operation" through manufacturers, distributors, repair shops [BROADCASTING • TELECASTING, June 11]

(2) No additional materials probably would be allotted to manufacturers in view of current interest in color television.

On the latter, Mr. Fleischmann said that the final decision would rest with top-level circles in the Defense Production Administration. He said he felt, however, that electronics manufacturers probably would be evaluated along with those of other industries, a view also expressed by the Defense Mobilizer Charles E. Wilson at the MATFB Chicago convention.

Tracing the work of the defense production agencies (both NPA and DPA), Mr. Fleischmann said that certain departments in the government have been designated as "claimant groups" for different fields, and that others will serve in an advisory capacity.

As an example he cited the FCC, which, he said, "did not want to process any applications for material requirements but only serve as an adviser in the communication field."

The NPA administrator, turning on "stress of materials shortages, told newsmen that "there is virtually no free area or market for steel!" and that, on the basis of discussions with consumer goods producers, there is no "advantage" in competing in that market for steel, which he estimated at roughly 10% for the third quarter. Overall copper-steel-aluminum demands by
IN REVIEW...

IT is the proud and entirely factual boast of Jack Barry that his 'Life Begins at 80' is "the only television program with over 400 weekly episodes." This is a claim which even the Federal Trade Commission, if it were so minded, would be hard pressed to challenge, if only out of deference to the combined age of members who compose the panel of Mr. Barry's show each week and answer questions sent in by televisioners.

There is also room for merit in the conviction that Mr. Barry has effectively capitalized a formula which keenly shows up television's wholesome human interest qualities. Using that formula, he gears the program to reminiscences that long antedated the era of wonderful nonsense.

Televisioners who are amused by the everyday wisdom of old folk and the bright sayings of children were doubly rewarded on the June 5 edition.

Mr. Barry devoted approximately half of his program to another of his creations, 'Juvenile Jury,' which has enjoyed appreciable popularity for the past half-dozen years. In an obvious pitch for a potential advertiser for 'Jury,' Mr. Barry parlayed to good advantage words of wisdom from comparative babes with the earthly observations of at least three generations removed.

The wealthy bachelor, a partner in Barry-Enright Productions, does not permit his penchant for low-budget shows and human-interest format to deprive viewers of tried-and-true's of experience gimmers, however. They are present in one form or another, all calculated to sustain viewer interest. The stock characters, which in any super-production would be contorted stereotypes, pass off with ease and charm. On 'Life Begins at 80,' they are amusing because they are living people projected to your living-room for a visit.

These characteristics take the living form of Fred Stein, a realtor who is always on the alert for a fast buck, of the proud but witty Georgiana Carhart, (who constant-

HILL RADIO-TV

Javits, Madden Favor

radio-TV coverage of Congressional sessions would keep the people in touch with vital government decisions, Reps. Al J. Javits (R-N. Y.) and Ray J. Madden (D-Ind.) agreed last night (Sunday) on a panel broadcast over Mutual Broadcasting System.

Discussed was the subject "Should Congressional Sessions Be Broadcast Regularly." Moderator was George Campbell. Both Congressmen felt that the proceedings of Congress must and eventually will be broadcast. As an aid to regular coverage, they cited the need for a code of ethics.

Rep. Javits, who sponsored a resolution proposing broadcast-telecasts of House proceedings and who was slated to appear before the Senate Executive Expenditures Committee last Friday (see AT DEADLINE) to testify on the subject, said coverage would aid the people in knowing his government. He pointed to the Kefauver Crime Committee hearings telecasts as an illustration.

Sen. Kefauver already en- dorses radio-TV coverage and has gone on record in favor of tele- casts of Cabinet sessions [BROADCASTING * TELECASTING, June 11].

Opponents' arguments which must be overcome were listed by Rep. Javits as: (1) hidden camera or microphone, (2) hamming and acting by members and (3) unfair emphasis of members' absences.

To these, Rep. Madden added possible "smear" and "slander" of individuals or organizations from the floor of the House or from the committee room. "These difficulties we must surmount. You have got to use modern media of communi- cation, and there is nothing su- perior to radio and television in that respect."

Meanwhile, in the Senate, Chairman Eog. Johnson (D-Conn.), chair- man of the Senate Interstate Com- merce Committee, said an address by Dean Alfange at a testimonial dinner for Mayor Impellitteri of New York, "stated my own views on the subject...force and logic..."

Crux of Mr. Alfange's talk was that expressed by opponents of the Kefauver Crime Committee telecasts at the height of their pop- ularity. He cited the tendency to see his "name" and condemned "private sponsorship of commercial companies of such telecasts. Net effect is a "frontal assault upon the body of private rights guaranteed by the Constitution," Mr. Alfange said.

'TASK FORCES' Special Advisory Panels Draw Censure

PARTICIPATION of trade association executives on advisory commit- tees or so-called "task forces," set up to consult with government agen- cies on various phases of defense production, is in for censure on men "should not be placed in quasi-judicial positions as having to de- cide between former customers and those who were not customers on the question of allocations..."

The criticism was delivered by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly subcommittee which opened hearings Monday on the role of advisory groups in government policy. He also turned attention to "dollar-earners" now serving on leave from their parent firms.

H. Graham Morrison, Assistant Attorney General, in the office of Justice Dept. Anti-Trust Div., told the House group that task groups are "very bad instruments of government policy" and that some of them have been guilty of "grevious violations."

Involved in the investigation, though not specifically spelled out, are the current of loans touching broadcast and electronics industry advisory committees, as well as exec- utives from private industry who now serve "without compensation" [BROADCASTING * TELECASTING, June 4].

Atty. Gen. Morrison testified that in some cases industry units are formulating government policy and are trying to "tangle" with government authority, enabling them to obtain production figures of their competi- tors. He asserted Rep. Celler's charges of exploitation of personnel to crack down on violations, although he noted there are "thousands" of such groups.

Rep. Kenneth Keating and other committee members held that sales-

Page 30 • June 18, 1951
**RADIO RATE FACTS**

THAT ALL advertising interests, buyers as well as sellers, have a stake in keeping radio alive and strong and capable of going on delivering the dollar, is the basic thesis of a three-week series of double-page institutional ads run by Edward Petry and Company in the trade journals, and Petry carries the generic title “What every advertising man should know about radio’s rate policies.”

This week’s ad, titled “Let’s Get Straight on Radio Rates,” expresses agreement with ANA recommendations that the advent of television calls for a reappraisal of all media, including radio. But, Petry points out, this “must be done on a sensible market by market basis” considering “the present FCC’s coverage of advertising in radio station in each market.” It is “fantastic,” the ad states, that the rate cuts made by the national networks are not based on any market by market more precise work, “just flat cuts”—“no matter what the station’s actual advertising value might be.”

Noting that “indiscriminate slashing of rates can indicate hasty or careless thinking,” Petry asks advertisers and their agencies to “put aside the easy judgment that

**RETAIL RADIO**

Ryan Cites ARBI Studies

THERE is a big difference between retailers who say they believe in cooperative advertising and those who PRACTICE it, William B. Ryan, BAB president, told the NRDA mid-year sales promotion conference in New York Tuesday. “We’re not coordinating advertising when you spend a classified ad size budget in radio,” Mr. Ryan said. “I believe some of you would be surprised to know how many people you would reach and how many more sales would be possible if you tried coordinating media to the extent of spending the same amount of money in radio as you do in newspaper.”

Advertising Research Bureau Inc. has made studies of over 190 advertisers experimenting with spending the same amount for each of the two media, he said. ARBI interviewers checked effectiveness of each point of sale. While figures varied with each study, the overall averages of the first 50 studies showed 85 out of every 100 customers were “drawn into the stores by advertising,” he continued. Newspapers drew 22 out of the 55, radio 25, and newspaper-radio drew eight, he said.

Neubert Makes Report

Details of ARBI studies were reported by Norman Neubert in a speech, "Make Radio Pay Its Way in Sales," copies of which are available at BAB, he told the group.

“When you stage your August fur or furniture event this year,” Mr. Ryan urged, “when you plan your back-to-school promotion this year, plan to reach the people who listen to radio. Tell them the NAME and DATE of your selling event. Give them EXAMPLES of values which will whet their interest, curiosity and excitement. Give voice to your ADVERTISING THEME OR SLOGAN.”

**FCC FUNDS**

Fees May Bolster Budget

IF THE SENATE agrees, FCC may be operating with less funds in fiscal 1952 but with an opportunity to make up for some of this loss by 1953 by assessing fees and charges for services rendered broader base.

This was seen last week as the Senate Appropriations Committee reported the House-passed bill (H R 3880) appropriating funds for independent offices.

Recommendation by the committee was $6,283,300 for FCC. This compares to President Truman’s request for $1,850,000. [Broadcasting * Telecasting, May 14]. The House had approved an even $6 million.

The fees and charges proposal is written into the bill. It would clear the way for government agencies, such as FCC, to charge for special services rendered. According to the language of the legislation it would permit any government agency to set a “charge, fee or price” as may be determined feasible for special services rendered [Broadcasting * Telecasting, May 14, 7].

The government, it has been understood, would apply the law as a one-year “test.” Under that theory, FCC presumably could show its budgeting to the appropriations committee in both the House and Senate when requesting funds for fiscal 1953. These budget figures would point up receipts from fees and charges assessed during the test year.

Federal Trade Commission, under the reported bill, would get $79,435 more than the House-recommended figure of $3,891,695 which corresponded to the dollar to the 1951 budget. The Senate recommended $4,190,179 or $492,870 under the White House estimate.

**ABC MEETING**

O&O Officials in New York

ABC’s annual home-office meeting of officials of its owned and operated stations, to bring them together for an annual national sales meeting, was held for radio last week in New York and will continue for television this week.

Prominent on last week’s agenda was a discussion of the agreement to merge the network with United Paramount Theatres.

Among those attending were John Norton, ABC vice-president, and Central Division; James Riddell, WXYZ Detroit president; Harry Thompson, WXYZ sales director; Edward J. Lynch, WENR Chicago general manager and manager of National Spot Sales, Chicago; Francis Conrad, KECA Los Angeles manager and radio manager of the Western Division; Ames Baron, Western Division Radio-Sales manager and sales manager of KECA, and Gayle Grubb, KGO-AM-TV San Francisco general manager.

Bradley Joins B&B

EVERETT C. BRADLEY, Blow Co., New York, has joined Benton & Bowles, same city, as a vice president.

**GOODWILL RADIO**

GRANTED IN FCC REVERSAL

CONCLUDING there had been no intentional concealment of stock ownership in WMAW Milwaukee, the FCC last week granted the station a license to cover its construction permit. WMAW, assigned 5 kw fulltime on 1250 kc with directional antenna, is owned by Mid- West Broadcasting Co., and has been on the air since 1948.

At one stage of the lengthy proceedings the Commission had reversed the recommended decision on the hearing and had dis- missed the license application, but had ordered the license denied. However, on March 7 the FCC vacated this order and scheduled the case for oral argument March 30 [Broadcasting * Telecasting, April 2, March 19].

Proceedings had been concerned with various license applications by the FCC of the interest in the station by Herbert D. Uhlein and his wife, Myrtle D., now both deceased.

In its conclusions last week, the FCC also noted that Clifford A. Randall, president of Midwest Broadcasting as well as owner of five shares out of the stock of 2,400, although qualified himself “as to indicate that Midwest is disqualified from holding a broadcast license.”

Likewise failure to report a loan to WMAW from a Hemdu Co., owned by the Uhleins, had been explained and accepted by the Commission, it was stated in the de- cision. “The Hemdu transaction, we have concluded, was an incident to Midwest’s need for additional funds, and did not vitiate Ran- dall’s previous statement that to his knowledge Uhlein would have no further interest in the appli- cation.”

Commission then added:

Nor do we believe that Midwest’s alleged failure to certain instances of FCC rule standard times and lengths of its transmissions . . . should be deemed to disqualify a party from the interest in the matter. . . . (Rulings of Fact) The rules did not, in expressly defining the time periods. . . . (presumably) . . . time periods, provide for filing by per- mittees an application for a rule change, and we are also of the opinion that the applicant in good faith believed that there was no requirement that the application be filed in this manner. Midwest did not in all respects make full disclosure of these transactions. Nothing herein should be regarded as specific approval of its body of work, and we do not believe that the applicant exhibited such dis- regard of the Commission’s require- ments as would warrant a denial of license.
PAB CRITICIZES RATE-CUTTING, Pl’s, \textit{Draw Fire} Rate-cutting and per inquiry practices drew rebukes from the Pennsylvania Assn. of Broadcasters, meeting June 10-11 at Galen Hall, Wilkesbarre, Pa.

Resolution stating that PAB “views with alarm” the practice of per inquiry selling was adopted by the association along with one disproving network rate reductions.

New officers were elected as follows: Sam Booth, WCHA Chambersburg; president; Roger W. Clipp, WFIL Philadelphia, vice president; David J. Bennett, WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer.

Board members elected were: Victor C. Diehm, WAZL Hazleton, retiring president; Charles Denny, WERC Erie; Tom Metzger, WMRF Lewistown; Jim Murray, KGY Pittsburgh; Frank Aldtoerfer, WLAN Lancaster; Bill Thomas, WCPI Clearfield; Lou Murray, WPAM Pottsville.

School View Given Mark N. Fink, representing the Pennsylvania Intercollegiate Athletic Assn., said schools have not wanted athletics as a business and sports could be separated without injury to the teaching function. Like it or not, said schools are in the entertainment business and must show a profit. He said delayed tape recordings could be broadcast free but he added that on-the-spot broadcasting is competition to gate receipts and must be paid for by stations. A question-answer session followed.

PAB adopted a resolution commending broadcasting and telecasting of sports events. Other resolutions called for changes of officer tenure; provided for committee to pick site for next meeting; mentioned President Diehm “for his industrious leadership,” and endorsed BMI scholarship plan for young composers.

Gordon Gray, WIP Philadelphia, was chairman of a sales panel. J. Robert Gulick, Steinman stations, declared salesmen and radio "must believe in themselves." Radio needs a little of the "old-time religion" and sellers should "catch fire with enthusiasm," he said. "You aren't very enthusiastic if you cut rates, work out package deals or accept per inquiry business," he declared, adding that radio "can't be as hungry as such deals would indicate." Mr. Gulick warned that agencies are demanding the lowest rate for their clients, in accordance with fine print on contracts. He contended this could put some stations out of business. Some advertisers are ordering their agencies to insist on the same deal that "a patent medicine" has obtained, he said.

A. K. Redmond, WHP Harrisburg, said rate cutting anywhere weakens radio everywhere. He cited examples showing how to counter rate-cutting offers. J. Wright Mackey, WRAK Williamsport, concurred in these rate-cutting observations. Dave Baltimore, WTBE Wilkes-Barre, argued it isn't the cost of advertising but the results that count. "If buyers want lower cut-rates—if they want charity—they should identify their solicitation as such," he said.

Calls for Support Leonard Kappner, WCAE Pittsburgh, NARTE District 3 director, discussed network relationships, rate-cutting and sales practices by networks. He called for support of NARTE and BAR. Glenn Dolber, BMI, discussed BMI's program. He said the next BMI clinic will be held Aug. 20 at the Penn-Harris Hotel, Harrisburg.

President Diehm was presented with the Coronet magazine award for 1950, for outstanding achievement in community development work.

Sale of marginal time was discussed by a panel headed by Carl M. Dozer, WCAE Pittsburgh. He called for adherence to rate cards. Ralph Price, WPPA Pottsville, said if an audience is held until 9:30 a.m., 78% will remain tuned the rest of the day.

Dick Redmond, WHP Harrisburg, was chairman of a program clinic at which Joseph M. Clesky, WBEB Bradford, stressed importance of better news coverage for local stations. Otis Morse, WSPA York, spoke on special events and human-interest coverage. Mack Edwards, WHBB Hanover, said the smallest community can supply human interest material. William A. Lynch, WBUX Doylestown, cited examples of selling local news shows.

Prior to start of the PAB meeting, Pennsylvania affiliates of MBS sent this message to Frank White, BMI president: "Happy to inform of action taken by Pennsylvania affiliates of MBS unanimously endorsing the proposed change of affiliates contract." The affiliates praised Mr. White and MBS for its continued fight to stabilize AM radio.

BMI EXECUTIVES New Appointments Set ELECTION of Harry P. Somerville, director of BMI licensing (non-radio) for the past eight years, as vice president of that division, was announced by Carl Haverlin, BMI president, last week in New York.

Also announced were the appointments of Robert Sour as director of publisher relations, and George Marlo as director of writer relations.

Before joining BMI, Mr. Somerville served for years as vice president of the American Hotel Assn. and managing director of the Willard Hotel, Washington, D. C., where he also was president of the Fires Federal Savings Bank & Loan Assn.

Mr. Sour, writer of "Body and Soul" and other songs, became a BMI staff member 11 years ago at its beginning. He has developed and arranged for publication nearly every important college and university "varsity show," the announcement said. He has been in charge of writer relations for the past two years.

Mr. Marlo, a former publisher and assistant to Robert J. Burton, BMI vice president for publisher relations, has assisted in the development of new writers for several years, it was announced.

HAYES ERECTED President of WTOP Inc.

ELECTION of John S. Hayes as president of WTOP Inc. (WTOP-AM-FM-TV Washington) and of two vice presidents—George F. Hartford and Clyde M. Hunt—was announced last Monday by Philip I. Graham, president and publisher of the \textit{Washington Post}. Mr. Graham, president of WTOP Inc., becomes chairman of the board, succeeding Eugene Meyer.

In other changes, Mr. Hartford was named vice president in charge of sales and Mr. Hunt vice president in charge of engineering and operations for WTOP Inc., which owned 65% by the Post and 45% by CBS. It was emphasized that no actual changes in duties are involved in the promotions.

Cites 'Tremendous Growth' In making the announcement, Mr. Graham stated that the elections result "from the tremendous growth of our operations in radio and television" in less than three years. He also commended the accomplishments of Mr. Hayes, who has served as vice president and general manager of WTOP Inc. the past two years, and of his associates.

Mr. Hayes took over the duties of general manager of WTOP when the Post assumed control of the station in February 1949. Previously he had been associated with WIP Philadelphia, WOR New York, WQXR New York and WBAL Baltimore as former Post station. During the war he was commanding officer of the Armed Forces Network in Europe and associate director of Troop Broadcasting Services.

Mr. Hartford came to the Washington Post in 1935 and later, in 1947, was a salesman for WINX. In May 1948 he moved to WTOP and a year later was named director of sales.

Mr. Hunt, who has been with WTOP for 19 years, began his radio career in 1926, moving to WMAL Washington in 1928 and WTOP (WJSV) four years later. He has been chief engineer since 1936.

GROUP at Pennsylvania Assn. of Broadcasters meeting (1 to r): Lou Murray, WPAM Pottsville; Victor C. Diehm, WAZL Hazleton; Sam Booth, WCHA Chambersburg; Roger Clipp, WFIL Philadelphia; Tom Metzger, WMRF Lewistown; Frank Aldtoerfer, WLAN Lancaster. All are PAB officers.
IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) “usually listen” to WHO's Farm News and Market Reports.

| STATIONS PREFERRED FOR FARM NEWS AND MARKETS (An Iowa Radio Audience Survey Study) |
|-----------------------------------------------|----------------|----------------|
| Percentage of all listeners naming a favorite station | Men 67.8% | Woman 49.5% |
| Best Farm News and Markets on:              |             |               |
| WHO                                         | 37.4%       | 46.7%         |
| "B"                                        | 18.9        | 15.4          |
| "C"                                        | 12.2        | 2.1           |
| "E"                                        | 5.6         | 0.9           |
| "F"                                        | 5.5         | 8.7           |
| "G"                                        | 3.9         | 3.9           |
| "H"                                        | 3.9         | 3.6           |
| "I"                                        | 2.6         | 5.1           |
| "J"                                        | 2.1         | 3.4           |
| "K"                                        | 1.7         | 2.8           |
| "L"                                        | 1.7         | 0.6           |
| "M"                                        | 0.8         | 0.5           |
| Others                                      | 5.7         | 6.3           |

In Iowa, Specific Farm Programs are highly and widely popular, and more people prefer WHO farm programs than prefer those of any other station. For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

<table>
<thead>
<tr>
<th>WHO</th>
<th>First Year</th>
<th>Second Year</th>
<th>Third Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>54.5%</td>
<td>13.8%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

This is Point Three 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.
Transitcast Appeal
(Continued from page 27)
lets disseminating constitutionally protected information, merely be-cause such leaflets may also contain commercial advertising."

The petition explained: "... The broadcasts on Capital
Transit's streetcars and buses are not PURELY commercial advertising, not
are the commercials even a dom-

Theorem: into more... manufacturers materials for making themselves into produc-
ers (limited to 60-seconds duration, each not to exceed six minutes per hour)...

Durable Goods
(Continued from page 27)
civilian industry are about 35% in excess of available supply, he added.

These views were expressed by Mr. Fleischmann in announcing government plans for third-quar-
ter allotments of materials to pro-
ducers of essential defense-sup-
porting and other civilian products
who now file under CMP. Com-
mercial broadcast equipment falls
under this category.

The steel problem is almost ex-
clusively one of alloy, Mr. Fleisch-
mann stressed. Structural steel is
the basis of the government's re-
cent order requiring that broad-
casters obtain authorization before commencing new construction [Broadcasting - Telecasting, May 14, et seq.].

One source of concern in indus-
try circles is that, under the iron-
steel order originally issued, manu-
facturers would find it difficult to meet the demand for table-model radio-TV sets. Later Mr. Fleisch-
mann expressed fear that manu-
facturers of civilian goods might be tempted to siphon materials into more expensive items.

Manufacturers have been gear-
ing themselves to demand, however, for cheaper sets and were given relief under an amended order which permits the shifting of raw ma-
terials into various categories. NPA notified Radio-Television Mfrs. Assn. that the new order "should permit electronics manu-
facturers and assemblers a greater degree of flexibility in their opera-
tions" and tend to "alleviate the difficulties." Assemblers will not be necessarily limited on the basis of the number of finished units put together, it was said.

NPA reduced the categories from five to three: radio receivers, tele-
vision receivers and phonographs. BTMA had requested that all products be treated as a single unit [Broadcasting - Telecast-
ing, April 30].

When it is "but a minor, though
essential, part of a package which
includes the dissemination of con-
stitutionally protected informa-
tion."

The petition questioned whether the Court of Appeals would up-
hold federal or state legislation "totally prohibiting commercial ad-
vertising by radio stations, news-
papers and magazines, or legisla-
tion appropriating in the guise of
taxes the gross revenue of these
mediums, where it was clear that
such legislation was a deliberate
and calculated device to limit or
prohibit the freedom of the press
and the freedom of speech."

Yet, the end effect of the court's
ruling is that it has prohibited the
advertising of commercials "in
such a way as to restrict the dis-
semination of constitutionally pro-
tected information by radio," the
petition asserted. Moreover, "there
is nothing in any existing statute
or regulation which makes such
radio program reception unlawful,"
and PUC found that the broad-
casts do not "render the service
unsafe," the brief added.

Summary of Objections
In summarizing its objections,
the three parties held that the
court decision (1) exceeds its sta-
tutory powers of judicial review;
(2) misconstrues statutory duties
of Capital Transit and PUC; (3)
enlarges the rights of a disident
minority; (4) conflicts with cer-
tain SCOTUS decisions and ex-
tends others beyond boundaries "even remotely implied"; (5) as-
serts an equity power to determine
public convenience; (6) extends
protection of the Fifth Amendement
to actions of private parties; (7)
denies petitioners' right to dissemi-
nate information by radio; (8)
brings in facts outside of the
record as a basis for its ruling.

The petition was filed for Wash-
ington Transit Radio Inc. by W.
Theodore Pierson and Vernon C.
Kohihaas, of the law firm of Piers-
on & Ball; for Capital Transit
Co. by Edmund Jones, F. Gloyd
Awall, Samuel Clark Jr., and Daryl Myse; for PUC by Vernon
E. West and Lloyd Harrison.

Copy of the petition was mailed
to Paul M. Segal, of the law firm
of Segal, Smith & Hennessey, atto-
ney for Transit Riders Assn. and
for Franklin S. Pollak and Guy
Martin, on whose suit the court
acted. Transit Riders Assn. was
incorrectly identified last week as
appellant in the transit FM dispute
before the Court of Appeals, al-
though it supported the suit.
New Hooper Area Report proves that from Noon to Midnight:

Northeastern Ohio’s largest audiences belong to WTAM

50,000 watts
1100 kilocycles

Cleveland’s only Clear Channel station

In a dramatic new development in radio research, Northeastern Ohio radio listening has been completely measured for the first time. The survey includes listening in cities, towns, farms... all listening in a thirteen county area embracing such major cities as Cleveland, Akron and Canton. The "Northeastern Ohio Area Hooperatings," just released by C. E. Hooper, Inc., become the new standard for radio buying in Northeastern Ohio.

Among the many provocative facts revealed by the survey are these:

☆ From noon to midnight (peak listening time) WTAM consistently delivers the largest audience

☆ During these choice listening hours, WTAM leads in more periods than any other station in the area.
  (WTAM leads in 120 periods; Station B in 109; Station C in 7; Station D in 3)

☆ Radio announcements on WTAM are the lowest cost-per-thousand buys in Cleveland

For the buyer who carefully assays every possibility before making an advertising investment, the "Northeastern Ohio Area Hooperatings" will be an invaluable source of information. For the advertiser who seeks maximum audiences at the lowest cost-per-thousand, WTAM offers the best advertising medium in Northeastern Ohio.
WINX SOLD

WINX, 10-year-old Washington independent outlet, has been sold for approximately $120,000, subject to FCC approval. Joint announcement of the sale was made last Thursday by Dolly and William Banks, station owners, and Richard Eaton, president of United Broadcasting Co., purchaser.

The transaction for the 1340 kc., 250 watt station includes all fixed assets of WINX and the execution of a forbearance contract, making a total consideration of about $120,000.

Under FCC rules, United Broadcasting Co., licensee of WOAK Silver Spring, Md., Washington suburb, will be required to dispose of that station before it can assume operation of WINX. Blackburn-Hamilton Co., radio station and newspaper broker, which participated in the WINX sale, reportedly has been authorized to handle sale negotiations for WOAK, a 1 kw daytimer on 1590 kc.

United Broadcasting also operates WISID Essen, Md., adjacent to Baltimore, WANT Richmond, Va., WARK Hagerstown and WFAN (FM) Washington.

In addition to WINX, Miss

Bartley Leads
(Continued from page 97)
pleased that Comr. Hennoch, "a wonderful person," had been nominated for the bench.

It was understood that Mr. Gra- nite has been sympathetic to Comr. Hennoch's battle on the Commission for additional reservations of TV channels for educational institutions.

Neville Miller, former Louisville mayor, later NAB president (1938-44) and now a Washington attorney, might be considered. It is emphasized that he would have the support of Vice President Alben Barkley, a fellow Kentuckian.

From FCC ranks, in addition to Mr. Litvin, is General Counsel Benedict C. Cotton. He has been general counsel since 1946.

Robert Taylor Bartley was born May 29, 1899, in Ladonia, Tex. He spent the first 23 years in the Lone Star State, two of them at Southern Methodist U. He left school to run a filling station and later sold appliances for Lone Star Gas Co.

Moves to Washington

During the depression he went to Washington, becoming executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter M. W. Splawn, whom he accompanied to the Interstate Commerce Commission when Dr. Splawn was named to the agency.

At FCC he became director of the Telegraph Division in 1934. When it was abolished three years later, Mr. Bartley became a Securities & Exchange Commission examiner.

He gained his broadcast experience as executive secretary to the late John Shepard 3d, president of the Yankee Network, and subsequently became a vice president. He

Banks and her brother operate WHAT, Philadelphia independent. The Banks acquired WINX in early July 1949 from the Washington Post for a reported $130,000, following that newspaper's purchase of a 56% interest in WTOP Washington. As is the case in the current WINX sale, the Post was required under FCC duopoly rules to relinquish the WINX holdings.

Originally the Post paid $500,000 for WINX in 1944.

Legal details of last week's transaction were handled by the Washington law firm of Cohn & Marks, for the buyer, and by Dempsey & Koplovitz, for the sellers.

also was secretary-treasurer of American Network, a projected hookup of FM stations, and FM Broadcasters Inc.

This New England background (1939-1943) may serve to allay National Democratic Committee and White House pressure that reportedly has been set in motion for an appointment from New York or New England because of geographical considerations.

In 1943, Mr. Bartley joined NAB as Director of War Activities; later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB. He left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1945.

Further possibilities are former Sens. Francis P. Myers, who was a Pennsylvania Democrat and a high-ranking member of the Senate Interstate Commerce Committee before his defeat in the last national election; Claude Pepper, Florida, and Frank P. Graham, North Carolina, former president of the U. of North Carolina.

Frieda Barkin Hennoch was born in Kobel, Poland, became a teacher in 1937 at Brooklyn Law School, was the youngest woman lawyer in New York when in 1946 she became eligible to vote and practice before the bar, rose in the male profession of corporation law handling criminal cases as well as civil law.

From 1935-39, Comr. Hennoch was assistant counsel to New York State Mortgage Commission, in 1941 joined the New York law firm of Choate, Mitchell & Ely as partner, becoming the first woman in the firm in its 140 years existence. Active in New York city and state political leagues, she is a long-term member of the FCC in its 21 years of regulatory history when she took office July 6, 1948, to succeed Cliff- ord J. Durr.

She was the newest member of the present Commission and its 23rd since its creation in 1934. Her successor would become the 24th.

Earlier this year she was mentioned as a likely choice for the chairmanship which had Chairman Coy resigned. She also had been offered a district judgeship in Washington.

Controversial Figure

During her brief span on the Commission, Madame Commissioner has been a controversial figure. She has been a frequent dissenter in cases and was prominent in her separate views on color television. Her greatest cause has been education; she has been fighting for greater reservation of TV channels for educational institutions within the Commission and from speaking platforms across the nation. The momentum of her drive was conveyed to Capitol Hill when Sens. William Benton (D-Conn.) and John W. Bricker (R-Ohio), member of the Senate Commerce group, have been her greatest supporters.

An unknown quantity at deadline is when specifically the Senate Judiciary Committee will hear the nomination.

The dissenting New York city bar association has filed a letter challenging Comr. Hennoch's qualifica-tions with the committee.

ALMOST A MILLION ON WCKY

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

J.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Televasting
FAR-AWAY PLACES GET MORE IMPORTANT EVERY DAY

Up! Up! Up! go the demands for millions of tons of alloy steels. Jet planes take the very finest tough steel. Tanks and truck gears, guns and the noses of shells take still other scarce alloys. Thousands of civilian steel products, too, need alloyed steels for long service. Here are some things you'll want to remember about alloy steels:

1 NATIVES OF NORTHERN NIGERIA use head-pans to carry columbite ore from paddocks (surface excavations). Columbite yields columbium, used in making stainless and heat-resisting steels. Sources of scarce alloying metals are scattered around the world.

2 AMERICA HAS SO MANY NEW electric furnaces that suppliers of scarce alloying ores can't keep up. That's why more alloy steel scrap is so badly needed. Factories and metal-working shops are urged to help by classifying alloy scrap to sell their nearest scrap dealers.

America's steel industry grows and grows. Do you know the facts about it? How many companies make steel? How much do they make? How fast is their capacity increasing? What are the steel companies doing to increase production of vital alloy steels? These questions are answered in factual, informative reprints from STEELWAYS magazine; excellent for school use. Ask for group on "Wilt-proof Steels". American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.
Time Sales
(Continued from page 25)

change from April a year ago. Procter & Gamble Co. is still first by a better than two-to-one margin over its nearest runner-up, and its April 1951 expenditure for net time were $328,293 ahead of what it spent in April 1950. Eight of this April's top 10 also were on the top 10 list of the year before. American Home Products Corp., and Colgate-Palmolive-Peet Co. have replaced Phillip Morris & Co. and American Tobacco Co. among the eight. On the tight of both lists, five spent more for network time this April than last and three spent less. (See Table I for this April's leaders.)

Table II, showing the leading network client in each product group, includes nine advertisers which also appeared on the list for April 1950, with 16 changes out of the 86 categories listed.

The analysis of the combined network time expenditures of advertisers by product groups (Table III) shows food advertising first in April following by toiletries, drugs, smoking materials and soaps, and cleansers, in that order, which is also the same for the first four months of this year and last. The same five were the top five classes in April 1950, but that month smoking materials ranked third and drugs and remedies fourth. Of these leading groups, those—food, toiletries and drugs —accounted for greater than 70% of network time this April last, with smoking materials and soaps and cleansers buying less network time in April 1951 than in that month of 1950. Of the whole list of 26 product classes, 12 bought more network time this April while 14 bought more in April a year ago.

RCA Shows 'Kinephoto'

"KINEPHOTO" recordings of surgery and other orthopedic procedures, produced by RCA in Camden, N. J., have been demonstrated at the Army Medical Center, Washington, D.C., in medical training purposes, the Army Dept. has announced. RCA engineers said the medical films, now under study for wide distribution, offer advantages in that they can show surgery in greater detail, record questions and answers between surgeons and students, and afford "greater ease of reproduction" with sharp reduction in recording noise.

The luncheon was attended by Leonard T. Busch, vice president and secretory, Compton Advertising Inc.; James C. Douglas, director of television and radio, Colgate-Palmolive-Peet Co.; Tom De Bow, director of advertising, Cities Service Co.; Arthur Pryor Jr., BBDO president in charge of radio; Erna Mcintosh, radio executive of J. Walter Thompson, Co.; Carl Haverlin, president of BMI and president of Radio Pioneers; Mr. Hedges; Prof. Allan Nobs, director of Columbia University's oral history project; and Frank Ernest Hill, in charge of the radio section of the study.

...there are certainly plenty of occasions when they've been misinterpreted.

Give three different agency Time Buyers MB data to analyze and evaluate—and the chances are they'll come up with 2 or even 3 different answers.

The whole trouble is there's never been an accepted standard of procedure for eliminating the popularity factor from MB figures. This must be done if you are to get true measurement of the physical coverage of any radio station.

We've licked that problem with a new and dependable formula which by discarding the variable elements of program or performer popularity is completely fair to ALL stations.

We'll tell all—at your convenience.

Adam Young Inc.

RADIO STATION REPRESENTATIVE
22 EAST 46TH STREET • NEW YORK 16, N. Y.
NEW YORK • ST. LOUIS

CHICAGO • LOS ANGELES • SAN FRANCISCO

SUMMARY

111 GROSS NETWORK BILLINGS BY PRODUCT GROUPS
APRIL, JUNE-AUG., 1951 AND APRIL, JUNE-AUG., 1950

<table>
<thead>
<tr>
<th>Product Group</th>
<th>April, June-Aug. 1951</th>
<th>April, June-Aug. 1950</th>
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<tbody>
<tr>
<td>Tobacco</td>
<td>$328,293</td>
<td>$324,435</td>
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<tr>
<td>Tobacco</td>
<td>$328,293</td>
<td>$324,435</td>
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The Top of the Week

PARKER FILES AGAINST CBS

CHARGING unfair competition, Joe Parker, Hollywood radio and TV producer-director, has filed a $100,000 damage suit against CBS in Los Angeles Superior Court.

Mr. Parker claims that as owner of The Best of the Week, broadcast over NBC and ABC, he entered into negotiations with CBS in September 1950 to produce the program on that network. Shortly after, he alleges, CBS showed title The Top of the Week, which, according to claim, was an "imitation" in unfair competition with his own program.

DAMAGE SUIT
To the PRESS and RADIO:

Subject: RAILROADS ARE A DEFENSE INDUSTRY

This nation can have no more of anything than it can haul -- no more guns, no more tanks, no more planes, no more ammunition, no more food, no more building materials.

The great bulk of this hauling is done by the railroads, which move more tons of freight more miles than all other forms of intercity commercial transportation combined.

That is why our railroads are a defense industry -- not simply an industry related to defense. Consequently, the production of freight cars and locomotives is a vital part of our present rearma-ment program, and a part just as essential as the production of the military freight they carry. The only difference is that military equipment is ordered and paid for by the government, while railroad equipment is ordered and paid for by the railroads.

As at the time of World War II, our railroads today are expected to move the great bulk of those things essential to national defense, and at the same time to continue to perform the largest part of all the transportation service it takes to keep the nation fed, clothed and at work.

It follows, then, that if the railroads are to be able to meet all the transportation needs of the armed forces and the civilian economy, the necessary requirements of the railroads likewise must be met. The railroads must be permitted to obtain the steel and other scarce materials they need to do their important job -- and there is no way in which these materials can be used to better advantage in increasing the transportation capacity of the nation.

Sincerely yours,

William T. Faricy
President
A Message to Milady

... Proved Radio and TV's Worth in Selling New Clothing Styles

By FRANK RYHLICK
RADIO & TELEVISION DIR.
ROSS, GARDNER & WHITE ADV. AGENCY, LOS ANGELES

TWENTY-FIVE years ago, when the fashion industry on the West Coast was in its infancy, Jaclane of California became a pioneer manufacturer of women's coats and suits.

Today, established as one of the oldest companies in the business, Jaclane is pioneering in another field by becoming the first West Coast company of its kind to explore the advantages of radio and television advertising.

Traditionally, coat and suit manufacturers in this region have relied on trade magazine advertising to reach their dealers, and on individual retailer efforts to tell the story to the public.

Radio was frowned on as useless circulation, a waste of money. Television was regarded as a gamble, somewhat more hazardous and far less rewarding than the green covered tables at Las Vegas.

But in 1949, Jack L. Goldberg, dynamic and enterprising founder-owner of the Jaclane company, decided it was time to re-examine the facts, to question some hallowed advertising cliches.

A Readiness to Accept New Ideas on Selling

If he had learned anything in the quarter of a century since starting to sell for himself instead of for someone else, Mr. Goldberg had learned that progress depends on foresight and willingness to accept new ideas.

He also knew that his company could not maintain its enviable status quo by sitting still, despite the fact that the quality of its coats and suits for women had long been accepted in the 11 Western states and Texas, and that prestige accounts in New York and Chicago were beginning to send buyers to him.

After discussions with William W. Schweit, account executive of Rosser, Gardner & White Adv. Agency, Mr. Goldberg summarized his thoughts in this way:

"It seems to me that the best way to help our dealers would be to educate women in the proper way of buying their coats and suits."

That was a big order. From the earliest days of the apparel industry in America, garments had been made in what might be called classic sizes. A woman would ask for size 12, 14, 16, etc., depending on the realism or optimism of her self-appraisal. Later, the so-called "missy" sizes—11, 13, 15, 17, etc.—were manufactured.

But all the original sizes were made for the American dream girl, the tall girl, the model—the "whistle-bait." The average woman, with a little here and a little there and a little less in some other place, would go into a store and valiantly ask for a size 12. She got her size 12, and was even able to wear it—after practically everything but the color of the cloth had been altered.

When garments began to appear in half or intermediate sizes, women received them with about the same enthusiasm as they contemplated their birthdays after the age of 29. The average woman felt she would rather march into a store and ask for a pair of falsies in a clear and ringing voice, than to tell the clerk she wanted to try on a half-size suit or coat.

Delicate Selling Needed For Half-Size Styles

From its earliest days, Jaclane of California had recognized the need for half-size garments, and had concentrated on them. Many dealers who sold them used such euphemisms as "specialty size" or "12A" to placate milady's vanity.

Once the objective of the experimental advertising effort was decided upon, Mestra, Goldberg and Schweit found themselves in agreement that radio would be the proper medium for presenting an educational story.

In keeping with the quality of Jaclane garments and their dealers, a half hour Sunday evening recorded concert program on KFAC, the Los Angeles "music station," was selected. Entitled Your Concert, it was scheduled at 7:30 p.m. Steve Rose, son-in-law and partner of Jack Goldberg, and an accomplished musician and singer in his own right, worked with the station in selecting type of music desired.

First program under sponsorship of Jaclane of California went on the air Sept. 3, 1949. . . The commercial message took this unusual and rather risky approach:

"... According to a factual survey, the average American woman is five feet, five inches or under. In seven out of ten cases, when she buys a coat or suit, the garment requires alterations. Jaclane half-sizes were developed especially to offer a more perfect fit for the average woman, thus reducing alterations to a minimum. In many cases, no alterations were required.

There is a common belief among many women that half sizes are designed for the matronly figure or for older women. Nothing could be further from the truth. Whether you are 16 or 60—stout or slender—If you are shortwaisted or under five feet, five (Continued on page 48)
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.

PLUS-Market Case History
Santa Cruz-Monterey
* Population: 195,831, an increase of 65.8% from 1940-1950
* Effective Buying Income*: $273,411,000, an increase of 151.5%
* Retail Sales*: $205,001,000, up 194%
* KNBC Audience — Week after week, over 4/5 of the radio families listen regularly
to KNBC

* Sales Management's 1951 Survey of Buying Power

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

BROADCASTING • Telecasting
June 18, 1951 • Page 41
Nuts and Bolts, Nails and Pails

Add Up to $82 Million in Central Ohio

The sound of hammers, saws, lawn mowers and thousands of hardware items rings loudly in Central Ohio to the tune of over $82 million. And you can sell your share of this big hardware market at low cost with WBNS. Latest Hooper Report shows WBNS with all 20 of the top-rated shows, day and night! Profit from these ratings with your own spots and programs. For time availabilities, write us or call your John Blair representative.
What's Louisville Got—

BESIDE

Kentucky Bourbon?!?

The 3-county Louisville Metropolitan Area ranks 28th in Retail Sales*—ahead of Metropolitan Memphis, Miami or Omaha.

WAVE's Daytime BMB Area contains only 31.4% as many families as the Kentucky total—yet produces Food and Drug Sales 65.3% as great as the whole State!

WAVE-TV, now in its third year, is Louisville's first television station. It is NBC, ABC, Dumont—Channel 5. It is by far the most popular TV station in this area.

Get all the facts about WAVE—AM and TV. Write direct, or ask Free & Peters!

*Sales Management Survey of Buying Power, May 10, 1950
LeBLANC'S

Now Offers Asthma Remedy, But With That P.I. Wheeze

HADACOL has a cousin—Amigo, by name, an asthma remedy.

Apparently in the spirit of friendship that inspired selection of the brand name, Amigo's promoters are selling it by P. I. plus "cooperation." George Dupuis, Hada
col's advertising manager who is reputed to have pin
eared off hundreds of station rate cards, has
submitted a P. I. proposal accompanied by subtle hints at Hada
col's promotional muscles.

Tender words of affection in the offer made by the newest entry in the P. I. field fail to mention that Hada
col's time is bought, though generally with concessions.

And Amigo offer has been submitted in an envelope bearing titles and deco
rations of LeBlanc Corp., Lafayette, La., maker of Hada
col. The postal stencil reminds, "Feel Fresh and Bright, Hada
col."

Mr. Dupuis explains in his letter that he and an associate, Mac
Hedrick, "are financially interested in Amigo, an asthma remedy that has been cleared with the Pure
Legal Notice

First in Washington on KGY

FIRST legal notice for official publication by radio, under a new Washington state law effective June 7, was sold on that date by 
KGY Olympia, Wash.

George Elder, chairman of the board of county commissioners for Thurston County, handed over the first legal notice to Sam Crawford 
of KGY's sales staff. The announce
ment was an official notice of a change of hours for county employees—closing of the county office on Saturday during the summer months.

The radio advertising law was passed by the 1951 legislative session, largely through the efforts of the Washington State Asso.
ciation of Broadcasters and its legislative committee. Tom Olsen, past pres
ident, is chairman of the legislative group, while Fred Chitty, KVAN 
Vancouver, is state president of the association.

APS Conference

Beardsley Ruml To Speak

BEARDSLEY Ruml, well-known tax and financial expert, will be guest of honor at the fourth Asso
ciated Farm Service subscribers conference, to be held June 20 in New York at the Hotel Roosevelt, 

Maurice B. Mitchell, APS vice president and general manager, has announced.

Mr. Ruml, a director of the Mus
zak Corp., of which APS is a divi

sion, will discuss current business trends affecting station operation. The conference, which is for APS subscribers exclusively, will feature discussions of late developments in sales and program techniques. Mr. 
Mitchell will conduct the sales meetings and Leslie P. Blieb, APS 
program director, the program sessions.

Food & Drug Administration and is a very meritorious product.

The offer is made through Maj

estic Adv. Agency, Houston, prin

cipal agency for Hadacol. Mr. Du

pus says this is a $25.00 P. I. on this product which sells for $4.88 COD. Majestic will send a weekly check for sales, less 15% agency commission, he notes.

"We know that P. I.'s are not too popular with many stations but we hope this one will prove attractive enough for you to make an exception," Mr. Dupuis pleads.

"Top Pitchmen"

After explaining that announce
ments have been made by "top pitchmen," and can be used "as often or as little as you deem advisable," he drives home this telling clincher: "I want you to know that your cooperation in this mat
ner means a great deal to me per

apsonally and I will greatly appre

ciate your writing me whether you will or will not accept this deal. All tests show that it should be very profitable for you."

Accompanying the Amigo offer is a message from President Dudley J. LeBlanc, of LeBlanc Corp., explaining that "the enemies of this wonderful product (Hadacol) are doing all they can in an effort to injure or hurt its sales." He denies that Hadacol has excessive alcohol as a preservative and lists six competing products with higher amounts.

There is not enough alcohol in Ha
dacol to prevent it from freezing when it reaches the Northern markets during the winter," he said. "The Hadacol formula has never been passed without objection by the Federal agency that has juris

diction, and it has been approved by the Health Dept. of Louisiana and several other states. The Rev

enue Department of the Federal Government conducted an investi

gation to ascertain whether Hada
col was used for a beverage. They could not find one instance of such use throughout the width and breadth of this land."

Among P. I. offers reaching broadcasters this month is a White-Wall Magic Kit offered by Detroit

Standard Automotive Co. The kit has white paint for tire coating since white-wall tires are out of production. It is listed for sale at $5, with station getting $1 per order.

International Mailbag Club Inc., Cincinnati, offers a P. I. deal, explaining it is a welfare organiza

tion "working both for the handi

capped and the hobbyist." The sta
tion gets 30¢ per $1 membership 
received. The listener also gets a 
copy of a poem, "A Smile."

The Ol' Storekeeper

• REESE TURNER, "The Ol' Storekeeper," wakes up the farmers and ranchers of Central Texas . . .

then goes out and visits with them all day!

The Ol' Storekeeper travels over 400 miles a week visiting with these farmers and ranchers and attending the meetings of their or

ganizations, frequently as featured speaker before County Agents, Home Demonstration Agents, Soil Conservation and School groups.

FARM and RANCH HOUR . . . 6 to 7 a.m. . . . Monday through Saturday

"The Strongest Voice in the Capital of the Biggest State"

CBS

LSC

5000 Ws

590 kc

Austin, Texas

The O. L. Taylor Company—National Representatives
In the fight against Inflation...

You are not alone

Every day you see headlines about the dangers of Inflation. You read what the Government must do and what each individual must do if we are to keep prices from going still higher.

Perhaps you've wondered, "What has business been doing?" For this reason, we want to report to you specifically what the life insurance business has been doing.

In recognition of the interest of our policyholders, and of the economy as a whole, the life insurance business has conducted a campaign to help check Inflation. As a part of this campaign we have published a series of nationwide newspaper messages which have outlined the causes of this threat and emphasized the cures.

In recent weeks, to help reduce the kind of credit which leads to Inflation and higher prices, life insurance has joined with commercial and investment bankers and other lenders in a program of voluntary credit restraint—an effort in the over-all battle against Inflation.

Why important? Because when a business borrows money that isn't used to increase the production of essential things to buy, two things happen:

More money is made available to bid for goods—and unless there is an increase of goods to buy, this pushes prices up. Less money is available to expand defense plants and to increase production of essential goods.

So, at the suggestion of the Federal Reserve Board, life insurance, commercial and investment bankers and other lenders have agreed to discourage loans not aiding the defense program or not increasing—or at least maintaining—essential business operations.

The purpose of this voluntary program is frankly to eliminate or reduce inflationary loans.

This will restrict our freedom of action in selecting investments. But we gladly accept this restriction in the interest of the nation, and ask your co-operation.

Institute of Life Insurance

408 MADISON AVENUE, NEW YORK 22, N. Y.

This message is the 15th in a series of Anti-Inflation advertisements which have appeared in 425 newspapers during the past several months. The life insurance business is conducting this campaign to help preserve the buying power of the dollar—not only in the interest of its 83 million policyholders and all other savers but in the interest of our economy as a whole.
PRICE PROBE

CHARGING that manufacturers have been "gouging" their customers on many nationally-advertised products and are making money even now during the current price war, Rep. Donald L. O'Toole (D-N. Y.) June 6 called for a probe "of irregular and unfair price fixing" in radio, television and other appliance fields touched off by the Supreme Court decision on fair trade practices. [BROADCASTING • TELECASTING, June 4, May 28].

Under Rep. O'Toole's proposal (H Res 244), a select House committee of seven members would be asked to "investigate the cost of producing, transporting, processing, converting and marketing...radio, television sets and all manufactured products that are used in the average home." An airing of profit percentages realized through retail and wholesale channels also was included.

"The ability of the large department stores to reduce prices from 30% to 60% conclusively proves that for years they have maintained a false price setup to the detriment of the consuming public," the New York Congressman declared on the House floor. This "deception," he added, has cost the public hundreds of millions of dollars annually and contributed to the high cost of living.

The O'Toole resolution was referred to the House Rules Committee, headed by Rep. Adolph J. Sabath (D-Ill.). There appeared to be little prospect for immediate action since Rep. O'Toole thus far has not requested any hearings. Moreover, a committee spokesman pointed out, consideration of the proposal by House Rules involves infringing on jurisdiction of other House groups set up to review price-fixing and other similar subjects.

A similar measure (H Res 243), introduced by Rep. Edwin A. Hall (R-N. Y.) and referred to the House Banking & Currency Committee, calls for lowering the cost of living by "encouraging price wars in retail prices of food and other necessities...to preserve the American system of free enterprise." A simple resolution, the Hall proposal does not call specifically for an investigation.

Next Question?

CONTRACT giving Mutual exclusive rights to Twenty Questions, Saturday, 8:30 p.m., for three years was signed June 8 with Mr. and Mrs. Van Devanter, owners. The program, which puts Mutual's list of exclusive shows at about 20, has been sponsored by Ronson Art Metal Works (lighters), which gives up sponsorship June 25.

WGN is your Bonus Buy in Chicago!

If you're buying any other station in Chicago you are losing a great bonus audience.

WGN reaches 260,100 more homes one or more times a week than the next station in the daytime.

WGN reaches 302,750 more homes one or more times a week than the next station in the nighttime.

Figure it out...in 13 weeks WGN delivers a Bonus Audience the size of the city of Chicago.

*1949 BMB

A Clear Channel Station...
Serving the Middle West
MBS

Chicago 11
Illinois
30,000 Watts
720
On Your Dial

Eastern Sales Office: 226 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Kennaan and Eckhardt
638 S. Van Ness Ave., Los Angeles 5 • 375 Montgomery St., San Francisco 4
718 Lewis Blvd., 332 SW One St., Portland 4

GREECE MISSION

Crutchfield Leaves Soon

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT, AM-FM WBTV (TV) Charlotte) has agreed to accept an assignment to Greece for the State Dept., leaving sometime early next month. Formal announcement of the appointment by the government was expected momentarily.

Mr. Crutchfield will serve as an adviser and consultant to Greek radio officials on their campaign to modernize programming, engineering and other operations. He will visit Athens on a grant under the U. S. international exchange of persons program, and be absent from his executive duties in Charlotte for a three to four month period.

The Greek radio undertook the first steps in its modernization program last year, calling on the services of one American radio engineer. When officials again made a similar request earlier this year, the State Dept. compiled a number of possible candidates for the appointment. Mr. Crutchfield had been under consideration "for some time," a State Dept. spokesman said.

MIC. 4A COUNCIL

Nield, Caples Address

THREE nationally-known authorities addressed the annual spring meeting of the Michigan Council of the American Assn. of Advertising Agencies last Wednesday, June 18.

Dr. Ernest Dichter, head of his own psychological research organization, spoke on "Case Histories in the Study of Motivation." Walter K. Nield, vice president and art director for Young & Rubicam, New York, addressed the group on "Art Directing Grows Up." And Vice President John Caples of BBDO advised on "Making the Selling Points More Effective."

Mr. Caples summed up 25 years of copy-testing with his formula for making effective, sales-producing advertisements: "Select the right audience; make your ads easy to understand; don't claim more than you can get believed; make your ads specific; tell your prospect that he will get some free, valuable information by simply reading the ad; give your product a complete sales talk; and appeal to the reader's self-interest."

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Los Angeles City Council, on occasion of KFWB Hollywood 25th anniversary, by unanimous resolution commended station for its outstanding public service.
CHOSEN TO FIT
Miss Lorraine Jameson, Hosiery Buyer at The Halle Bros. Co., one of Cleveland’s finest department stores, points out the qualities of Belle Sharmeer Hose to her star radio salesman, Bill Mayer of WGAR. Halle’s and Belle Sharmeer carefully selected the “Mayer of the Morning” to carry their sales message to WGAR’s four million friends in Northern Ohio.

CATCH THE BEST!
Colorful WGAR billboards catch the eyes of pedestrian and auto traffic to make nearly 24 million impressions each month. These outdoor boards are one of WGAR’s many promotional activities attracting listeners for your sales story.

in Northern Ohio...

WGAR

the SPOT for SPOT RADIO

SUMMER RADIO INSTITUTE
Western Reserve University and WGAR co-operate to offer high school students in the Cleveland area an opportunity to learn all phases of radio, as WGAR turns its studios into classrooms for practical instruction by station personnel. WGAR is in a class by itself when it comes to community service.

TOWN AND COUNTRY
Bob Smith, WGAR’s farm editor, has a background in farming that makes him a farmer’s radio man. His program, “Town and Country”, is beamed to both urban and rural listeners and is available for sponsorship. Reach a 3 ½ million dollar rural market served by WGAR. Harvest results!

WGAR Cleveland 50,000 WATTS...CBS RADIO...AMERICA’S GREATEST ADVERTISING MEDIUM

Represented Nationally by Edward Petry & Company
DO WE SAY ONE MILLION?

WELL-ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME
IN THIRTEEN SOUTHERN STATES
FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY
DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

("—1 min. open rate & Total BMB Nighttime Families)

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

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

FIFTY THOUSAND WATTS OF SELLING POWER
Ford in Your Future

THE PROPOSAL by the Ford Foundation to cooperate with broadcasters in establishing a radio and television workshop is both daring and extraordinarily sensible. There is a real opportunity here for radio and television to lead in the cultural awakening of this country beyond the power of any other single enterprise.

We are sure that every broadcaster who believes his cultural obligations to his community transcend those of the neighborhood. Good humor will eagerly contribute a full measure of support to the workshop plan. Backed by the enormous resources of the Ford Foundation and supplied from the very great creative talents of our commercial broadcasting, such a workshop can produce educational programs in the truest sense of the term.

Education on the American plan, powerful, versatile, challenging. Scholarship supported by intelligent showmen.

The union between commercial broadcasting and the giant philanthropy that is the inheritance of a great humanism is, at its outset, of obvious compatibility. It should produce an admirable heritage.

Nightmare of '51

ALL FOUR NETWORKS have now had their inning on rates. The cuts appear to have appeased the advertisers who made good on their buyers' strike.

But appeasement breeds more appeasement. That lesson was learned at Munich. The question now is whether the line will be held. It will hold if there's an end to under-the-table dealings, to talent concessions and to off-rate-card chiseling. It will crumble if any of the networks fail for the "sealed bid" techniques used by certain accounts during the ANA boycott, or for any other scare devices. There's no undoing of what has been written—overnight. But pull from behind scratch—roughly 10% behind.

There has been a salutary result. Broadcasters have been awakened from years of lethargic selling. The Affiliates Committee is following through after its spontaneous creation last April at the NABT convention. It is meeting with representatives of the ANA and of the National Assn. of Radio & Television Station Representatives. The Broadcast Advertising Bureau, after a quaking start, is primed to go. All this adds up to an offensive which, if properly coordinated, must retrieve for radio the ground it has lost because some people were scared. Never again, in our judgment, will the effect of television penetration be measured against radio alone. That abject failure was nailed.

Stations, at long last, now are selling on the basis of value in their markets. Even in TV markets they are producing statistical proof that rates should be increased, based on sets in use, larger audience and lower costs. A realistic approach is taken by Edward Petry & Co., in a series of display ads prepared "as a service to good radio." Advertisers and agencies are admonished to "put aside the easy judgment that revalued radio means devalued radio."

Encouragement for both networks and stations can be gleaned from the latest reports which show that network billings for April are ever so slightly ahead of those for April 1960, reversing the downward trend. The broadcasters are not out of the scare. Advertisers have had their pound of flesh, sliced from the stations via the networks. There won't be any more radio Munichs. Those spring rate cuts will go into radio lore as the "Nightmare of '51."

New Formation

CHANGES of far-reaching significance occurred on the regulatory scene last week. Comm. Frieda B. Henneck, first woman to serve for the FCC, has won her coveted appointment to the Federal bench in her native New York, and despite portents of a fight by a portion of the New York bar, her Senate confirmation can be expected.

In three years on the FCC, Miss Henneck found herself a militant minority on most important issues. She has kept the cauldron bubbling, notably on educational television— her crusade. She got the FCC more publicity and provoked more consternation in Commission ranks than any other member in recent years.

With the exception of the New York bar group, which questions her qualifications, everybody seems happy over Miss Henneck's promotion. She's happy. Her colleagues are beaming, and, we would judge, most of the licenees are pleased. She is conscientious, energetic and bright. In our view she will make an excellent judge.

There was another change which did not hit the headlines but which is of equally profound significance. Harry M. Plotkin resigned as assistant general counsel to enter private practice with the law firm of Arnold, Fortas and Porter.

For eleven years Harry Plotkin has been the master-mind among FCC lawyers. It was he, more than anyone else, who was responsible for the repeated allegation that the "lawyers" were moulder FCC policies, leading the Commissioners about, ring-in-noise. A brilliant lawyer, Mr. Plotkin admittedly has made most of the brick-bats that the FCC has thrown. He is a master of that device of mailed-flats regulation through publication.

According to his own lights, Mr. Plotkin did the best job he could for his client—the FCC. It can be expected that he will do the same for his clients in private practice. He left the Commission because he had to decide between running over two promotions.

The President must appoint a successor to Miss Henneck to fill her unexpired term, which runs out on June 30, 1966. If a woman is to be named, to follow the Henneck precedent, the obvious selection, on grounds of merit and ability, would be Examiner Panney Neyman Litvin. She has been an attorney in radio regulation since 1926—with the old Radio Commission. She is a respected examiner, who has come through the ranks.

If, on the other hand, an outside appointment is to be made, we have no doubt that Robert T. Bartley, ex-broadcaster and trade association executive is high on the Presidential list. He is now administrative assistant to his uncle, Speaker Sam Rayburn of Texas & Although in only 44, he has vast experience. He was director of the FCC's Telegraph Division from 1934 until it was abolished in 1937, and did an excellent job. He served at the SBC. He is a former vice president of the Yankee Network. He served with FM Broadcasters Inc., and was director of War Activities at the NAB.

There are others in the running, some of them qualified; others seeking a political plum.

We hope the President will make a merit, rather than a political appointment. Either Mrs. Litvin or Mr. Bartley would fall in the merit category.

TOM SHARP, president of Airfair Radio Corp. Ltd., licensee of KFSD San Diego, is a man of contradictions.

To the majority of persons, he is distant, introspective, a hard man to know.

To those few, however, whose worth has been taken through Tom Sharp's highly selective discernment, the story is different.

His close friends know him as a kind-hearted, at times extrovertish individual whose enjoyment of a good joke is matched only by his own wit.

These few friends say that he exudes a warmth not usually found in those persons whose friendship is more easily won.

Some of this handful of favored few even term him a "good mixer" as indeed he is among those whom he has grappled to his soul "with hooks of steel."

Though the man himself is little known, his generosity has made his name a familiar one to residents of San Diego.

Only recently he contributed $500,000 toward the building of a 300-bed hospital near San Diego.

The hospital will be named the Donald N. Sharp Memorial Community Hospital in memory of Mr. Sharp's only son, whom death claimed in World War II.

Lt. Lp. Sharp, bomber pilot, was lost in action Dec. 3, 1944, when his plane was shot down over Bitburg, Germany.

Loss of his son has left an aching void in Mr. Sharp's heart. He believes that if Donald were here, he would have wanted his father to support the hospital.

Part of his affections have been transferred to Donald's daughter, Diane, 6 1/2, whose blonde locks are like sunshine to her grandfather's eyes.

Otherwise, Mr. Sharp has submerged himself in work, at KFSD and at his 4,000-acre Monte Vista Ranch located in the outskirts of San Diego.

The most vivid memory of one of Mr. Sharp's friends is that of Diane racing through his office on her tricycle while Mr. Sharp continued to carry on the business at hand.

In order to understand the enigma of Tom Sharp, perhaps it would help to review his life.

To William Sharp and Elizabeth Jane Bailey Sharp, this son, Thomas Edward Sharp, was born in Victoria, Australia, just 61 years ago this Saturday.

After private schools in Victoria, young Tom Sharp began "as a course in engineering."

Then came World War I. Tom Sharp joined (Continued on page 54)

THOMAS EDWARD SHARP

BROADCASTING  Telecasting
what city is this?...

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

For the advertiser, these signs are pointing the way
to success in New York. The New York Italian market—the WOV
market—has a purchasing power of more than $2,300,000,000 a year.
It is by far the most important single economic group in the area.
And because it is so close-knit a market, you can cover it all through
the one medium that dominates it: WOV's Italian-language programs.
Aware of this result-getting buy in New York, more and more national
advertisers include WOV as a must in their basic campaigns for this
market. Dramatically, traffic signs in Italian point up the
soundness of this choice.
Ask us to show you WOV's
new animated sound film,
"Three Million People". We'll
bring it right to your office.

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

ENGLISH
WOV NEW YORK
TWO LANGUAGES ONLY
5000 WATTS

730 FIFTH AVE., NEW YORK 19
DOUG FISHEL, account representative KXO El Centro, Calif., named assistant manager, replacing FLO WINERITER, resigned.

DICK JEWELL, commercial manager WCSI Columbus, Ind., appointed general manager.

ROY W. SINOR, vice president Broadcasting Corp. of America (KPRO Riverside, Calif., KPOR(FM) Riverside, KARO(TV) Riverside, KROP Brawley, KREO Indio and KPOR Blythe), assumes managerial duties at KPRO Riverside, in addition to his other duties, replacing BILL HEFFERNAN, resigned.

SAM JOHNSTON, sales staff WCPO Cincinnati, appointed to sales staff WSAI Cincinnati.

J. TOM WATSON Jr., general manager of WSBN Belle Glade, Fla., resigns to become a missionary in Japan. Both Mr. and Mrs. Watson will enter Wheaton College, Chicago, for two-month Bible course and to attend the Evangelical Alliance Church missionary school. Mr. Watson opened WSBN in 1947. Mrs. MARY FOY, commercial manager, succeeds Mr. Watson as manager of WSBN.

TOM SWAFFORD, assistant manager KPOJ Portland, Ore., to KCBS San Francisco, as account executive.

ADAM J. YOUNG Jr., Inc., N. Y., appointed representative for KOAT Albuquerque, N. M., KTRC Santa Fe and KRSN Los Alamos.

CHARLES R. (Chick) ABRY, network sales account executive DuMont, to ABC-TV, as account executive.

ELMER O. WAYNE, sales staff WGAR Cleveland, appointed sales manager WJR Detroit.

RICHARD JOLLIFFE, assistant sales service manager KNX Hollywood and Columbia Pacific, appointed manager of that department succeeding ROBERT PEREZ resigned. RALPH GLAZER becomes assistant to Mr. Jolliffe.

CHARLES M. CONNER, Anchorage Daily Times, Anchorage, Alaska, to advertising staff, KENI same city.

NORMAN BOLLES named to sales staff WMBM Miami Beach, Fla.

DANIEL H. BURNS named representative for WIS Columbia, S. C.

GEORGE ROESLER, sales staff WJOL Joliet, to WLOS Asheville, N. C., as commercial manager, effective July 1.

CHARLES FISH, Ziv Co., N. Y., to sales staff WPTZ (TV) Philadelphia.

BILL FARRIN, WFIL Philadelphia, named to sales staff WPEN same city.

GORDON HALL Jr., to CBS Hollywood legal department headed by NED MARR. He was with law firm of Brooks Gifford, Pasadena, and prior to that Wright & Garrett, L. A.

BLACKBURN-HAMILTON Co., radio station and newspaper brokers, moves its Chicago office to Tribune Tower, 435 N. Michigan Ave., from 360 N. Michigan Ave. HAROLD R. MURPHY is Chicago representative.

TONY GASTON, account executive WIZO Kalamazoo, Mich., father of daughter, Laurel Evans. . . . CAL CANNON, general manager KIEV Glendale, Calif., presented with Glendale College Outstanding Alumni of the Year award.

WARD BYRON, executive producer for television ABC, replaces BURKE CROTTY, assistant national director of TV production, resigned.

KITY BURTON appointed to sales staff WNBW(TV) Washington.

RONALD STRANATHAN appointed commercial manager WCMW Canton, Ohio.

Personalss . . .

HAROLD DAY, account executive ABC Spot Sales, elected president of Colgate U. Alumni Corp., at directors meeting in Hamilton, N. Y. Mr. Day, who joined the network in 1942, is member of Colgate class of 1928. . . . CARL E. GEORGE, vice president and general manager WGAR Cleveland, elected president of Sales Executive Club of Cleveland. . . . LEE FONDRENN, national sales manager KLZ Denver, acted as official delegate for Denver Ad Club attending AFA national convention in St. Louis. . . . RICHARD A. OSBORNE, manager WMAT Ashland, Ky., elected president of Huntington Advertising Club. . . . JOHN PATTISON WILLIAMS, executive vice president WING Dayton and WIZE Springfield, Ohio, appointed member of committee on advertising of U. S. Chamber of Commerce. . . . LEE GORDON RASMUSSEN, manager KSWI and KFMX(FM) Council Bluffs, Iowa, father of boy, Kim Gordon. . . .

Cleveland's Chief Station - WJW - Cleveland's 5000 kW Signal - WJW - Cleveland's Only 5000 kW Station

Chief Says:
"Double threat to housewife's heart . . .
Jockies Hines and Clifton;
With her money she will part,
For products they have pitched on."

The gals laugh with Hines . . . sigh with Clifton . . .
and BUY! Let Cleveland's top personalities sell for YOU.
still further evidence that radio (WOWO especially) is the medium for reaching the great Midwest!

"I would like to compliment you," writes Mr. Hart Jorgensen of the Omaha Livestock Foundation to Jay Gould, WOWO farm director, "on your high degree of audience response to our announcements. Of eight stations in Iowa, Illinois, Indiana and Ohio, your station has come up with far and away the best response."

The only thing unusual about this statement is that we're compared with only seven other stations. Stack WOWO up against any number of stations and you'll find where your advertising dollar gets its best buy in the rich Midwest market-area! For details, check WOWO or Free & Peters.
Our Respects To
(Continued from page 50)
The Australian Imperial forces. He became a commissioned officer about 1915.
Two years later, in London, England, he married the former Madeleine Nichols. This was August 7, 1917.

Donald Sharp

Donald Sharp came to the United States in 1918 while on the staff of a British military mission. He obtained his discharge while still in this country. While the young couple was still in New York, in 1918, a daughter, Madeleine, was born. Madeleine, now Mrs. Daniel Healy, lives in San Marino, Calif.

Top Sharp went to California for health reasons in 1919 and spent the next several years in Coronado, regaining his health. Then Donald was born, Sept. 9, 1922, in San Diego.

For his health, Mr. Sharp took up golf. Through the enthusiasm with which he tackles any undertaking, he soon became an excellent golfer. Awards won include the San Diego County Amateur Championship and the California Left-handed Amateur Championship.


In 1928 he acquired an interest in KFSD, which at that time was bordering on insolvency. Incorporated in 1925, KFSD had been operating with only 500 w. Between 1928 and 1931, KFSD was reorganized and its power was increased to 1 kw. Since 1931, the station has been an affiliate of NBC. The first network program it broadcast was Amos ‘n’ Andy.

Prior to 1937, Mr. Sharp had been a director and president of KFSD but in that year he became also the general manager. Since 1948 the station has been operating with 5 kw.

Friends estimate that for five days a week he spends 99% of his time in the Grant Hotel, the top floor of which is taken up by KFSD and his modest living quarters.

He lunches at a “round-table” in the Grant Hotel Coffee Shop with a few of his intimate friends.

At this table, a good deal of joke-swapping takes place. And Mr. Sharp’s Australian accent helps make him a better-than-average story-teller.

Although he has given up much of the responsibility of the station supervision, he still is very interested in his employments. This is evidenced by his personally interviewing every person considered for employment, no matter what his position. He has spent many hours in an already busy day talking to applicants for the position of switchboard operator or typist.

The remaining two days each week usually are spent at his Monte Vista ranch. Here he may be found supervising irrigation of his alfalfa fields or with an acetylene torch repairing a farm implement.

In addition to these abilities, he is respected for his draftsmanship both in the matter of construction plans and in drawing up legal documents.

As for dress, Mr. Sharp’s tastes are extremely simple. A lawyer whose acquaintance spans more than a decade, said that he has never seen Mr. Sharp in anything other than a tweed suit, a white shirt, khaki tie, and a khaki shirt and tie.

KFSD has an application pending for a television station in San Diego and a hearing was conducted in 1948 just prior to the TV freeze.

Mr. Sharp is of the opinion that television is probably the greatest advertising medium ever conceived but owing to the constant attention demanded of its viewers he believes that it will never entirely replace AM radio.

EMERY NAMED

Walker’s Legal Assistant

WALTER B. EMERY, veteran of nine years with the FCC, has been named legal assistant to Comr. Paul A. Walker, it has been announced by the Commission.

Mr. Emery for the past four years has served as Chief of the Renewals and Revestment Branch of the Office of the General Counsel. Prior to that he held various Commission assignments in the FM, AM, and Commercial Carrier Branches of the Bureau of Law and as an examiner.

Born Sept. 28, 1907, at Howe, Okla., Mr. Emery received his LL.B from the U. of Oklahoma in 1934 and his Ph.D. from the U. of Wisconsin in 1939. Before joining the FCC, he taught at both of these universities as well as Ohio State U.; and for two years he directed WNAD Norman, Okla.

He was admitted to the Oklahoma Bar in 1933 and the Supreme Court Bar in 1946.

Mr. Emery’s appointment retains at five the total number of legal assistants serving with Commissioners. Chairman Wayne Coy and Comr. Robert F. Jones are without such titled personnel. Paul Dubin, new chief of the Broadcast Bureau’s Rules and Standards Division, had in that capacity for Comr. Jones until the Bureau’s official start. June 4, 1948 [Broadcasting • Telecasting, June 4] and no successor has been indicated.

P&G SHIFT

Smith Given Special Job

GAIL SMITH, manager of television and nightime radio production, Procter & Gamble Co., has been given a special temporary assignment in the brand promotion division, effective July 1, the company announced last week.

W. M. Ramsey, director of radio, who has been devoting the major part of his time to the company’s large daytime schedule, will assume direct responsibility for P&G’s nighttime radio shows as well. The company’s TV activities will be handled jointly by W. F. Craig, associate manager of TV, and G. A. Ralston, executive produc-

Mexico Trip

COMR. ROSEL H. HYDE, who headed NARBA delegation and Broadcast Bureau Chief Curtis B. Plummer, fly today (Monday) to Mexico City to talk border TV allocations with the Director of Telecommunications, Miguel Perrya. They will be gone about one week.

ARTIST'S SKETCH OF THE PLANNED SHARP MEMORIAL HOSPITAL

Mr. Emery

Page 54 ∙ June 18, 1951
FOR YOUR INFORMATION:

Motor vehicles on the roads of the United States have passed the 50 million mark. On some recent day which will never be exactly known, in the balance between new car registrations and scrappage the total number of passenger cars, buses and trucks on the roads of the United States exceeded 50 million for the first time in history.

Report of total vehicles from the Bureau of Public Roads for 1950 showed 49,143,275, including more than 40 million privately-owned passenger cars, more than 8 million privately-owned trucks, more than 140 thousand privately-owned buses, and nearly 600 thousand publicly-owned vehicles. In the first quarter of this year, new car sales exceeded a million and a half, and scrappage is estimated at less than half of this.

This month and the next three months, the numbers of these vehicles rolling at one time will reach an all-time peak with the coming of the vacation season.

Eight out of every ten Americans will go by car when they take their annual "two weeks with." The average trip will last eleven days and will cover around 1,000 miles. But, the over-all mileage piled up will be astronomical. The American Automobile Association estimates that vacation drivers in 1951 will roll up about 30 billion miles.

Concentration of travel in June, July, and August creates a tough job for the oil companies. Gasoline demand jumps millions of gallons per day, and goes to demand peaks suddenly at vacation centers: in the mountains, the beaches, at desert oases or at isolated fishing camps.

In addition to gasoline, vacationers look to the service station for lubricants, accessories, and maintenance, for rest rooms, local information, directions, and refreshments. With the road maps furnished free, the station operator helps plan vacation routes. (Incidentally, more than 100 million road maps are given away each year by the oil companies.)

That service is made possible by the operation of some 200,000 competitive service stations, nine out of ten of them privately-owned or managed. Industrial progress plus intense competition has made America truly a nation on well-oiled wheels.

* * * * * *

If you need information on the oil industry at any time, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street
New York 20, N. Y.

P. S. Be sure you drive carefully!
GAMBLING

Question on Interpretation

BIG question mark that is being asked on Capitol Hill is: What does the Senate Crime Investigating Committee mean by "gambling enterprise"?

If broadcasters had the answer to this, they would know how far the new anti-gambling information bill (S 1024) would affect their business operation. It is pointed out that these words in the legislation introduced in the Senate by committee members a week ago Friday [BROADCASTING • TELECASTING, June 11] are the key to the measure's effectiveness.

The bill would do two things, radio-wise. It would make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding a new section to the U.S. Criminal Code. And it would extend the present criminal law on broadcasting lottery information or advertisements to include any "gambling enterprise."

Definition of what constitutes "gambling information" filled pages of Senate Interstate Commerce Committee transcript last year when hearings were held and a bill reported. FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest."

The Justice Dept. defined it this way: "Bets or wagers or related information assisting in the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or wagering activities on any sporting event or contest."

The crime committee probe's bill has been referred to the Commerce Commissee which, as a matter of course, will ask both FCC and Justice Dept. for comment. A Crime committee spokesman says the courts would decide in the long-run, if and when the bill becomes law, what interpretation would be given the term gambling enterprise.

According to those who prepared the bill, definition would place three "tests" on what is a gambling enterprise. These are whether (1) there is an element of chance (2) there is a distribution of property or property right and (3) there is some consideration given from recipient--- i e. whether he put up some money with expectation of getting back more by chance.

The bill, the spokesman says, is part of the legislative pattern proposed by the committee in a series of bills to stamp out "rackets."

A measure already introduced would strike at the national wire service if used for illegal ends [BROADCASTING • TELECASTING, June 4].

For the radio industry, according to this informant, the series of bills mean: "You can carry gambling information as a news service, but if you support or publicize or lend facilities to gambling enterprises then you would be breaking the law."

Section of bill that relates to transmission of bets and wagers by radio apparently does not put the pinch on broadcast activities since it deals with the actual transmission of a "bet, wager, or any money or money order in payment of any bet or wager. . . ."

On the other hand, the section touching upon lottery information could be more inclusive, depending upon definition.

Eileen Hazel Flake

EILEEN HAZEL FLAKE, veteran of 28 years service with WBAP-AM-FM-TV Fort Worth, Tex., died May 30 of a heart condition. Miss Flake had been with the station longer than any other employee, starting in 1923 as secretary, one year after WBAP went on the air. She became traffic chief in 1938 after having served in almost every department.

TAX FEARS

Allied by Analysts

F.E.R. by advertisers that their tax deductions for advertising may be disallowed is unwarranted as long as the companies involved "is actually trying to sell, if only in the future," according to leading tax analysts, J. K. Lasser and William J. Casey.

Observers Lasser and Casey in their memorandum, "Advertising and Taxes," distributed by Business Reports Inc., New York, say that as an ordinary expense of maintaining a productive asset for present or future use, such advertising is "like paying watchmen and carrying insurance on an idle plant, or cleaning and oiling the equipment."

"We do not know of a single instance in which there has been denial of tax reduction when a company was trying to sell. Even when it was not committed to military work that it had nothing immediate to sell, a company was entitled to a tax deduction for copy trying to sell in the future," the tax analysts write.

Meanwhile, on Capitol Hill five percentage point increases in all tax rates on corporations have been proposed by the House Ways & Means Committee as it moved to clear the revenue measure for House consideration.

Dropped from the bill was a proposed excise tax increase on radio and television sets from the present 10% to 15% [BROADCASTING • TELECASTING, May 28].

Under the measure, the rate for corporations earning less than $25,000 a year would be boosted from 25 to 50% and on corporations making more than that figure yearly from 47 to 52%

The committee turned down a proposal to soften the excess profits tax plan that had already been approved by the group. Previously, it had voted to set the excess profits tax base at 75% of a corporation's earnings in the three best years of the four year period 1946-49 inclusive.

GOP members attempted to keep the base at 85% where the rate is now but their motion was defeated.

The tax legislation must first be approved by the House before it can be considered by the Senate where it is believed substantial changes will be made.

McClure on ABC

EFFECTS of the Army Dept.'s radio and loudspeaker broadcasts on enemy troops in Korea was discussed by Brig. Gen. Robert A. McClure, chief of the department's Psychological Warfare Branch, on ABC's Time for Defense last Tuesday, 10-10:30 p.m. EDT. According to the Army, 35% of the captured enemy soldiers have been convinced by the broadcasts and leaflets.
TOWERS THAT "TALK" TO THE STATE OR SQUAD CARS

Mobile Communications Systems naturally require no thousand-foot towers to cover their "beat." But isn't it good business to do business with a concern that makes both? There's no need to compromise on the antenna towers for your UHF system when you can be sure with a Blaw-Knox Tower designed especially for this important radio field. Scores of these self-supporting towers are now providing safe support for high-gain antennas that give maximum signal strength and soft-pedal the high noise level of metropolitan areas. The cost? No more than for "make-shift" structures.

For complete technical data just drop a note to

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX ANTENNA TOWERS
GOV'T ADS

GOVERNMENT agencies should pay for advertising, except where messages are of a specific public service nature, Sen. Spessard L. Holland (D-Fla.), told the Florida Assn. of Broadcasters banquet, held during the FAB's June 8-9 meeting at the Mayflower Hotel, Jacksonville.

Broadcasters have the right to decide what they will give free to the government, Sen. Holland said, adding, "I know you will continue to be generous. Nothing can be more American than the way you determine what you can carry as public service programs."

Right of stations to examine political broadcasts in advance was emphasized by Sen. Holland. He lauded radio's coverage of world affairs, its reporting of the Korean war, but said he would like to see improvement in "telling the things which our nation is doing successfully."

Sen. Holland said, "We must re- sist very strongly every effort and tendency toward controls which will be burdensome or suppress free expression, much less look toward governmental ownership or operation."

New Board Members

Board members were elected by the association, supplementing election of administrative officers [Broadcasting ● Telecasting, June 11]. The new board includes the retiring president, Garland Powell, WRUF Gainesville, and new officers, including President S. O. Ward, WLAK Lakeland. Others elected to the board were Robert G. Venn, WMIE Miami, and J. Allen Brown, WLOF Orlando.

FAB adopted a resolution calling for relaxation of the FCC rule covering licensed engineers, looking toward provisions similar to those in effect during World War II. A resolution introduced by Walter Tison, WLAT Tampa, reaffirmed FAB's advocacy of ratification of the North American broadcasting treaty.

Appointment of a committee to confer with high school athletic officials was its primary action in an effort to reach an understanding on charges for rights to football games.

Report of the Legislative Committee, of which James M. LeGate, WIOD Miami, is chairman, was given by Kenneth Ballenger, FAB legal counsel and legislative representative. He reported the new Florida sales tax law exempts radio from a tax on film, transcriptions and other items used in radio and TV broadcasts. He said a law had been enacted forbidding TV in autos if screen is within driver's view. The civil defense law provides no control over radio and newspapers, he said. He added the bill covering legal public notices by radio was still in committee.

In retiring from the presidency, Mr. Powell urged FAB to set up permanent headquarters and arrange meetings to follow in order

Stations Should Be Paid, Senator Tells FAB

with Georgia and Alabama sessions. A budget of $3,500 was adopted for the year.

Dorsey Owings, of BMI, urged stations to send both programs and sales personnel to BMI clinics. A resolution lauded the BMI plan to encourage young composers.

Official thanks were received from the Weather Bureau for radio cooperation in getting messages to the public. Eleanor Brumbaugh, of Florida Citrus Mutual, grower cooperative representing 86% of the citrus produced in the state, thanked broadcasters for cooperation in carrying citrus news.

George Steel, radio public relations director at U. of Florida, said the university is making dramatic presentations on tape, with programs about hurricanes and university activities.

Plaques were presented at the banquet to Mr. Powell, outgoing president, and T. S. Gleichbrist, WTMJ-Oslo, secretary-treasurer, as well as to the 1949-50 president, William G. McBride, WDBO Orlando, and Jerry Stone, WNDV Daytona Beach, secretary-treasurer. Greetings were received from Emmett Brooks, president, Alabama Assn. of Broadcasters; FCC Chairman Wayne Cox; Curtis Plassmer, chief of FCC Broadcast Bureau, and Harold E. Fellows, NARTB president.

L. A. Summer Course

RADIO and recordings as teaching aids will be subject of a six weeks summer course at Occidental Col- lege, Los Angeles, starting today (Monday) under Betty Van Ven- den, consultant in radio education for Los Angeles City Schools. She is writer-producer of the children's program Once Upon A Time, recently named by the Institute for Education by Radio-Television for the second highest national honors in its field.

AIMS MEMBERS

Report Audience Gain

INDEPENDENT local radio stations have found the key to success in dealing with television and are very optimistic about their own future as "a distinctive advertising medium with an increasing listening audience," Steve Cisler, WKY W. Louisville, asserted last week.

That was also the consensus of some 45 radiomen who attended a closed-door summer session of the Assn. of Independent Metropolitan stations at Colorado Springs, June 8-10. Views on programming, sales and promotion were exchanged during the three day meetings held at the Hotel Broadmoor, with Al Meyer, KYMR Denver, as host.

Independents have gained an additional listenership ranging between 15% and 25%, with much of the increase attained in TV station markets, according to Mr. Meyer. In fact, "not a single station has reported any adverse effect from TV coming on air," Howard Johnson, KNAK Salt Lake City, said after the meet. He contended that TV's high cost of operation "has put us out of reach for this medium for local advertisers."

A secret committee was chosen to select an agency to evolve a campaign plan designed to promote AIMS and other independent radio stations throughout the nation over a 52-week period. Additionally, the association, which drew deleges from 25 states and the Terri- tory of Hawaii, voted a $25,000 appropriation for publicity and advertisements in national trade papers.

Mr. Cisler stated that "while the networks are singing the blues, the independent station is on top of the pile." He said that all AIMS members will receive complete details of the meeting but the industry "will remain in the dark."

NBC's Halls of Troy, sponsored by Los Schillito Brewing Co., Milwaukee, awarded citation by Junior Chamber of Commerce for "... not only splen- did entertainment, but also because it imparts to the American people a better understanding of the whole profession of teaching..."
TELECASTING
A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

Good Things Come in Threes...

Staging Entrance—7:45 p.m. Wed.
Earl Wilson, N.Y. Post Columnist, has a fast-moving interview stanza in "Stage Entrance". Show gets away from the stuffy quality of some "tele-a-tele" programs...Wilson handled his interviewing chores nicely, and he's able to secure sock guest lineups.
—Variety

Not for Publication—7:45 p.m. Mon. & Thurs.
Du Mont has a property of considerable promise in "Not For Publication". Actually a dramatization of the inside story behind many newspaper yarns, the program has a natural human interest slant which should be productive of a televiewing audience. The show caught was a gripping, vastly effective climactic story of an attempt to commit suicide...the direction and camera work were outstanding, especially the eye-arresting closeups.
—Billboard

Washington Report—7:45 p.m. Tues. & Fri.
Tris Coffin has the punch and accuracy of a good reporter and the dramatic instinct of a good playwright. Mr. Coffin's best talents, and they are considerable, are displayed in dealing with Congressional hearings.—N.Y. Times
“ANY DELAY in lifting the ‘freeze’ which has prevented the expansion of television service since September 1948 would .. harm the public.”

This is what FCC Chairman Wayne Coy wrote Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, in giving the Commission’s views on Sen. William Benton’s (D-Conn.) resolution, proposing a 90-day delay in allocation of TV channels, pending review by the Commerce group.

Since that time, the resolution has been superseded with a bill (S 1759) and a joint resolution (S J Res 76) which would create a National Advisory Board for Radio and Television and keep intact the TV freeze for an added six months to a year [BROADCASTING * TELECASTING, June 11, 4].

Under Congressional procedure, the Commerce group is asking for additional comments on the new legislation offered by Sen. Benton.

Quoted about the advisory board bill and the joint resolution, Senate Policy Leader Ernest W. McFarland (D-Ariz.), chairman of the special subcommittee that is considering the legislation, said last week meetings would be held on the proposals as soon as possible.

Hennock’s Stand

While Chairman Coy wrote to Committee Chairman Johnson for the Commerce group, a separate view was given by Comr. Frieda B. Hennock, who was nominated for a New York judgship last week (see story, page 27) and who also is an enthusiastic supporter of educational TV.

Comr. Hennock gave her full support to Sen. Benton’s proposal that Congress investigate, saying that it was “unlikely” that the FCC would initiate a probe “of the entire, many-sided question of television in order to insure the maximum development of (its) educational and public service potentialities.”

Chairman Coy said it would be up to Congressional policy whether such a probe be conducted, and outlined the history of FCC proceedings on blueprinting an allocations plan.

Comr. Hennock said a Congressional study would aid and guide the “further development and establishment of the finest television service possible for the American people.”

Maintaining that the proceedings in the allocation question “are in the main concerned with the technical allocations and nonprogramming aspects of TV,” Comr. Hennock said the FCC was “unrealistic in placing the entire burden for bringing out the facts of this reservation question on educational groups which were ill-equipped to carry it.”

Other points by Comr. Hennock were: Educational TV stations will not “solve” all of the public’s needs insofar as television programming is concerned; commercial broadcasters still have public service responsibilities “in broadcasting to provide a well-rounded program service and not be allowed to transfer their obligations to educational stations.”

She pointed out that under the FCC’s proposed allocation of channels, “many sections of the U. S. probably will be completely without educational television stations.”

“Blue Book” Aspect

Both Chairman Coy and Comr. Hennock referred to the “TV Blue Book” aspect of Sen. Benton’s original resolution. Chairman Coy said FCC was aware of the programming problems of stations and that the Commission had considered the problems in “the most recent application for renewal of license of 44 TV broadcast stations.

The Commission on Jan. 29 unani-
mously granted the renewal applica-
tions, but at the same time announced, with Comr. [Robert F.] Jones dissenting, that a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission and the industry.

On this, Comr. Hennock said:

Neither does the Commission’s announce ment on Jan. 29, 1951, of a pub lic conference on television broadcasting problems, set any definite reason for tabling S Res 127. Up to now the Commission has done nothing further to implement its announcement and to bring the conference closer to reality. A complete conference, furthermore, cannot take the place of a searching inquiry by a Congressional body.

NCAA vs. PENN

QUAKERS THROWN FOR LOSS

To realize the financial magnitude of this schedule, one must realize that for big games, even without filling Philadelphia’s Franklin Field, gate receipts amount to $150,000–$250,000. Franklin Field has a capacity of 76,000.

A Penn spokesman late last week still expressed hope that the original schedule would be met. That would have to be left in the hands of the teams, but the trouble was that one can never tell when the future is going to stand up.

NCCA officials, while exuding confidence, nevertheless were “walking on glass” last week while Notre Dame huddled over the matter. Notre Dame, whose home games have been telecast the past two years by DuMont, could make or break the plan. The South Bend, Ind., school reportedly sold TV rights last year for $185,000.

Father John J. Cavanaugh, Notre Dame president, was weighing the matter carefully. He has said that he does not want to be placed in the position of making a pivotal decision. Notre Dame’s declaration was expected sometime this week.

Meanwhile, the Justice Dept. was closely watching from the sidelines. A Justice decision is not expected until a test case is brought before it.
Vide0's Potential

NBC Releases New Hofstra Study

Time Spent on Major Media by TV Owners

IF THERE is still anyone in advertising who is not convinced of the potent effect of television on the country's more than 12 million set-owning families and their buying habits, NBC's second Hofstra study, "Television Today—Its Impact on People and Products," should give him that conviction.

Completed in January under the supervision of the Psychological Workshop of Hofstra College, the study comprises 5,067 interviews with adult heads of families in the New York metropolitan area—a "mature television market," with seven TV stations, including outlets of the four video networks, and more than two million set-owning families, "ideal for studying TV as a mature medium," NBC said.

Employing a "searching" questionnaire, the study investigated the purchase of 187 branded Club TV-advertised merchandise; checked 111 TV network programs, according to 122 hours a week and about half of all network shows, and inquired into the reading and listening habits of the interviewed persons, as well as their attitudes towards certain products and programs.

51% Own Sets

"First and very basic finding," according to Dr. Thomas E. Coffin, supervisor of NBC's program research division, which developed the study and analyzed its findings, "was that 51% of all families owned TV sets."

Television families are larger, with 368 persons in 100 TV homes to 306 in 100 non-TV homes. (With half of New York's families owning TV sets, this means 1.4 million more people in New York TV homes than in non-TV homes, Dr. Coffin noted.) They are younger and more of them have young children. "Numerically, they look like a good market."

And financially, too. Average income of the TV family is $4,480, compared to the non-TV family average of $3,846. Projecting the more than $60 a month plus per TV fee for the entire New York market means $1.5 billion more annual income for TV families. They have more phones, more refrigerators, a six months' supply of radio, 64.9% read television, and 80.1% read daily newspapers in non-TV homes, Dr. Coffin noted.

Most Convincing

TV set-owners, by nearly a two-to-one ratio, find television the most convincing advertising medium—64.9% answered "television" when asked: "What type of advertising do you think is usually most convincing?"

They back up that opinion with their purchases. Analysis of the sales of five brands of razors and blades advertised on TV by otherwise matched samples of TV set-owners and non set-owners showed an average of 14% of the "unexposed" group buying during the past month as against 18.5% of the TV owners—"ownership of a TV set produced an average increase of 29.5%" in the sale of these products. For all 30 product groups covered in the study, television plus averaged 28.8% more customers for TV-advertised brands among set-owners than among matched non-set-owners.

Length of ownership of a video set seems to make little difference in the owner's purchase of TV-advertised goods, with slightly greater purchases among the longer-time owners. An average of 42.5% of unexposed non-set owners buying one or more TV-advertised products compares with 51.3% of set-owners of less than six months duration, 52.0% of those owning TV sets six to 11 months, 52.8% for those owning sets one to two years and 53.6% with sets for more than two years.

"Television," Dr. Coffin noted, "wears well, exceedingly well, as a selling medium."

Impact Comparison

When sales of products advertised on 143 individual TV programs were analyzed by viewers and non-viewers, NBC found 37% more customers among set-owners who had watched the program recently than among owners who had not seen it recently. And sales were 35.2% greater among set-owners who had seen the program than among those who had not. Which, said NBC, "suggests that television programs have a consistent impact on viewers—whether they own sets or not."

Guest viewers provide one new customer for every five new customers among set-owners, a TV bonus of 20%, Dr. Coffin pointed out.

To determine whether more customers mean more unit sales, NBC had a special study made by the Advertising Club of New York, which found they do. TV programs, this study showed, created gains of 40.8% in consumers, 48.7% in sales volume, among 680 set owners whose viewing of 16 programs advertising package goods was checked.

TV also pays out for durable goods advertisers. Analyzing matched groups of viewers and non-viewers of video shows advertising automobiles, refrigerators, TV sets and floor coverings showed 12.1% of non-viewers had "never heard" of the average brand of the last three product groups (practically everybody knew all makes of cars)

by 5.7% of viewers giving that answer. As to advertising 45 brands of durables in terms of "no opinion," "poor," "fairly good" or "very good," on the average viewers gave 27% more "very good" opinions than non-viewers.

As to sales of durable products to viewers versus non-viewers, NBC found a 23.7% increase of purchases of 32 durable products among TV viewers over the average, with 19.3 buyers per thousand among viewers to 15.6 buyers per thousand among non-viewers.

Getting down to the pay-off, the extra customers provided by TV in the New York market for package goods advertised on 143 video programs was an average of 36,000 per program per brand in the past month, or 83.6 per thousand customers per TV dollar. "Extra customers at a cost of about 6½ cents apiece," Dr. Coffin exclaimed, "is on top of the production economy and efficiency for which television and advertising can take a deserved bow."

Day Same As Night

For the advertiser, there's practically no difference between daytime, where products averaged 18.7 extra customers per dollar, or viewers averaged the average, was 18.6. And TV starts to pay off at once, with brands on TV less than 13 weeks averaging 5.9 extra customers per dollar, those on from three to 15 months getting 13.2 extra customers per dollar and those on for more than 15 months averaging 20 extra customers per dollar.

Well-liked commercials produced 17.9 extra customers per month per dollar, NBC found. Disliked commercials ranked second, with 9, and those which produced no strong feeling for or against were ranked third, with 7.8 extra customers per dollar. The average commercial, it was reported, is liked by about 62% of TV set owners and disliked by about 6%.

A supplementary study on length of commercials showed that using 81% more time for the commercial made the product 2% more recallable and 15% more likely to be bought, but 7% less brand identification and 6% less liking, and there was a 35% increase in complaints of too much "pushing" on the program.

High-budget TV shows pay off

(Continued on page 74)
ACTION IS expected by FCC this week—possibly Wednesday or Thursday—on questions of (1) whether or not to modify its plan of fixed TV allocation by rule-making, (2) whether to continue the allocation process or to end it as a result of conflict which could prolong the overall freeze indefinitely, and (2) how far to go on its proposed partial lifting of the freeze.

The issues were debated last week at several executive sessions and the Commission staff worked overtime to rush completion on draft decision forms by Friday.

The allocation conclusion, it is believed, will be disclosed in FCC's response to inquiry of Sen. Edwin C. Johnson (D-Iowa), chairman of the Senate Interstate and Foreign Commerce Committee, questioning the legality of what he described as "black allocations." [Broadcasting • Telecasting, May 21, page 11.]

Informed sources at the Commission felt FCC will stand firm on the legal soundness of its original allocation plan, saying, however, it may take to modify that policy in order to bring the legal conflict to a practical compromise and enable an early end to the freeze. They feel sure that even if taken to court, legality of the fixed allocation would stand in view of precedent cases and interpretation of the Act.

Oral Argument June 28

Others pointed out FCC is as tired of the television stalemate as is the industry and the public. FCC would be inclined to consider favorably any reasonable solution which could settle quickly the allocation deadlock on an equitable basis and permit prompt granting of new TV service--of the long-waiting public, they indicated.

Such a solution, however, would have to carry with it the earnest support of the industry before FCC would act, it is generally believed.

FCC Friday set June 28 for hearing of oral argument on legality of its fixed allocation and educational reservation policies, specifying all parties to the TV proceeding may participate by filing notice of appearance by June 25. FCC said it does not contemplate that holding of this oral argument will result in any substantial delay in the commencement of such further proceeding in this matter which may appear appropriate after the oral argument."

Decision to hear the arguments was made in acting upon petitions of Federal Communications Bar Assn., WATM, DuMont, Mich., and WTMN, Trenton, N. J., challenging and seeking airing of the issues prior to commencement of the hearing on city-by-city allocation proceeding.

Should the Commission modify its allocation policy, to water down the legal issue to a workable compromise, it is possible the hearing might be done away with entirely and in its place substituted some "semi-hearing" procedure to expedite conclusion of the allocation decision.

FCC repeatedly has expressed its desire to bring the TV allocation to as prompt a conclusion as possible—preferably, a partial freeze—as is consistent with sound and equitable administrative practice. Chairman Wayne Coy repeated this hope in a letter to Sen. Johnson last week regarding an original resolution on TV by Sen. William Benton (D-Conn.) (see story page 60).

Some Power Boosts Possible

As of Thursday it appeared FCC may have abandoned hope for thawing VHF grants in the U. S. territories because of educational-reservation conflicts and the FCBA issue. Hope for partial thawing of grants for improved facilities for some existing stations in the U. S. seemed to be on the books, however. The Commission earlier was reported to have rejected its third proposal to thaw the UHF in this country because the UHF allocation is so tied-in with the VHF that the parties must agree through the intermixury policy. [Broadcasting • Telecasting, May 28.]

Even these earlier proposals for a partial thaw could be set aside, though, if the Commission procede to allocate the allocation problem and get down soon to granting new stations in the VHF where there is a demand and no conflict, and commencing comparative hearings where conflict exists. But abandonment of the fixed allocation policy is argued by some, could well prove faster than speed up the thawing process. Although the FCC had advised, at the time of the freeze in latter 1948, that no new applications be filed, more than 400 now are pending. A 60-day period in which to file applications after the allocation decision has been finally approved, also has been committed, and the number of applications probably will more than double those already on the books.

With a fixed allocation, according to its proponents, hearings can be held simultaneously for various areas of the country, since the freeze allocation plan takes into account co-channel and adjacent channel interference factors in these "sealed-off" areas.

On the other hand, it is argued, abandonment of the plan and handling of applications on a catch-as-catch-can basis could result in almost inevitable holding of simultaneous hearings for factory earmarked for given geographical areas, it was pointed out, there could be an unbroken chain of stations, stretching from coast-to-coast.

"The hearings probably would have to be held at Soldiers' Field to accommodate all of the applicants, lawyers, engineers and other parties in interest," it was stated in one informed quarter.

Rather than present flexibility in allocation, the dropping of the fixed plan could mean pandemonium, another authority stated.

Would Cut Hearing Time

In probing for ways to shorten the hearing proceedings, looking toward a thawing of the freeze possibly by the end of the year, the suggestion has been advanced that the hearing time could be cut in half with the cooperation of applicants and their counsel. Witnesses, it was pointed out, could file their data in advance with the FCC and other interested parties, and then subject themselves to cross-examination only. In areas where there are no conflicts or unusual applications, permits might be issued promptly.

Despite the opposition of the FCBA to the rule-making procedure, and the questions raised by Sen. Johnson, there are indications that substantial segments of the industry support the FCC's allocations table concept. Even if the legality were questioned in court, it is felt in some quarters that this litigation could be terminated quickly, and that more of the TV spectrum might be saved than if the fixed allocation plan were dropped.

Meanwhile, at deadline last Monday, 178 of the 2,000 replies and counter-proposals were filed with the Commission in opposition to initial comments made upon the revised TV allocation plan announced in late March. Some 700 initial comments had been filed May 7 [Broadcasting • Telecasting, May 14, March 26]. A synopsis of these replies is on page 76.

Virtually all of the replies were opposed to proposals of other applicants in nearby areas to make changes in FCC's proposed plan. Nearly all applicants filing replies stuck by their initial proposals or suggested changes to, the Commission's plan. A number of applicants about the country opposed allocation changes suggested by DuMont for their specific areas, while a lesser number similarly filed objections to CBS proposals.

No reply was tendered by NARTB, which initially supported the fixed allocation in general but, though vigorously opposing the reservation of channels for educational use.

Of the major networks, only ABC, DuMont and NBC filed replies, DuMont's being the largest in view of its earlier presentation of a completely alternate allocation plan which it claimed effected a more equitable allocation of channels and provided greater competition in the VHF.

The DuMont reply contained a detailed report of a survey of 258 college administrators and deans and preadolescents of public school systems.

(Continued on page 68)

Snyder Named to New CBS Field Post

CLARKE A. (Fritz) SNYDER has been appointed to the new post of CBS-TV Sales Service Dept. field representative, William J. Fagan, department administrative manager, announced last week.

Operating from New York, Mr. Snyder will travel in the interest of sales relations with CBS-TV affiliates.

Mr. Snyder is a veteran of World War I, Mr. Snyder was born in Crawfordville, Ind., and educated at Kentucky Military Academy and Wabash College. From 1933-39 he held various positions with the Chrysler Corp., including that of personnel and public relations representative for W. P. Chrysler.

From 1933-39 he was assistant advertising manager of the Standard Oil Co. of Maryland, where he left to join the J. Stirling Getchell Adv. Agency as contact representative on the Socony-Vacuum account. Later, following a year spent with NBC as station relations manager, Mr. Snyder joined the Biow Co. in 1944 as account executive for the Bulova Watch Co. account.

As assistant to the Bulova Watch Co. president from 1947 until early this year, he returned to Biow Co. in January, 1951, as an account executive on special assignments.

FCC Action Nears
P & G Top Client in April

Standard Oil Show

STANDARD OIL of Indiana, Chicago, renewed its NBC-TV time which has been filled by the Wayne King Show, Thursday, 9:30-10 p.m. CDT, on a 10-station midwest network from July 5 for 62 weeks. Program leaves the air for eight weeks from that date, and a replacement has not been set.

THE FIGHT over color television is all set to leave the hearing rooms of the FCC and the courts and move directly before the public.

CBS, whose system won the FCC and court battles, will inaugurate regular commercial colorcasting with a kickoff program June 25, and RCA, whose system was rejected by FCC, will initiate a series of regular but "experimental" color programs via its own technique early in July.

Columbia's inaugural colorcast on a commercial basis will be an hour-long production featuring Arthur Godfrey, probably Ed Sullivan, and a number of other CBS-TV performers as well as industry leaders, the network reported. The show will appear under "multiple sponsorship," spokesmen said, but declined to identify the sponsors.

The kickoff program will be telecast by WCBS-TV-New York and will be offered to CBS network affiliates in Boston, Philadelphia, Baltimore and Washington, though it was not known whether the stations would join the color network.

Affiliates in all these cities have participated in CBS color demonstration at one time or another.

Following the opening 4:30-5:00 p.m. program June 25, CBS said it will present color shows daily, building up through the summer to an approximately 20-hour weekly schedule by fall. The opening week's schedule calls for 4 1/2 hours of color programs plus a remote pickup of a sports event on Saturday afternoon.

The colorcasts will become a seven-day-a-week operation starting July 2, with programs at 10:30-11 a.m. and 4:30-5:00 p.m. Monday through Friday, and afternoon programs on Saturday and Sunday. The current CBS black-and-white schedule includes no programs in the 10:30-11 a.m. weekday slot and presents It's Fun to Know, a sustainer, in the Monday-Friday 4:30-5:00 p.m. segment. Its Saturday afternoon programming now starts at 5:30 with It's Up to You, also a sustainer, while its Sunday afternoon black-and-white programming begins with the sustaining Lamp Unto My Feet at 4:30.

To acquaint as much of the public as possible with CBS colorcasts, it is expected that receivers will be

(Continued on page 68)

June 18, 1951 • Page 63
4 REASONS

WHY WOR-tv, CHANNEL 9,

IS THE GREATEST BUY

IN TELEVISION

IN GREATER N. Y.!!

*There are many others; there are maps; there are mail counts (astounding ones), there is proof galore.
1. WOR-tv keeps more people tacked to tv screens than any other independent tv station in Greater New York.

2. WOR-tv telecasts the only live mystery program available for sponsorship in New York. (A program, by the way, that can bring you 357,890 viewers at a lower cost-per-thousand than many of the sponsored tv whodunits on network stations.)

3. Ten WOR-tv programs attract an audience of over ¼-million viewers per-broadcast. And many of them are just waiting for an eager sponsor (You?).

4. WOR-tv is and will continue to be a reflection in word and picture of life in our day. Its general attitude is one of gaiety and release from the tenseness and hurry under which we live. But WOR-tv's purpose is not just escape, however enticing that might be. It is a source of constant and honest information and education for the hundreds of thousands of people who look at and listen to it every day of every week.

... these are some of the reasons why WOR-tv, channel 9, gets more results, more rapidly, in less time, for more tv advertisers, and their agencies, than any other independent tv station in the New York area.

our address is— WOR-tv channel 9

at 1440 Broadway, in New York
TELEVISION needs a censorship board similar to the motion picture industry Johnston Office, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Based on a sampling of 10,000 TV and movie sets down in southern California, San Francisco, Portland and Denver areas, and covering a three-month period, the personal interview survey was conducted under the supervision of Prof. Hal Avry. Some 500 students from Woodbury College, Valley College, U. of Denver, U. of Redlands, San Jose State College, Fresno State College, Stanford U., and Oregon State College handled the interviews.

On the question of an industry censorship board, 54% of those interviewed in Los Angeles voiced approval, with 55% in San Bernardino and 52% in San Francisco Bay areas in accord. Majority of those interviewed believe moral standards of television to be the same as movies.

Of those contacted in Los Angeles, 86% said they would like to see more "on the spot" telecasts of major news events. In the San Francisco Bay area and San Bernardino section, 91% and 87%, respectively, gave similar answers. In all areas, percentages were high in agreement that there should be a separate channel for educational programs. In Los Angeles, 60%

Weekly Television Summary — June 18, 1951, Telecasting Survey

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Woodbury’s Tele-Census Of Programming
(Report 168)

TV Home Characteristics Studied in Dallas

TELEVISION homes have 12% more people in them than non-television homes, according to a study of TV set saturation in the Dallas-Fort Worth area. The study was conducted by Dr. Ir. G. C. Smith of Southern Methodist U., and is believed to be the first of its type.

Average number of persons per residence was found to be 3.3 in the case of television homes compared to 3.0 in non-television homes.

The survey, bearing the date April 1, shows there were 113,947 TV homes, or 27% of all residences, in the Dallas-Fort Worth 12-county area. These homes were converted to viewers, showing a total of 381,722 viewers or 30% of total population.

For Dallas-Tarrant Counties alone the survey showed 96,515 TV homes, or 30% of all residences, or 235,816 viewers and 33% of total population.

Viewing audience in Dallas County alone was placed at 195,489 with 130,327 viewers in Tarrant County alone.

The survey showed the 115,717 TV sets in the 12-county Dallas-Fort Worth area included 1,770 sets in business establishments. In the Dallas seven-county area there were 70,371 TV residences and 1,117 TV

(Continued on page 74)
Winston-Salem - North Carolina
North Carolina's second city, home of Camel cigarettes, manufacturing and educational center, with an annual industrial payroll of $58 million dollars. Winston-Salem receives television service from 2 stations but 56% of viewers tune most often to WBTV, Charlotte.
Allocations Freeze  
(Continued from page 68)

tems, including responses from 46 states and the District of Colum- ia. DuMont claimed the survey shows there are unlimited educational ca- 
tations and systems are sharply 
divided on the question of reser- 
ving noncommercial television chan- 
els specifically for colleges, uni- 
versities and public school systems.
DuMont claimed the survey 
showed a majority of responding 
educators would be willing to co-
operate with commercially operat- 
ed stations rather than operate 
their own stations.
"Only 47, or 41%, of the re-
pondents said they intended to ap- 
ply for telecasting licenses," Dun-
mont asserted. Forty-four per cent 
responding said they favored "ex- 
clusive educational station licen-
sing on a noncommercial basis."

Conducted for DuMont by the 
Institute for Better Living, the 
survey drew 158 responses, FCC 
was told, of which 103 were from 
colleges and universities. Nevada 
and South Dakota were the only 
states not represented in the tabu-
lation.

"Most of the 158 respondents 
gave recognition to the growing 
realization of the problem of financ-
ing installation and maintenance of 
stations. Most of them also consid-
ered cost and burdens of maintain-
ing program schedules as insur-
mountable," the report claimed.

Would Cooperate

"Those who mentioned acquired 
experience in television broadcast-
ing were most definitive of such 
problems and were decidedly on the 
side of cooperating with commer-
cially operated stations," it con-
tinued.

"One university reported that it 
had produced 150 television pro-
grams on a noncommercial basis 
with 'mutually satisfactory results,'" the report said, quoting the school.

It also learned the realities of televi-
sion through the experience of four 
television production programs, 
we are aware of the difficulties of 
doing even a half-hour program per 
week. Quality usually was given a 
9.1 rating as of April 15, reaching 
an audience of 152,000 locally. Any-
one can put a camera in front of a target 
and program several hours per week, 
but educational institutions will find 
it both difficult and expensive to com-
pete for audiences by maintaining high 
standards of production.

"Another university with experi-
ence in radio and television broad-
casting," the report continued, 
"wrote that 'the costs of TV are too 
high for some to be undertaken by 
the average small college or university. The history of radio in 
education shows two things: lack of 
funds and little faculty coopera-
tion.' The same university then 
went on to say that two local TV 
stations 'are prepared to give us 
more time than we can use to 
advantage.'"

A state department of edu-
cation wrote that 'we are facing the 
results of an economy-minded leg-
islature and feel we will do well to 
continue the services we now offer.' 
"Of further significance," ac-
"According its overall allocation 
plan, DuMont com-
m'ent ed.

Unlike most of the parties whose 
proposals are in conflict, DuMont has no 
direct interest in the public com-
23

munity involved. Its only interest 
is in any solution which is 
suggested for assignment to a specific 
community in its effect upon a 
co-ordinated nation-wide plan which 
provides a fair, efficient and rea-
stable solution of television service 
problems and standards required 
by Section 309 (b) of the 
Communications Act.

DuMont does not desire or intend 
to contest each conflicting proposal 
involving the many colleges which 
channel assignments differing from 
those set forth in the DuMont 
plan have been suggested. Instead, it 
will concentrate upon the hearings 
through competent evidence, the 
neutrality of its plan and the prin- 
ciples expressed in its original com-
ments filed on May . . .

FCC, commenting upon several 
proposals suggesting smaller sta-
tion separations through the use 
of reduced power and directional an-
tennas, stated it 'recognizes the desirability at this stage of estab-
lishing minimum separation values 
for the preparation of an alloc-
a tion plan' and felt 'consideration 
should not be given to violation of 
these minimum values' unless cer-
tain conditions were met. The 
conditions specified include: (a) The 
allocation plan is reconstructed 
utilizing the new minimum valley, 
or (b) FCC adopts adequate stan-
dards defining (1) normally protect-
sed service area, (2) permissible 
design, adjustment, proof of per-
f ormance and complaint procedures related to directional antennas, 
(3) the method of establishing spe-
cific terrain and other propagation 
features, (4) the nature and per-
haps (5) the method of trans-
pitting.

KFBI and KANS Wichita with-
drew their earlier proposal that a 
third VHF channel, No. 6, be added 
there since it would conflict with 
proposals in our own area and delay 
eventual action on their applications.

Opposition to the intermixing 
of VHF and UHF channels in 
Houston was merged in a letter by 
Chairman Coy from F. B. Kope-
nick, Houston area chairman of 
the National Appliance and Radio 
Dealers Assn. He posed the set cir-
For an answer to the problem of UHF station, 
out 80,000 VHF receivers are oper-
ing there now and will increase 
to 150,000 or more by the time 
new grants are made.

Joint Committee on Educational 
Television counter-attacked the 
opposition of FCBA, NARTB, 
DuMont and CBS to educational 
reservations. FCBA contended FCC 
has full authority to set forth in its 
reply to FCBA and charged the views of NARTB 
on this issue "are supported only by 
an army and wholly unrepres- 
sentative series of unrelated quo-
tations from the record." JETC 
held the record rather supports 
FCC's decision to reserve certain 
channels for educational use.

Northern Illinois Teachers 
College, DeKalb, Ill., petitioned FCC to accept late its initial pro-
test to the allocation plan and re-
organization of UHF Chan- 
nel 67 there.

FCC meanwhile granted accept-
 ance of the late comments of Ra-
cine Public Library, Racine, Wis.; 
Prairie City, Iowa; Alhambra, 
Cedar Rapids, Iowa, and U. 
of Kentucky, Lexington. L a t t e r 
sought UHF Channel 27.

Color Contesters  
(Continued from page 68)
set up at public vantage points.

Details of RCA's demonstrations 
of its own system were not com-
plete last week, but it was thought 
they would begin about July 8 and 
be presented daily. Since the RCA 
system can be employed only on 
a "experimental" basis, the trans-
mis-Columbia Colorization" combina-
tion color-
and-monochrome receiver [BROAD-
CASTING, May 6, page 11] 
for Tuesday and Wednesday at the 
Home Furnishings Mid-Year 
Market in Chicago.

The movies' Walt Disney saw a 
CBS demonstration Thursday and 
was quoted by the network as say-
ing "the definition is amazingly 
good, much better this black-and-
white." CBS said he turned a 
planned brief visit into a "pro-
tracted, close examination of every 
facet of color television . . ." CBS 
also quoted actor Gene Autry as 
saying color TV is "the ideal 
form of western drama on the air." Others who saw CBS 
demonstrations included five 
members of the Japanese Post 
Regulatory Commission and a 
member of the Japanese prime 
minister's staff. They praised the 
color performance as being 
superior to black-and-white. Dr. 
Heiichi Nukiyama, technical 
commissioner of the Japanese RRC, 
was quoted as saying the display 
was "so far superior to black-and-white that I 
hope our government, when they 
decide on television, will accept 
the CBS color television system."
EMPRISE STATE

WNBT Starts Using Tower

ILL-TIMED ionospheric disturbances last week gave a few startled moments to WNBT (TV) New York viewers as the station launched its first week of operating from the new permanent Empire Bldg. atop the Empire State Bldg.

Reception of some programs from stations as far as 1,000 miles away brought a number of queries, but engineering officials quickly explained that use of the new tower had nothing to do with it. It was ionospheric disturbances, they said, which caused such incidents as New York reception of WKY-TV Oklahoma City and WLWT (TV) Cincinnati.

Aside from the ionospheric misbehavior, the operation of the new permanent Empire State antenna—which commenced Monday—was hailed by O. B. Hanson, NBC vice president and chief engineer, as "the beginning of a new era in television transmission." He said "the multiple-use antenna represents the most forward step in the short but challenging history of the visual medium."

At intervals of several weeks during coming months, four other New York stations—WXYZ-TV WPIX (TV) WABD (TV) WCBS-TV—expect to begin operating from the tower. ABC's WJZ-TV is expected to be the first to follow WNBT, possibly before the end of July. WATV (TV) Newark also has signed for use of the tower.

Mr. Hanson said the new antenna's increased height would improve TV reception in the fringe areas, thus providing a greater audience for the station. Although he said WNBT's "interim antenna" gave "substantially the same degree of service," reception in certain isolated areas would improve with the new operation, he said.

By a device known as triplexing, the new antenna will perform three functions: Transmission of the TV picture, of TV sound and FM sound.

The new Empire State Bldg. antenna.

and white and transmissions in the ultra high frequency band. It appears that the inclusion of such matters for consideration is appropriate.

ATLANTA TV

Amended Bid Filed

REVISED application for purchase of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. for $525,000 has been filed with the FCC by Broadcasting Inc., a new firm of leading local citizens [BROADCASTING • TELECASTING, April 23, 9]. The new bid shows redistribution of stock ownership and additional stockholders requested by the Commission upon returning the original transfer application.

Broadcasting Inc. now has authorized 100,000 shares each of preferred and common stock, both $5 par, and has issued 60,000 shares of each class. Equal amounts of each class stock have been taken by the following Atlanta residents: Alvin B. Cates, president and over 25% owner of Adams-Cates Co., real estate, and director of Bank of Georgia (40% stockholder in applicant); William C. Caye Sr., president and over 25% owner of W. C. Caye & Co., construction equipment (35%); John O. Chiles, vice president and more than 25% owner Adams-Cates Co. (vice president, 46%); his wife, Vernon L. Chiles (41%); Clement A. Evans Jr., president and more than 25% owner Clement A. Evans Co., investment banking (treasurer, 6%); Alfred D. Kennedy Jr., real estate, machinery manufacture and hardware interests (secretary, 8%); Arthur L. Montgomery, vice president Atlanta Coca-Cola Bottling Co. (director, 21%); Joseph L. Morris, vice president Robinson-Humphrey Co., investment banking (10%); A. B. Morgan, former Fox Industry Co. salesman (assistant treasurer, 2%); Irwin T. Ragdale, vice president Robinson-Humphrey Co. (19%); Harris Robinson, drive-in theatre interests (director, 11%); James D. Robinson Jr., president Trust Co. of Georgia Assoc. (director, 18%); furman Smith, partner in law firm of Spalding, Sibley, Troutman & Kelley (15%); Walter C. Sturdivant, president and more than 25% owner Montgomery Knitting Mills, Summerville, Ga. (president, 25%); Robert B. Troutman Jr., partner, Spalding, Sibley, Troutman & Kelley (assistant secretary); Charles B. Kuller, cotton broker (4%); Dr. William C. Warren Jr. (5%).

The WBNS-TV schedule is packed with top "Pulse" rated programs. Included are three multi-weekly programs—Chet Long's Looking With Long—Earl Floro Sports/TV Weatherman—which are the ONLY locally produced shows in the top ten.

Top CBS shows plus top-caller local programming and production have paid off in audience listening and viewing habits... assuring national and local advertisers greater returns on their TV advertising dollars in this rich market area.

For TV Facts and Market Data, Ask Blair TV Inc., or Write Direct

WBNS-TV

Columbus, Ohio

Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM • Sales Office: 33 North High Street

*Columbus Tele Pulse, April 1951

June 14, 1951 • Page 69
EMERSON STAND
On Color Told Broker Group

DESPITE the Supreme Court decision favorable to CBS color television, color video for American homes is still in the distant future, Benjamin Abrams, Emerson Radio & Phonograph Corp. president, told the Assn of Customers' Brokers in New York last week.

Mr. Abrams said that Emerson would refrain from producing color TV receivers until a compatible system appears. "We still feel that the consumers' interests will not be best served through the limitations of the incompatible system. In addition to the requirement to purchase the unsightly mechanical equipment at large extra cost to present television set owners, there is also the disadvantage of limited picture size," he said.

"The largest picture that can be obtained with this system," he continued, "is 12½ inches as compared to the large 17-inch, 19-inch and 29-inch pictures to which black-and-white television has now been developed. With all these limitations, the cost of color sets would not be less than $660, which also would be a drawback in consumer interest."

BERLE 'TELETHON' Raises Over $1 Million

PLEDGES of $1,137,311 resulting from Milton Berle's "telethon," round-the-clock fund-raising appearance for the Damon Runyon Memorial Fund, June 8-10, over NBC-TV, Chicago, reached the $1,000,000 mark Tuesday night. The total now stands at $1,137,311.

In the course of a 22-hour "appearance" from a special NBC-TV studio in New York, Mr. Berle, with the aid of 1,200 volunteers, including many prominent performers, received 26,000 telephone calls between Saturday noon, June 8, and 10 a.m. Sunday, June 10. Donations were received from 41 cities.

With the star answering personally approximately 2,000 telephone calls, his sister, Bette, who supervised the telephone operation, estimated that calls came in over the 100 special phones at the rate of more than 1,000 per hour.

COLOR BARRIERS

Sarnoff Reviews Media Problems

BLACK-AND-WHITE telecasts "will remain the backbone of the industry for a number of years to come," but color TV presents numerous obstacles despite the fact that it has been "recognized as scientifically television." This was the opinion of the "same standards as existing black-and-white television."

"We have maintained that, to achieve these purposes, a color TV system should be all-electronic, and that above all else, it must be compatible with black-and-white."

He reminded his audience of the large investment of money in present sets and the fact that a compatible system would encourage the immediate introduction of color programs and the rapid development of this new technique.

"Neither television stations nor advertising sponsors can afford to put on programs for a non-existent audience. But if you have a system that will permit you to broadcast in color without losing a single person in your existing audience, this problem is automatically solved."

Cites Parallel

"We have a parallel in the motion picture industry," the general observed. "Color films have been made for years, yet most of the movies are still in monochrome. So, while color television is sure to come, we must not lose sight of the fact that there is still much work to be done to bring it even to the present state of black-and-white television. And there is still room for improvement in present television."

Discussing educational television, the RCA board chairman stated a need for educational video programs to be "as carefully prepared with the interest of the audience in mind as the script for any dramatic presentation on the stage of a theatre."

Only with use of the know-how and experience of station operators and program directors, and that of theatre people, can the full potentialities of educational TV be realized, he said.

Outlining RCA's research in television, black-and-white as well as color, the board chairman said "we are convinced the public can be furnished, and is entitled to have, a practical system that gives good color pictures and that operates on
Now Studio Flexibility Anywhere

with GPL's NEW PACKAGED, PORTABLE VIDEO SWITCHER

New GPL Video Switcher set up with two camera control units, a film chain control unit, and master monitor. This studio quality, field size switcher accommodates 5 cameras, 2 incoming lines.

NOW you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher gets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

Write, Wire or Phone for Details

General Precision Laboratory
PLEASANTVILLE INCORPORATED NEW YORK
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
CBS-Hytron Merger
(Continued from page 85)

proximately 42% was sold under its own trade name (primarily "Air King"), while the rest went for resale under private brand names. (About 41% went to Sears, Roebuck & Co. and about 10% to Pacific Mercury Co.)

Hytron physical properties include a receiving tube plant at Salem, Mass., and one at Newburyport, Mass., aside from one under construction at Danvers, Mass. Floor space of the two existing plants totals 177,000 square feet, and the one now being built will have 380,000 square feet. For production of machine tools, storage, etc., Hytron owns 42,600 square feet of additional floor space and leases another 49,600 square feet. Air King and Royal Wood occupy two leased buildings in Brooklyn with approximately 164,000 square feet, in addition to 38,000 square feet leased for storage and other purposes. Leases on the Brooklyn buildings have about five years to run.

It was estimated that 75% of the machinery and equipment now used by Hytron and its subsidiaries is less than ten years old. The CBS board of directors' recommendation that the acquisition be approved was based on several factors:

- It believes that, as in the case of the acquisition of Columbia Records Inc., some years ago, CBS will thus provide for itself a more varied source of its basic income and growth enues.
- It believes that the potential growth of the television set manufacturing business is considerable, and the market is far from saturated. In this connection it should be noted that as of April 1, 1961, approximately 49% of U.S. families are representing less than 30% of the total, owned television sets, while nearly 40% have sets only.

The board also believes that the use of the name "Columbia," already established in the broadcasting and recording field, will aid materially in the marketing of radio and television sets and phonographs produced by Air King. In the view of the various factors affecting the determination of the price at which the Hytron assets are to be acquired by CBS, including the present value of the Hytron equipment for the manufacture of radio and television picture tubes and radio and television sets and the other tangible assets to be transferred, the present business of Hytron, in the production of radio sets and the effect of the acquisition on the future business of CBS, the terms of the acquisition in accordance with the agreement would in the judgment of the board be advantageous.

Exchange of Stock

The acquisition involves the exchange of 31 shares of CBS stock—15% of Class A and 15% of Class B—for each 100 shares of Hytron stock. For this purpose, the purchase of 510,776 shares of CBS Class A stock and the same number of Class B shares was authorized.

Management and direction of the operations of Hytron and subsidiaries are expected to remain in present hands.

Hytron chairman Lloyd Coffin and President Bruce Coffin and Air King President Cogan have been signed by CBS to three-year contracts for $50,000 a year each, plus up to $50,000 additional compensation according to net revenues of the Hytron operations.

The Messrs. Coffin now receive $60,000 and Mr. Cogan $35,000, plus bonuses in each case.

ROY ROGERS
Actor Protests Studio Plan

ROY ROGERS, cowboy film star, producer of "The Roy Rogers Republic Pictures," has won the right to license backlog Rogers' movies to sponsors for TV release, notified the studio that legal action will be taken to prevent use of his name, voice or likeness for advertising purposes.

Through his attorney, Mr. Rogers declared that the film company was planning to rent its right to license Rogers' pictures for theatre showing, but use of them for advertising on video would constitute a breach of his rights. Mr. Rogers ended a 10-year Republic acting contract last May 27 and announced he would make his own TV films starting July 1. Republic plans to release old pictures after June 28 through a subsidiary, Hollywood Television Service Inc.

TV INNOVATION
ABC Starts Day Series
NEW HOUR-LONG television program, described as "designed to provide the most varied entertainment in daytime television," begins Sept. 10.

To be telecast Monday through Friday, from 12 noon to 1 p.m. beginning Sept. 10, and available for commercial sponsorship in 15-minute segments, the series will cost advertisers approximately $2,500 per segment, with discounts for multiple purchases by one advertiser.

Mr. Hytron, general manager of the Empire Theatre, New York City, announced Monday by press conference for the Texas Avenue Theatre, vice president for television, announced.

ABC has taken a long-term lease on Times Hall, formerly the Little Theatre, on New York's W. 44th St., and has assigned Ward Byron, its executive producer for television, to produce the show in order that "the new program may be insured of the finest production possible," Mr. Stronach said.

The newly-launched series was described as having "exceptional production advantages, including a revolving stage, full stage area, rehearsal space and scenery and property storage space. Stage lighting equipment will be modified and improved for television production use at an expense of about $250,000 for alterations and equipment during the summer, it was announced.

Described as a "new kind of variety show," with a format "specifically designed for the mid-day viewing age," the program will be presented by Miss Langford's "Purple Heart Diary," her syndicated newspaper column devoted to assisting wounded veterans with their personal and John Wayne-type films. The program will be telecast during the summer, it was announced.

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WLY-TV CELEBRATES
New Facilities Previewed
SECOND anniversary was celebrated June 6 by WLY-TV Oklahoma City, with a preview of new facilities now under construction. The large, modernistic structure is being erected on the northern outskirts of Oklahoma City.

During a 30-minute preview, P. A. Sugg, manager; Hoyt Andres, assistant manager; and Jack Lovell, chief engineer, explained radio and video equipment, E. K. Gaylord, president of the parent Oklahoma Publishing Co., spoke. The number of TV sets in the area has increased from 4,000 two years ago to over 90,000, according to WLY-TV.

SPOT CAMPAIGN
GREATEST number of film commercials ever used in any TV campaign are being presented by The Advertising Council on behalf of the U. S. Saving Bonds Div. of the Treasury Dept. The films, 66 in number, produced by the Treasury Dept. to all TV stations across the country for maximum circulation throughout the year.

Volunteer agency for the campaign is STS New York. Other agencies voluntarily handling various other aspects of Defense Bonds advertising are J. Walter Thompson Co., Albert Manhatten, Lasky, Schwab & Beatty Inc., Dancer-Fitzgerald-Sample Inc., Foote, Cone & Belding, Campbell-Ewald Co. and Schwimmer & Scott Inc.

NAME KEARNEY

DON L. KEARNEY is being named to the new position of television program manager of The Katz Agency, New York City.

Mr. Kearney has been assistant TV sales manager of The Katz Agency since 1949. In the new post he will devote himself to high-level selling of TV film programs and station-produced programs on a national spot basis. He will also assemble and catalogue a library of such programs which are available for sponsorship by national advertisers.

Announcing the appointment in a statement for today (Monday), Katz Executive Vice President Eugene Katz asserted that "with the increasing use of film on network television, it is slightly archaic to depend upon coaxial cables to transmit these shows, especially when it can be done so much more economically on a spot basis."

Aside from "important savings in the cost of station time," Mr. Katz said, "spot TV offers many other exclusive advantages. Spot TV gives the advertiser complete control over his time, and, by the same token, he build his own coverage pattern to match his specific marketing problem."

Mr. Kearney headed the Cooperative Services Dept. of Mutual before joining The Katz Agency. He was described as the first station representative to address a convention of the Assn. of National Advertisers. When, in 1949, he presented a film compiled by The Katz Agency.

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huckster advertising control," it was learned that the Joint Committee on Educational Television's main worry is that the foundation will spend large sums buying TV station time instead of merely helping to underwrite program research in cooperation with brains, facilities and sponsors supplied by the industry.

Joint committee officials are described as sympathetic to any reasonable effort to utilize commercial TV facilities and sponsors for educational programs. While the joint committee and NARTB were heated opponents on the matter of allocating blocks of channels to non-commercial educational stations, the committee is understood to concede that its activity is directed mainly toward a long-range goal.

The joint committee, it is stated, can continue to do a major educational programming job in the immediate future. However, it doesn't want to be cast aside by Ford Foundation and such fears, based on accounts of the Fellows-Young correspondence, led to the Bernays wire.

**Bernays Lauds Grant**

Mr. Bernays lauded the foundation's grant of about $500,000 for educational and informative TV programming, including $90,000 to finance five new experiments in cooperative and five-year-old projects to set up a tape network of educational aural stations, keyed from U. of Illinois.

Proclaiming the Ford Foundation's "broad view of communication in all its means of mass communication and education," Mr. Young's letter to President Fellows, dated June 6, stated the foundation has a special interest in TV "as the newest and probably the most powerful of these means."

If his directive as consultant orders him to give first and special attention to the TV educational field, he said, referring to those "who hold that it is hopeless to expect that commercial television can ever fulfill the obligations to the public," that "the maximum effective use for education and culture because of commercial pressures and incentives," Mr. Young said, "I do not take this view."

He suggested special uses may be made within the stream of commercial broadcasting, to a better level of educational, informative, and more cultural purposes.

To this end the foundation suggests that it might set up an experimental Tele-Academy Fund to be endowed by the best professional program producing talent.

In the workshop it would undertake to develop a series of possible programs with a content in line with the Foundation's purposes, but aimed at the mass audiences and securing substantial audiences.

These programs would then ask the broadcasters to put on the air appropriate favoring and sustaining hours, so that they would have good audience-building opportunities.

Then the program would be furnished by the broadcaster, plus possible some film charge.

These programs would then be for sale, to the stations to decide whether it be a program which might recover production costs, and with production continuing under its control.

These are the essentials of the proposal, although there are obvious practical operations which need to be worked out. The proposal contemplates both radio and television, but with emphasis on television.

Mr. Young closed with an appreciation for your expression of your views in the following terms:

1. Do you feel that this approach to the problem of "educational" (commercial) broadcasting might be a fruitful one?
2. Do you believe that members of your industry would cooperate in carrying it along the lines indicated?

**Interested in Workshop**

Mr. Fellows' reply voiced appreciation of Mr. Young's talk with the TV board concerning commercial TV and education "as the major key to which the Ford Foundation should address itself in accomplishing its purposes." He explained the board was "intensely interested in the problem and the proposals" and "willing to contribute to the professional development of culturally mature, informative and educational television and radio despite the attractive to large audiences"

**Film Report**

CINETEL Corp., New York, has completed first 15 issues of Pathe Hy-Lights, new 15-minute weekly series spotlighting passing parade of "unusual and notable stories" in the world of sports and elsewhere. Emerge is Hy Gardner, commentator-columnist. A total of 300 issues are planned, with each issue containing about eight stories, "rich in character study, colorful human interest sidelights about people, places and the unusual."

**ALL - AMERICA TELEVISION Productions, New York, says that the new series of one-minute open-circuit color films based on famous paintings of old masters are nearing completion. Produced under supervision of Neil Courtney, one series has a quizaspect while the other is a straight presentation.**

**MUTUAL Television Productions, Hollywood, earmarking $100,000 purchase of story properties to be filmed for TV, has embarked on a search to obtain a backlog of 100 scripts for dramatic programs, according to Edward M. Gray, president. He expects Mutual will "be in a position to film at least three major dramatic series before the end of the year." United Television Programs is the firm's sales and distributing agency.**

**STERLING TELEVISION Inc., New York, announced that distribution of about 100 McGraw-Hill films for TV use will start soon. "As the Ford Foundation's plan of TV and the Televion Board's plan for "Marriage for Moderns," "Educational Psychology," and "Child Development."**

**ALLEGRO PICTURES Inc., New York, TV film production unit has been formed with headquarters at Samuel Goldwyn Studios, Hollywood. William Lava is president, with executive vice president and producer.

Mr. Lava plans a series of 26 thirty-minute private investigator type shows which deal with juvenile delinquency and noir film noir colors for TV sets to be made on July 16. Deavoll Scott is writer. Mr. Gitterman will produce.**
NORC REPORT

The report upon which National Collegiate Athletic Assn. has based its plan for limited telecasting of college grid games came to light last week. Prepared by National Opinion Research Corporation, the analysis, some 80 pages in length, purports to show that because of television competition, total telecasting during the 1950 season dropped from that of 1949.

In the report, NORC itself intimated that it did not have time or money to prepare the analysis in the way it thought would be most conclusive.

Preliminary results of this analysis were presented to the NCAA convention in Dallas last January. It was at this convention that NCAA members voted for limited telecasting during 1950.

NORC stated that early last summer it was asked by NCAA and the four television networks to evaluate a number of past research studies dealing with the effect of TV on college football attendance, and to suggest a research program for the 1950 season. A report was delivered to the joint committee last August.

This report, however, was not considered satisfactory by NORC who undertook and made a more definitive answer.

"Unfortunately," NORC said, "factors of time and cost, unsolved problems in the design of national surveys, and the difficulty of organizing and supervising the proposed local surveys" all contributed to narrowing the scope of the basic research program.

In a summary of its findings,

Video's Potential

(Continued from page 61)

in more sales per dollar as well as in more viewers, NBC reported, with programs with weekly costs above $17,000 per production hour getting an average of 1.6 extra customers per TV dollar, compared to the average of 1.6 for all TV-advertised brands. Similarly, programs with ratings of 20 or better got 23.5 extra customers per TV dollar, about 50% above the average. As NBC noted, "High ratings are worth the extra cost it takes to get them."

When several brands are advertised on the same program, each does better than the average, NBC stated, with those on high-cost programs averaging 21.1 extra customers per dollar and those on low-cost programs 21.6, compared to the overall average of 15.6. "These figures," Dr. Cofin pointed out, "provide a practical answer to the problem of rising TV costs."

By next October, NBC noted, there will be 28 top markets with set ownership of at least 81%, where television may be expected to produce a sales impact similar to that measured in January in the New York area.

NORC stated that the upward trend of post-war college football attendance was halted and even reversed in 1950. "In 1950, unfavorable television effects were observable in seven of the eight NCAA districts. Overall, the report continued, "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside of those areas gained 4%."

Minimizing other factors, NORC commented that the effects attributed to television cannot be accounted for by changes in ticket prices, stadium capacities, student enrollment, population or economic issues.

Report Limited

Although the 1950 Official Football Guide lists some 760 football-playing colleges throughout the country, NORC said its report was restricted to 288 member institutions of NCAA.

It added, however, that NCAA colleges "may be presumed to draw close to 98% of the total paid attendance."

Among those to whom NORC expressed appreciation for assistance in preparing the report were Hugh Beville, NBC; Oscar Katz, CBS; Ben Gedalia, ABC, and Leslie Aries, DuMont.

Of the accompanying table, NORC commented that if it is to be taken "at face value, as proving the harmful effect of television on attendance, we must assume that the relationship of the two groups of colleges has changed only with respect to the television variable since the 1947-48 base period.

"In other words," NORC explained, "we would have to assume that all other relevant characteristics of the two groups either have not changed at all, or have changed in the same direction in approximately the same degree."

After an examination of seven factors which most plausibly affect attendance, NORC concluded that the major findings in the table are not affected by these factors, weather, team performance, etc.

In its summation, NORC said that with the increasing set saturation of areas in 1951, some attendance losses resulting from general TV competition are probable, even if the telecasting of football games were to be completely banned. But the losses would be much greater under conditions of unrestricted telecasting.
ALABAMA
Mobile—WALA. Opposes WTBC Tuscaloosa.
Mobile—WKBG. Opposes WJDX Jackson, Miss.

ARKANSAS
Blytheville—KLCN. Opposes WHEC Memphis; WMPS Memphis; DuMont.

CALIFORNIA
Fresno—Public library. Supports reservation.
Los Angeles—KPIQ-TV. Opposes KIST Santa Barbara; KFSD San Diego; Television Bestco. Co., San Diego; KCBQ San Diego.
Los Angeles—Public library. Supports city's bid for educational allocation.
Monterey—Monterey Radio-Television Co. Opposes KSBW Salinas; KROY and KCRA Sacramento; KROW Oakland. Supports Ch. 8 allocation.
Sacramento—KCRA and KROY. Jointly oppose television California; KGBF-FM; Monterey; Radio-Television Co. Monterey; KXRN Reno, Nev.; KLFX Oakland, Calif.; KCBQ San Francisco; S. A. Clancy Monterey. KORY Oaklend.
San Francisco—KRON-TV. Opposes KLKX Oakland; jointly KROY and KCRA Sacramento; KGBF-FM San Francisco.
San Francisco (Bay Area)—Opposition to proposal of KROK Oakland and CBS to remove reservation of Ch. 9 in that section filed by: California State Dept. of Education; Mt. Eden Elementary School; Sonoma County Schools; Richmond Schools; Los Gatos Union High School; San Mateo County Schools; Walnut Creek Elementary School; Pleasant Hill; Oaklend; San Rafael City School System; Marin County Sup't of Schools; San Lorenzo Elementary Schools; Rainbow Elementary School District; Palo Alto; Oakland Public Schools; Contra Costa County Schools; Martinez; Acalanes Union High School; Lafayette; Evergreen School District; Kent; Sweet Union High School; Crockett; Castro Valley School District; Campbell Union School District; Piedmont Public Schools; Hayward Elementary Schools and High School District; San Diego—Public library. Supports city schools' bid for Ch. 3 reservation.
San Francisco—KGO-TV. Opposes DuMont; KARM and KJQ Fresno.
San Francisco—KPIX TV. Opposes Television Calif.; San Francisco; CBS. Opposes DuMont; KIST.
San Jose—Public library. Supports Mayors' reservation application.
Stockton—KWG. Opposes CBS; KROW and KLKK Oakland. Television California.
COLORADO
Craig—KRAI. See KFIJ Grand Junction.
Denver—Adult Education Council. Supports Ch. 6 reservation.
Montrose—KUBC. See KFIJ Grand Junction.

CONNECTICUT
Hartford—WAVZ and WTHT Hartford. Support allocation.
Hartford—WTC. Opposes CBS; WTAG Worcester; WHYN Holyoke; Mass. WNBC New London, Conn.; WPRO and WJAR-TV Providence; Draper Boston; Regional Television Corp. Springfield; WBRK Pittsburgh; WBSS Cleveland; WOR New Haven; WWY Watertown, N.Y.

DELAWARE
Wilmingtton—WDEL TV. See WJZ TV.

DISTRICT OF COLUMBIA
Washington—WMAL TV. See WJZ TV.

FLORIDA
Daytona Beach—WNBR. Opposes WJAX Jacksonville; WOW Orlando; WIOD Miami; WSKT Miami; DuMont. Jacksonville—WJAX. Opposes ORGR Orlando.
Miami—WGBS. Opposes DuMont and WPTZ. Fort Lauderdale.
Miami—WQAM. Opposes WPTT, Fort Lauderdale.
Miami-Dade County Board of Public Instruction. Opposes WQNS Miami.
Orlando—WBO. Opposes DuMont.

Strictly Business
(Continued from page 10)

advertisers. This was the first time that any national account had ever used an independent local station in Philadelphia. In the early days he and the station staff, implemented the idea of having news every hour on the hour. He secured sponsorship of these news programs by Kopper Co. through W. N. Ayer. They were on the air seven days a week, 13 times a day for four years under Kopper's sponsorship.

Before going into the Army, Mr. Dannenbaum was made sales manager and treasurer of WPTZ. During World War II Mr. Dannenbaum served in this country and overseas for just short of four years in the Army Signal Corps. He left the service with the rank of major in the spring of 1946.

After his separation from the Army, he returned to WDAS in his former capacity. He left in 1947 to become sales manager of WIPN Philadelphia.

Changes to TV

In 1948 Mr. Dannenbaum changed from radio to television by becoming commercial manager of WPTZ, and introduced many innovations in television.

Mr. Dannenbaum and the WPTZ staff have been very successful in promoting and selling a number of new television programming ideas: Frontier Playhouse, 6-7 p.m.; Hollywood Playhouse 12:30-1:30 p.m.; and Three to Get Ready 4-5 p.m. are programs scheduled across-the-board and in hours that originally were considered by some to be poor viewing times for TV audiences. All these programs are now sold out and have high ratings.

Mr. Dannenbaum also was instrumental in starting WPTZ's "6 for 1 Policy," which enables advertisers to get their advertising representation throughout an hour show (without increasing the total time devoted to advertising), at a great deal less than normal advertising cost per advertiser, while maintaining station revenue.

Mr. Dannenbaum's enthusiasm of the moment is his belief that with more and more of the country's consumer purchasing being done in self-service stores, that the astute package goods advertiser will tend more and more to design their packages for easy television recognition and use more shared station identification advertising (because of its low cost and high effectiveness) to drive home product familiarity.

Mr. Dannenbaum is married to the former Genevieve Ryan, and he is the father of a year old son, Alexander III. His hobbies are tennis and fishing. He is a member of the Poor Richard Club, the Philadelphia Public Relations Assn., the New York Radio Executives Club, and the Television Assn. of Philadelphia.
Allocation Replies
(Continued from page 78)
Support allocation of CBs. 6, 8, 18 and 28.
St. Petersburg—WTSF. Opposes WDAE and WFLA Tampa. Supports reservation Ch. 3.
Tampa—WFLA. Opposes WPQD Jacksonville.
Tampa—Pinellas County School System. Opposes WDAE and WFLA Tampa.
Tampa—West Palm Beach—WIRK. Opposes DuMont and WGBS Miami.
West Palm Beach—WIRK. Opposes DuMont. WIOD and WGBS Miami.
West Palm Beach—WJCT. Opposes DuMont.
West Palm Beach—WYBB. Opposes DuMont and WGBS Miami.
West Palm Beach—WPSX. Opposes DuMont and WGBS Miami.
WMBD—Jacksonville.
WDAE—Atlanta.
(WGST). Opposes DuMont; WIRC and WYBB.
(Rock City). Opposes DuMont; WYBB.
DeKalb—Northern Illinois State Teachers College. OBJECTIVE failure to provide local channel.
In two years will have funds to purchase.
Rockford—WROK. Opposes CBS; WCKY Cincinnati.
Rock Island—WIFB-TV. Opposes KIOA Des Moines.
Springfield—Sangamon Valley Television Corp. Opposes DuMont; WMBD.

WASHINGTON:
Peoria; WDBS Champaign. Supports allocation Ch. 3.
Chicago—WMTW. Opposes WYBB.

ILLINOIS:
Centralia—WCCT. Opposes WMBD Peoria; III.; WDBS Champaign; III.; DuMont.
Chicago—WBBK (TV). Opposes WMBD Peoria; WDBS Champaign; DuMont.
Chicago—WIND. Opposes WWCA Gary, Ind.; Public Broadcasting St. Croix.
KDFH Dubuque, Iowa, and DuMont.
DeKalb—Northern Illinois State Teachers College. OBJECTIVE failure to provide local channel.
In two years will have funds to purchase.
Rockford—WROK. Opposes CBS; WCKY Cincinnati.
Rock Island—WIFB-TV. Opposes KIOA Des Moines.
Springfield—Sangamon Valley Television Corp. Opposes DuMont; WMBD.

STRAIGHT and weak points of West Coast radio got a going over by this panel group at the convention of Southern California Advertising Agencies Assn. [Broadcasting * Telecasting, June 4].

OPINIONS:

RUDY G.: Character College student-teacher. Combination

KANSAS:
Lawrence—U. of Kansas (KFKU).

When It's BMI, It's Yours
Another BMI "Pin Up" Hit—Published by Regent


On Transcriptions: Larry Forte—World

On Air at the WEST

MILO RADIO
306 GREENWICH STREET, NEW YORK 7, N. Y.
Phone 212-528-0800—Telex 111-1352
Cable Address: MILIDR
Has 49 Left

The afternoon of June 10 was a quiet one. Mrs. Mildred O. Johnson of Lansing, Mich., decided for the four-leaf clovers just for luck. She found 50. Next day, a WILB Lansing quizmaster phoned. Mrs. Johnson was able to pass the question and win a jeweled set and a waffle iron. Now her neighbors are out searching for more of these four-leaf clovers.

Philadelphia: WJZ-TV (individual). Opposes WABC, WCAU, WCAU, WCAU, and WCAU.

New York—WFIX (TV). Opposes CBS, DuMont, and WJZ TV (individual).

Poughkeepsie—WOKR. Opposes Board of Regents of UI, of State of New York, of Manhattan College, of Western Illinois University.

Richmond—WTVN. Opposes WJZ TV (individual).

Sacramento—WHN (TV). Opposes KLBN, KSEE, KLBN, KLBN, and WHA TV.

Troy—WTRY. Opposes Meredith-Charlottesville TV Corporation.

Bloomfield—KMB, Opposes WXO, and WJZ TV (individual).

Columbia—WCTI, Opposes WJZ TV (individual). Opposes WMBT, WMBT, and WMBT.

Durham—WCTV, Opposes WMBT TV (individual). Opposes WMBT, WMBT, and WMBT.

Washington—WJZ TV (individual).

Has 49 Left

comment of WZ, WGB, WGN, WGN, and WGN Chicago.

Pittsburgh—WCAE. Opposes WVBP, Beaver Falls, Pa.; WPA Washington, D.C., jointly with WJZ and WJZ Cleveland, and CBS; WTVF Steubenville, Ohio; WJCT; WCRE, WCRE, WCRE, and WCRE.

Philadelphia—Board of Public Education. Opposes commercial radio companies requesting another commercial VHF allocation.

WASHINGTON D.C.

Colorado—WJZ-TV. Opposes WJZ TV (individual). Opposes WJZ, WJZ, and WJZ.

Connecticut—WPM, Opposes WJZ TV (individual). Opposes WJZ, WJZ, and WJZ.

Manchester—WMUR, Opposes WHDH Boston, CBS, and DuMont.

MANCHESTER—KMP, Opposes WHDH Boston, CBS, and DuMont.

NEW JERSEY

Atlantic City—WYAF, Opposes N. J., Department of Education, any other comment concerning educational reservation in Atlantic City.

New Brunswick—WTCN. Opposes N. J. Department of Education, any other comment concerning educational reservation in New Brunswick—WTCN. Opposes WJZ TV (individual). Opposes educational reservation of flexibility channels.

Trenton—WTN. Opposes N. J. Department of Education.

NEW YORK

Albany—WHD, Opposes WABC, WABC, and WABC Philadelphia.

Buffalo—WKBW. Opposes Chamber of Commerce, City of Philadelphia, WIP and WIP HBO Philadelphia. Aks retention of Ch. 12 and UHF Chs. 66, 69 and 7, and add Ch. 7.


WOOD

APR.

walk,

Films

sales and

office.

the

quired suite

Inc.

Before his affiliation with

division

ALEXANDER

Star-

vision

Ask Avery-

What can he

clothes, mayonnaise

WBRY

bread and

jewelry,

millinery, beer

of

Hawaii magazine and the

and the Melton

to take care

Young

RCA

Pulse story

June

18, 1951

JOHNSTON CITIES

Radio Plea to Legislators

OPPORTUNITY to broadcasting to leading Americans in closer touch with their national legislators was found in the June 6-7 broadcasts on WOL Washington by Jap Lucas, head of Jap Lucas Hardware Store, Athens, Tex., by Sen. Lyndon B. Johnson (D-Tex.).

Writing to Mr. Lucas in connection with his broadcasts directed at Senators and Representatives (BROADCASTING • TELECASTING, June 11), Sen. Johnson said, "I have long felt that there is a great need in this country for a method of publicizing the views of individual Americans. Perhaps you have found the solution."

Mr. Lucas, a former state legislator, paid card rates for WOL Clinton, Iowa. He received every U. S. Senator and Representative in advance that he would be heard on the station, via tape recordings, in opposition to the Federal Reserve Board's Regulation W.

TED KUDELKO, assistant chief sound technician WBMB Chicago, and LUD- MILLA BRESA, mail room assistant WBMB, married June 2.

J. H. FRISHEETTE, video engineer NBC Chicago, recalled to Navy.

CHUCK OSTERL, engineer WLS Chicago, father of Josephine, his sixth child.

FRANK LEE, engineering staff WLAW Lawrence, Mass., resigns due to ill health.

JOHN BRAISLIN, performer-camera man KLAC-TV Hollywood, recalled to active army duty.

JAMES MORRISON, engineer KLAC-

TV Hollywood, recalled to active army duty.

DONALD BENTROTT named trans-
mitter engineer KSWI and KFMX (FM) Council Bluffs, Iowa, replacing ALVIN BRUENSEN, called into serv-
cice.

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Allocation Replies
(Continued from page 77)

Victoria rather than San Antonio.

Wichita Falls—KFDF. Oppose KTRU and KANS Wichita, Kan.—DuMont.

Wichita Falls—KTRN. Opposes DuMont.

UTAH
Salt Lake City—KALL. Opposes KOAL Price, Utah. Uncompahgre Beet Co., Tooele, Utah; Gurney Radio & Television Co., Tooele.

Vernal—KFJ. See KFKJ Grand Junction, Colo.

WASHINGTON

Bellingham—KXOS. Opposes alternate proposal of KWKL Longview; proposals of KOMO, KJR and KIRO Seattle.

Seattle—KING-TV. Opposes KWLK Longview, Wash., and KWIL Albany, Ore., both with proposal that would shift KING-TV from its present Ch. 5.

Seattle—KWAQ. Opposes KVOS Longview; KXOS Bellingham. Seeks addition of Ch. 3.

Tacoma—KNTT(FM). Opposes KQY Olympia.

WEST VIRGINIA
Clarksburg—WBLK. Opposes WHIZ Zanesville, Ohio; WSVG Harrisonburg, Va.; Ohio State U., Columbus.

Clarksburg—WPDX. Opposes Ohio State U.

Huntington—WTEN. Opposes WQZ-TV Huntington; WCOM Cincinnati, DuMont; WSVG Harrisonburg, Va.; Ohio State U. (WOSU), Columbus, Ohio.

Wheeling—WKWK. Opposes WCAC, KCDC, KQY and WEG Pittsburgh; DuMont; WSVG Washington, Pa.

Wheeling—WVWA. Opposes DuMont; WTV Steubenville, Ohio; WBP Washington, Pa.; KCDA, KQY, WVAC and WEG Pittsburgh.

Wheeling—Tri-City Best Co., Opposes KCDA, WCAC and WEG Pittsburgh; WTV Steubenville, Ohio; and WBP Washington, Pa.; DuMont.

Williamson—WBTH. Opposes DuMont.

WISCONSIN
Green Bay—WFGF. Opposes WEMP, WFOX, WINS Milwaukee; WGRD Grand Rapids, Mich.; WBBM Chicago.

Madison—WKOI. Opposes WISC Madison.

Milwaukee—WISN. Opposes WGRD Grand Rapids; WQUA Moline, Ill.; CBS.

Milwaukee—WTMJ-TV. To participate in regard to DuMont and WQUA Moline, Ill., comments.

Milwaukee—WIO. In reply to WFOX and WISN Milwaukee, supports reservation of Ch. 3 or 5.

WYOMING
Laramie—W. M. Malloy, engineer, requests assignment of Ch. 3 or 5.

GENERAL ELECTRIC’s “Achievements in Television” dinner meeting June 7 at Washington’s Hotel Statler for FCC members and consulting engineers provided more than a good time for some 140 guests, including GE representatives. GE unveiled new VHF and UHF transmitting and station equipment, as well as progress report showing prospects in very near future for full 200-kw UHF operation at costs less than VHF (Broadcasting * Telecasting, June 11). FCC members present were Chairman Wayne Co, Comrs. Rosel H. Hyde, George E. Sterling, Paul A. Walker and E. M. Webster.

Top photo—Studying copy of progress report are (1 to r): Robert Brown, manager, Electronics Dept., GE’s Washington office, and emcee of dinner meeting; George Metcalf, manager, GE Commercial Equipment Div.; Consulting Engineers Frank McIntosh, T. A. M. Craven, George Davis and James McNulty.

Bottom photo—Learning facts of life about klystron tube, heart of GE’s new 12-kw UHF transmitter, are (1 to r): FCC Comr. Walker; C. A. Priest, manager of engineering, GE Commercial Equipment Div.; FCC Comr. Hyde; P. L. Chamberlain, GE sales manager. Figure on poster inspecting klystron is GE’s H. M. Crosby, UHF transmitter engineer.

CLARK SUITS
Settled By L. A. Court

SETTLEMENT for $6,500 has been made in four damage suits originally totalling more than $2 million and resulting from an October 1949 airplane crash in Los Angeles, in which Buddy Clark, singer, was killed and other radio personalities were injured.

Approval of a $3,500 settlement of the suits brought by Mr. Clark’s first wife, Mrs. Louise H. Hughes, was made by Los Angeles Superior Court Judge Frank G. Swain. She had sued on behalf of her two minor children, Thomas and Katherine. Mrs. Nedra Clark Brodick, widow of Mr. Clark and since remarried, receives $1,000 under the settlement.

Sam Hayes, radio news- caster and his former wife, Sally, passengers in the plane, get $1,000 between them. Jennings Pierce, general manager, KMED Medford, Ore., and NBC Western Division station relations director at the time of the crash, and Frank A. Berend, NBC Western Division sales manager, also passengers, will divide $1,000.

No insurance was carried on the airplane involved in crash.

In the WLS tradition... 
PROFITABLE 
Afternoon 
Programming
(see inside front cover)

Clear Channel Home of the National Barn Dance

BROADCASTING • Telecasting

In the WLS tradition... 
PROFITABLE 
Afternoon 
Programming
(see inside front cover)

Clear Channel Home of the National Barn Dance

PROMOTION BONUS 
FOR SPONSORS...
FOUR EXTRA SHOTS FOR EXTRA SALES!

EXTRA SALES!

FOUR

SPONSORS...

CAR CARDS with 
sponsor credit appear 
throughout the year 
and cover the entire 
city.

24-SHEET BILLBOARDS 
blanket the complete 
Philadelphia Market 
area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor’s products 
face directly on Walnut 
Street—downtown — 
the only such display 
on this busy thoroughfare.

DIRECT MAIL goes out 
regularly to selected 
dealer lists. Hard-hitting 
broadsides promote 
sponsor’s campaign 
and urge store cooperation.

10,000 Watts
Philadelphia’s 
Most Powerful
Independent

REPRESENTED BY
Radio 
Representatives 
Inc.

June 18, 1951 • Page 79
AD COUNCIL PLANS 'Year of Rededication'

PLANS for national and local community celebrations inaugurating a "Year of Rededication" starting July 4, 177th anniversary of the Declaration of Independence, were announced by The Advertising Council at a radio-press meeting in New York last week.

In cooperation with a U. S. Commemoration Commission, headed by Chief Justice Fred M. Vinson and The American Heritage Foundation, the Council plans an extensive campaign. A special TV kit with slides, posters and other visual materials illustrating the theme, "Now Freedom Needs You," will be sent to the 107 TV stations and the four networks. Under the Council's regular Radio Allocation Plan, it has allocated weeks of network radio time to the campaign's promotion.

Sylvania Expands

SYLVANIA Electric Products Inc.'s Radio and Television Div. plans to increase its Buffalo manufacturing space by about 20%, to cope with a $20 million backlog of defense orders, it was reported last week. The division's total plant space at Buffalo now is about 400,000 square feet. About 16% of its present production is for defense, and executives estimate that by the end of the year the defense production figure will be up to 25%.

New Business
(Continued from page 18)

Today, Sat. 10 to 10:15 a.m. on ABC replacing Quick As a Flash. Agency: Cecil & Presbrey Inc., N. Y.


KELLOGG CO., Battle Creek (cereals), renews 5:30-5:45 Tues. and Thurs. segments of Houdy Doody Show over NBC-TV, for 26 weeks starting Sept. 4. Agency: Leo Burnett Co., N. Y. WANDER Co., Chicago (Ovaltine), through Grant Adv., same city, renewes for 52 weeks 5:45-6 Wed. period of show, effective last Wednesday, in period vacated by INTERNATIONAL SHOE for eight week summer interval. International Shoe will sponsor the 5:45-6 portion Fri. starting Aug. 10.

GENERAL FOODS, N. Y., effective July 2 will sponsor first 15-minute segment of Breakfast Club Mon., Wed., and Fri. on ABC for Jell-O, Young & Rubicam, N. Y.

Appointments . . .

SAN LUCE Inc., San Diego (Tigerglas Fishing Rods), and LAWTON SCHOOL FOR MEDICAL & DENTAL LABORATORY ASSISTANTS, L. A., name Vick Knight Inc., L. A., to handle advertising. Both accounts contemplate using spot radio-TV starting in about 90 days.

ALPERT'S CHEESES of ALL NATIONS, N. Y., appoints William Wilbur Adv. Inc., N. Y., to handle advertising. Intensive promotion campaign planned in all media. Trudy Richmond is account executive.


NORCO CHEMICAL Co., Newark, names Franklin Fader Co., Newark, to handle advertising for its vitamin division.

HILSON Corp., distributor of Armour's new dietetic meat products, N. Y., names Hilton & Riggio, N. Y., to handle its advertising. Media plans are being set.

ALBERT EBERS, N. Y., producers of coffee, tea and spices, names Erwin, Wasey & Co., N. Y., to handle its advertising, effective July 1.

Adpeople . . .

HOWARD W. ULLMAN, vice president and general manager Red Top Brewing Co., Cincinnati, elected president of company. ALAN C. THURSTON appointed executive vice president.

ROLPH STODDARD, regional sales promotion manager for Crosley division of AVCO, resigns to become district manager for California Electric Supply Co., S. F.

ANTON W. BONDY, Kenyon & Eckhardt, N. Y., to Lever Bros. Co., same city, as assistant media director in advertising department.

In Public Interest
(Continued from page 80)

conducted by WDRF Hartford, Conn., June 13. Listeners phoned in their contributions and their recorded conversations with Jack Zaiman, president of the WDRF Needle Club, were aired on a program. Club holds an annual drive for funds for Camp Courant, operated by the Harvard Club.

Bloodmobile Visit

WLDs Jacksonville, Ill., taped a special program to promote the Bloodmobile visit to that city and to urge listeners to donate a pint of blood. Station sent its disc jockey, Rex Stein, through the blood line, while Program Manager Ted Fairburn described the routine. Program was played later on Mr. Stein's request program. Local American Red Cross chapter expressed enthusiasm over program and requested tape to play at district meetings.

Hospital Appeal

RADIO again proved fastest means of communications recently when WERI Western R. I., appealed for special type blood for an emergency case involving a girl suffering severe hemorrhages. Station received call from Western Hospital at 11:25 a.m., made first appeal at 11:30 a.m. and the hospital had its first donor five minutes later. Within an hour 20 persons with that type blood had responded. Hospital officials attributed all responses to WERI listeners.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS
(Total U. S. Areas, Including Small-Town, Farm and Urban Homes—and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
APRIL 29-May 5, 1951
Evening/Overnight
NIELSEN-RATING

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Ratings</th>
<th>Current %</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Radio</td>
<td>Home</td>
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<td></td>
<td>Rank</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre</td>
<td>14.0</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show</td>
<td>13.7</td>
</tr>
<tr>
<td>3</td>
<td>Charlie McCarthy Show</td>
<td>11.7</td>
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<tr>
<td>4</td>
<td>Geoffery's Navy Show</td>
<td>11.5</td>
</tr>
<tr>
<td>5</td>
<td>Walter Winchell</td>
<td>11.3</td>
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<td>6</td>
<td>My Friend Irma</td>
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<td>7</td>
<td>Gangbusters</td>
<td>10.9</td>
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<td>8</td>
<td>People Are Funny (Dec.)</td>
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<td>9</td>
<td>Hollywood</td>
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<td>10</td>
<td>Gene Autry</td>
<td>9.8</td>
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</table>
Mackie Quave named production manager WIS Columbia, S. C. Sam Zurcher named program operations manager.

Fred Oginz, continuity department, WWS-AM-FM Crewe, Va., named head of promotion department. Frank Watkins appointed director of continuity department. He was with WFTC Front Royal, Va. Don Green, teletranscriptions film editor DeMont, to WWSV as announcer.

Arnold Snyder, director of news WTTM Trenton, appointed director of promotion and publicity WNNJ Newark.

R. W. (Bob) Harris appointed program director KOL Seattle, replacing Bill Griffeths, now with KFYA San Francisco.

Edward WALLIS, assistant program director WIP Philadelphia, appointed director of sales promotion and public relations. Varner Paulsen, production director, replaces Mr. Wallis.

Robert Laurence, continuity department, CBS film operations manager.

Isaac Topeka, Kan., burg., appointed program director.

Freddy Baker, Jackson, Conn., appointed film editor.

Frank R. Pierce to production staff WNAC Boston. He was with WMGC Detroit.


Wayne Cody, disc jockey WIP Philadelphia, to KALL Salt Lake City, in same capacity.

Looking over his first assignment as sports director, Dick Baker (r) discusses the nature of his assignment with Allen L. Haid, managing director WSAI Cincinnati. Mr. Baker, a lawyer by profession and a sports enthusiast by hobby, will broadcast a 15-minute sports program five times weekly on WSAI. Not too far by any means, Mr. Baker has taken part in dramatic work with several stations in Cincinnati and during his Army days set up a radio station in a G.I. hospital.

Marc Hoffman, WPAY Portsmouth, Ohio, to announce WCSI Columbus, Ind.

Henry Lewis named staff announcer WEBS Oyster Bay, N. Y.

Mike Wallace, Chicago radio and TV personality, signed to "long-term" CBS contract and cast in interviewer-narrator role in new program, Meet the People, slated to start on CBS-TV June 18 (Mon.-Wed.-Fri., 3:40 p.m.).

James Monius, to announcing staff CKSF Cornwall, Ont.

Dick Ashley named to announcing disc jockey staff WGod, Ga. He was with KJJH-TV Hollywood.

Tom Edwards named to announcing disc jockey staff WCLEleveland. He was with KICD Spencer, Iowa.

Harold Abramson, KWOS Jefferson City, Mo., to commercial continuity staff KSWI and KFMX (FM) Council Bluffs, Iowa.

Betty Wilcox, accounting supervisor, KECA Hollywood, named assistant to John Wagner.

Klem Walters, staff announcer WWHL Nanticoke, Pa., to WEAS Allentown, Pa., in same capacity.

Richard McDonough, stage manager KNBH TV Hollywood, named to director.

Paul E. Klanavan, disc jockey and announcer WTVY Troy, N. Y., appointed chief announcer and disc jockey. Vern Cook, WGY Schenectady, to WTRY, on announcing staff.

Norma Kenworthy, graduate West Virginia U. School of Journalism, to continuity department WCAU Charleston, W. Va.

HeLEN EADES, continuity department, resigned.

James Manulady, administrative accountant Lockheed Aircraft Corp., named TV production analyst, a new division of ABC Hollywood accounting department.

Alfie Harris appointed copywriter CKEy Toronto.

Bill Engeler, CHML Hamilton, and Mac Thomas, CJKL Kirkland Lake, to announcing staff CKFH Toronto.

Renee Iosef, secretary to Paul Palangi, personnel director WDTV (TV) Pittsburgh, and Edward Johnson, sales director.

Tony Marta appointed sales promotion manager WEBC Duluth, Minn.

Ignace Strasfogel appointed music director WBNP New York, Mr. Strasfogel was assistant conductor of the New York Philharmonic-Symphony Society.

Jan Cureton returns to continuity department WIS Columbus, S. C., replacing Betty Campbell, resigned.

James D. Poag Jr., named to continuity staff. Norma Shealy to WIS as receptionist.

Nancy Osgood, director of women's program WRC Washington, elected first vice president of Women's National Press Club. Curtis Pryor named to sight program staff.

Virginia Allen to traffic department.

Hollis Wright, announcer elected president of Washington AFRHA chapter.

news analysis and commentary show on WXEL (TV) Cleveland June 4.

Max Roby Jr., director of news KSL-AM-TV Salt Lake City, joins KMAL and Columbia Pacific, Hollywood, as newscaster-writer.

Dick Oberlin, news director WHAS-AM-TV Louisville, appointed consultant on fundamental education project for UNESCO in Mexico and France. Mr. Oberlin has been granted leave of absence from station.

Bill BOAZ and Alice Watkins will take over his duties during the absence.

Victor Best, professor in radio division Boston I., appointed news and special events supervisor for summer at WCHS Portland, Me.

Red belcher, sportscaster KMO Tacoma, to KOL Seattle, as sportscaster.

George Brooks, KDIX Dickinson, N. D., named news and special events director XFGO Fargo, N. D., replacing Frank P. Sanders, now with WWYA Wheeling, W. Va.

Bill Givens, farm director WGY Schenectady, appointed agricultural director KYW Philadelphia.

George Grimes, newscaster WCCO Minneapolis, on six-month trip to Korea and Far East, where he will act as foreign correspondent for Minneapolis Morning Journal. He will also send home taped interviews from Alaska, Japan and Korea for use twice weekly on his program. This is his second trip to Korea since the outbreak of the present conflict.

Robert FERRIS, news editor KJR Seattle, to KFWB Hollywood, as newscaster-writer.

Jack ZeILLMANN, WOPI Bristol, Tenn., appointed sports director WCAY Charleston, W. Va.

Exclusive of the Rock Island Arsenal, employment in Quad-City manufacturing industries has passed 1943's previous high by 5,007. Industrial employment here now totals 53,156. Quad-Cities is the home of 233,012 people . . . over 300 manufacturing firms. W NBC is the influential hometown station with the coverage and the impact to deliver sales at a profit in the big, unified market.

PRIMARILY for set-owners, this book thoroughly covers all types of antennas and instructs in their best use. First part of the book deals with antenna principals and the second part is a handy reference guide, enabling the owner, or possibly a TV serviceman, to turn directly to the particular type of antenna or installation procedure on which information is desired.

COURT ACTION
Poised for 20th Century

A JUDGMENT requiring Twentieth Century-Fox Film Corp. to separate domestic theatre operations from the film production and distribution business was presented for entry in Federal District Court in New York June 7.

Consent of the Dept. of Justice to the judgment against the firm and its wholly-owned subsidiary, National Theatres Corp., which are defendants in government antitrust action against eight motion picture concerns, was announced June 1 by Atty. Gen. J. Howard McGrath. It is similar to one evolved for Paramount Pictures.

Twentieth Century-Fox has been a principal in theatre television and also had filed applications for TV stations. The firm withdrew five applications for stations in January 1960, announcing that it would concentrate instead on theatre television.

Additionally, 20th Century-Fox was a principal in the discussions involving offers for the sale of ABC late in 1948 and 1949.

TRAVEL TIME
WOW Farm Tour Goes East

IT'S TRAVEL time again for WOW Omaha. Mal Hansen, station farm director, has announced the station is sponsoring a fourth annual farm tour Sept. 13-29, which will be called "East Coast Farm Study Tour."

To be visited by 260 farmers will be processing plants, farms, agricultural schools and experimental stations near Detroit, Toronto, Quebec, Boston, New York, Washington, D. C., and Chicago. U. S. Dept. of Agriculture will be host at its Beltvile, Md., experimental farm projects.

Also on the agenda is a look at Niagara Falls, boat trip up the St. Lawrence River and historic landmarks in the various cities. Last spring, the third farm study conducted by WOW took in the "New South" and Cuba. Other tours have covered the West Coast, Western Canada, Mexico and visits to nine European countries.


WWDC
WASHINGTON, D.C.
Now represented nationally by

OFFICES IN NEW YORK
CHICAGO • DETROIT
ST LOUIS • SAN FRANCISCO
DALLAS • LOS ANGELES

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CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas

BROADCASTING • Telecasting

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POST CARD PROMOTION
WTOP Washington sending trade and advertisers "handwritten" color post cards with different selling messages on each one. Station sending five different cards at interval of a few days. Typical messages reads like: "Come to Washington—everybody else does! The Summer selling's fine! 1,353,000 visitors are spending $60,000,000 in the Capital this summer!"

BRIGHT GLOW
KDAL Duluth sending Griffin Shoe Polish dealers and jobbers shoe-shine cloth with this statement printed on it: "Your customers will take a shine to Griffin Shoe Polish after hearing 5 Griffin spots weekly on KDAL. Polish up your profits ... order today!" They were sent to some 960 dealers in the area.

RADIO DAY
WEIM Fitchburg, Mass., June 5 sponsored its second annual "Radio Club Day" for students from three local high schools. Students started early in the day under the supervision of station officials, participating in all phases of station operations. The 26 students who took part make up the WEIM Radio-Club that meets once a week for instructions.

HELPING HAND
WATV (TV) Newark is engaged in cross-media promotion with Storecasting Corp. of America on behalf of their mutual sponsor, Westgate-Sun Harbor Co., which makes "Breast-O' Chicken Tuna." WATV's Ruth Bean on her Shop, Look and Cook demonstration weekly of the tuna mentions Storecast advertisement of same product, and Storecast announcements publicize the station's program.

TRIBUTE TO THE UNMARRIED
WNAR Norristown, Pa., June 4 celebrated "Old Maid's Day" for the third year. Station sponsored contest selecting the "Outstanding Old Maid" of the year, awarding winner gift. Station reports that celebration for the unmarried women of the community had spread to 24 states and England.

RADIO IS NOT LOST
WQUA Moline, Ill., June 6 ran full page advertisement in Davenport and Moline newspapers. Ad was headed "Don't be ... TV Slaphappy ... Relax ... and listen to great radio entertainment." Piece pointed out that listeners would be traveling this summer and that radio is "the world's greatest medium of mass communication." Station reports that WQUA (in a TV market) just completed the biggest month in its history.

BRIGHT PROMOTION
KYW Philadelphia sending trade and advertisers brightly covered promotion piece headed "Needed; Readership studies ... Is your ad read?" Piece points out that station carried same free offer that two local papers did for seven day period, outdistancing them greatly in responses. Promotion goes on to say "For each person who responded to a newspaper ad, 15 people responded to an announcement over KYW!"

PROGRAM CITED
KGO-TV San Francisco, Science In Action, sponsored by American Trust Co., Thurs., 7-7:30 p.m. American Assn. of University Women, San Francisco branch, presented special citations to Dr. Robert C. Miller, director of California Academy of Sciences, producer of program; James K. Loehead, president of American Trust Co., sponsor, and Gayle V. Grubb, KGO-TV general manager. Program on occasion was moved from KGO-TV studios to California Academy's Hall of Science and studio audience witnessed production for first time.

BEETTER VIEWING
SYLVANIA Electric Products Inc., Buffalo, ran full page ad in The New York Times, June 12, announcing new change in its sets to "re-lively comfort and fear of eye strain." Advertisement is headed "Sylvania has found the answer to greater TV viewing comfort." Company reports that new change is limited to a few sets at first, slowly increasing until all are equipped with the new improvement.

BEAUTY WINNER
WFHR-AM-FM Wisconsin Rapids, Wisc., sponsored the winner of the "Miss Wisconsin" contest, who will vie for the "Miss America" title in Atlantic City this year. The station's entry was the only contestant coming from a radio station that survived all eliminations.

SUMMER SELLING
KMOX St. Louis, CBS O/6-O station, distributing three color, heavy-stock promotion pieces with the theme, "Summertime in KMOX-Land," directed at potential summer sponsors. It describes "KMOX-Land" as 73-county territory which spent $500,000 last summer; this summer, it points out, St. Louis is filling $277 million in new defense orders, and more than three million vacationists in the Ozarks area are expected.

FIRE SCOOP
KPHO-TV Phoenix covered $50,000 fire minutes after it broke out. The fire—two blocks from the studio—was covered with camera at studio equipped with telescopic lens. Another camera was dollied up close to the blaze, shooting the firemen going into action, people who filled the streets and interviews. Station kept viewers well informed during the coverage.

SALES FACTS
WOR New York has released a 12- by 16 inch, two page, yellow-and-black folder addressed to food manufacturers, wholesalers and distributors, detailing WOR sales accomplishments for the Hudson Pulp & Paper Corp., N. Y., on one page and listing its other advertisers on another. For Hudson, the folder says, WOR sold more products than any other medium it had ever used.

FARM SCHOLARSHIPS
KDKA Pittsburgh has awarded its 1961-62 "KDKA Agricultural Scholarships" to young agricultural students in Pennsylvania, Ohio and West Virginia. One of the winners was chosen to work with station's farm director during the summer to gain knowledge and actual practice in commercial farm broadcasting.

FLYING START
WXYZ-TV Detroit bringing new TV idea to Willow Run Airport, interviewing travelers arriving and leaving Detroit. Cameras are located strategically at terminal, showing take-offs and landings, plus visits with all important celebrities at airport. Show runs from 7 to 7:55 a.m., five times weekly. John Fival directs it, with Don Hallman as producer.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH  FEATURE  PROGRAMS
SELL
SOFT DRINKS!

June 18, 1951 * Page 83
**WNAO Progress**

Boosts Power, Programming

WNAO Raleigh, N. C., last Monday commenced 24-hour programming and increased its daytime power from 5 kw to 10 kw. Station is licensed to the News & Observer Publishing Co., publisher of the Raleigh News & Observer, and operates on 850 kc.

Station launched its "round-the-clock" programming with the WNAO Tobacco Barn and Golden Leaf Jamboree emceed by Tommy "Buttonball" Paige. Program features hillbilly music and Mr. Paige’s guitar selections, and runs from 12 midnight to 7 a.m. WNAO changed its power June 11 and claims it now is the only Carolina station to operate 24 hours daily.

**ARRL Field Day**

ROLE of communications systems in civil defense will be tested by the nation’s amateur radio operators during the 15th annual Field Day, June 22-23, sponsored by the American Radio Relay League. Establishing radio nets, part of the Amateur Radio Emergency Corps, will operate during the preparedness tests. Approximately 675 affiliated ARRL members will set up emergency stations throughout the country. They will operate from emergency power equipment. About 90,000 radio amateurs are licensed at present.

**FCC Actions**

**June 8 through June 14**

- **License Renewal**

- **June 8 Decisions**
  - **By the Commission en Banc**
    - **Request Denied**
      - WNYC New York, N. Y.—Denied request for waiver of Sec. 3.41 of the rules regarding maximum power ratings for AM transmitters, and dismissed application for license to operate new trans. which is in direct conflict with Sec. 3.41. (Now uses 1 kw power.)
  
  **June 8 Applications**

  **Accepted for Filing**
  - AM—970 kc

  **License for CP**
  - WFMY-AM Greensboro, N. C.—License for CP
  - WESX-FM Easton, Pa.—License for CP

**Gilbert to KSTV**

Takes Leave from KGER

GLEN O. GILBERT, general manager KGER Long Beach, Calif., for the past 2 1/2 years, takes a year’s leave of absence effective July 1 to become owner-manager of KSTV Stephenville, Tex., subject to FCC approval. The station operates on 1510 kc with 250 w. day, and is currently licensed to John Blake. Storm Whaley, general manager of KUOA Siloam Springs, Ark., will temporarily shift his operations to KGER, acting as general supervisor of both stations. KGER and KUOA are owned and operated by the John Brown Schools.

William George, program director of KGER, goes with Mr. Gilbert as assistant manager of KSTV. They also will establish an advertising agency in Fort Worth under the firm name of Galen O. Gilbert & Co. Mr. Gilbert remains a member of KGER board of directors and treasurer of John Brown Schools Inc. of California, owning corporation. Before joining KGER he was partner in KVLH Pauls Valley, Okla.

**Hooper Reports Changed**

**Radio Hooperings** in nine cities have been stepped up from three to six reports a year, based on one-month instead of five-month surveys, with publication following the month of the survey. C. E. Hooper Inc. has announced. Cities are: Baltimore, Chicago, Columbus, Houston, Jacksonville, Nashville, New Orleans, Portland, Ore., and Providence. Each report includes 15-minute daytime ratings and 30-minute evening ratings based on coincidental telephone interviews from 8 a.m. to 11 p.m. and expanded viva recall to cover early morning hours, 6-8 a.m., and the late evening 11 p.m.-midnight hour.

**Service Directory**

**Commercial Radio Monitoring Company**, Precision Frequency Measurements

"A reliable service for over 18 years" For immediate service phone JACKSON 5302

**Plano's June 18, 1951**
A 48-year background — Established 1929 —
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas  Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6106

SILLMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

THE WES TURNER CO.
11 years TV Eng. Experience
Construction & Operation
Supervision
9918 E. Camino Real
D0 7-6355
ARCADIA, CALIF.
(A Los Angeles suburbs)

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.  EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

LYNCE S. SMEBY
“Registered Professional Engineer”
820 12th St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.

ADLER
COMMUNICATIONS LABORATORIES
Broadcast, Communication
and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

June 12 Applications . . .
ACCEPTED FOR FILING
AM—1156 kc
WNDB Daytona Beach, Fla.—CP to change from 1150 kc to 1560 kc to 500 kc 1 kw unil. DA-N AMENDED to omit change in frequency and be assigned 556 kc 1 kw unil. DA-S.
APPLICATION DISMISSED
Puyallup, Wash.—DISMISSAL application by Puyallup Valley Bcstg. for CP new AM station on 1460 kc 250 w unil. (Contingent on KBRD relinquishing 1460 kc).

June 13 Applications . . .
ACCEPTED FOR FILING
AM—3062 kc
St. Charles, Ill.—Greater Illinois Bcstg. Co. application for CP new AM station on 1350 kc 800 w D AMENDED to change to 1550 kc 500 w D 250 w N.
License for CP
WFBM-TV Indianapolis, Ind.—Li- cense for CP new TV station.
Licenses for Renewal
Following stations request renewal of license:
WMTU Cumberland, Md.; WRRD Morrisville, Pa.; WZZM Lewis (Continued on page 99)

June 18, 1951 . . . Page 85
Help Wanted

Salaried

Commercial manager--Aggressive 1 kw station in good community. Familiar with full-time, net station operation. Good base with incentive plan. Must have strong sales background to take over spot operation. Box 172, BROADCASTING.

For sales manager for major Montana city. $250 guarantee and 15% commission to right man. Phone or write: Box 636, Helena, Montana.

Wonderful opportunity for experienced time salesman. Established station in good market. Guaranteed salary. Excellent benefits. Send resume to John Ross, KM1, Beeville, Texas.

Salesmen wanted--One or two salesmen who know small market picture. City of 10,000, good potential in adjacent counties. Draw against commissions--and on a large scale. No high pressure types or would-be sales managers. Must be honest and one who know how to wear out shoe leather. Send complete resume including photograph and first letter. Personal interview necessary before coming to final arrangements. Reply to Box WFPN, Martinsburg, W. Va.

Salesman must have neat appearance and be a team worker. Ability to sell convincingly--and on a long-term basis is a prime requirement for the position. No high pressure types or would-be sales managers. Must be honest and one who know how to wear out shoe leather. Send complete resume including photograph and first letter. Send personal resume.

Announcer

Announcer--radio disc jockey, strong on morning show and capable of usual projected account list. Station well established. Box 33, BROADCASTING.

Excelling opportunity good salesman. Complete information, including salary, with photo. No high pressure type. Box 51, BROADCASTING.

Salesman, metropolitan market, 15% guarantee and $250 plus. Reply to Box 472, WJTX, East Orange, N. J.

Announcers

Announcer--Disc Jockey, strong on morning show and capable of usual projected account list. Station well established. Box 33, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Midwest city. Box 927, BROADCASTING.

Experienced announcer with ticket. Phone or write: Box 33, BROADCASTING.

Above average wage for non-metropolitan announcer. Long established network affiliate seeking announcer with record of good work. Box 797, BROADCASTING.

Wanted--Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Boxes in first letter. Box 929, BROADCASTING.

Blinding announcer--Southern station putting accent on live talent wants announcer with sales background. Must be able to handle the minute, combining pop music, news, and deep-dish work. Adequate salary to start, plenty opportunity to increase it if he produces results for station. Box 18X, BROADCASTING.

Help Wanted

Commercials

News man for progressive New England station. Gather, edit, and edit local news. Box 268, BROADCASTING.

Announcer, studio operator, licensed for West Coast network. Must have experience. Send photo and resume to Box 41K, BROADCASTING.

Starting salary of seventy-five to eighty-five for experienced announcer with first class license. Pennsylvania. Include disc and full details. Box 952, BROADCASTING.

Could you build audiences and sales if given from one to two hours mid-day position? No experience necessary. Must be able to work affiliate as plant personality. No horse talk. Send full details, including photo and own, such as piano, accordion, etc. No steel gullet wanted unless you’re not too much. Must have ability to communicate. Send resume and photographs to Box 269, Long Beach, California.

Combination announcer-engineer, first class ticket, Virginia daytime independant. Send resume to WBOA, Virginia 690 for discography.

Announcer-engineer, first phone. Experienced owners. No NBC dress but credit given for work. Send resume and references. Starting salary above average.

WANTED IMMEDIATELY, KARE, Atchison, Kansas.

Wanted—Combination announcer-engineer with first class ticket; possible opening for chief engineer. Write, giving full information to Station KOKY, Box 1569, Anchorage, Alaska.


Wanted—two-man morning show, Eastern 1000 watt network. Good salary plus bonuses. Address resume to Mutual. 610 East 52nd St., New York, N. Y.

Announ- cers

July opening good announcer, first class ticket. Experienced. Guaranteed $80.00 start; furnished station apartment $55.00, including electric bills, heat, gas and hot water. Send resume, disc, photo, experience and references. Will consider good platter patter writers. Box 926, BROADCASTING.

Immediate opening for announcer with first class ticket. Write, wire or phone for further information. Box 772, BROADCASTING.

Sports director to replace "Bill" Crowley—now New York Yankee's broadcast. Must have past broadcast details to Ken Field. WARA, Attleboro, Mass.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Boxes in first letter. Box 929, BROADCASTING.
Announcer, 3 years experience, married, family, draft exempt. Experienced in play-by-play, color commentary, commercials. Proficient in basketball, football, baseball. Excellent references. Box 5K, BROADCASTING.

**Sportscaster - baseball play**

Announcer, experienced, excellent on Sportscaster, discharge, Announcer one. Have a job in the U.S. or possessions. Draft exempt. Travel.

**Announcer, colored, excellent voice, promotional ideas, disc on request.**

Box 552, BROADCASTING.

**Sportscaster - BaseBall play - by - play**

Basketball, high school, color, excellent. Control board operator. Draft exempt. Travel. Box 95J, BROADCASTING.


**Announcer, radio, TV, major league Baseball, football, basketball. Draft exempt. Box 1K, BROADCASTING.**

**Announcer, five years experience all phases, college graduate, veteran, single, skilled, draft exempt. Now employed. Box 45K, BROADCASTING.**

**Staff announcer seeks position preferably in New England or northeast. Heavy on baseball and basketball, professional, semi-pro, college, high school and newspaper. Box 45K, BROADCASTING.**

**Sportscaster - Play-by-play all major sports. Familiar control board operation, news, and DJ work. Will travel. Box 45K, BROADCASTING.**

**Announcer - 15 years experience Disc jockey. Strong on news, draft exempt. Must be in a good station in pleasant city. Currently earning ninety per. Box 45K, BROADCASTING.**

**Announcer-sportscaster. College grad. Young, single, married, draft exempt. Will travel. Box 45K, BROADCASTING.**

**Staff announcer. Traveled all phases Radio TV Cable. N. Y. Outstanding commercials, newscasting. Single, exempt, college graduate. Tape available. Box 45K, BROADCASTING.**

**Announcer-writer, now doing free lance in New York. Excellent copy. Good TV and radio news, All AM and FM. Thorough jazz and popular. Has written for Life and Time Magazines. Excellent news style. Will accept sum- mer or vacation work, no minimum. Box 45K, BROADCASTING.**

**Sports announcer. One year experience all phases, college graduate, student sports work wanted. Married. 26. Veteran, exempt. Box 45K, BROADCASTING.**

**Announcer. Single board operator. Single, with limited experience, willing to locate along eastern seaboard. Resume and photos Box 45K, BROADCASTING.**

**Have a bunch of copywriting after one year copy and announcing. Seeking position with station or advertising agency. Recently graduated, Wayne State, Whitten, Keller, 1922 State Ave., Cincinnati, Ohio.**

**Announcer-disc jockey also studio, transmitter, experienced. First phone license, does direct track, willing to travel, weekend attendance. Ready July 1. Desire work within 100 miles of Chicago. Box 45K, BROADCASTING.**

**Fred L. Greenfield, 25 East 23rd Street, Paterson, N. J.**

**News editor. Three years experience writing world news, local sports shows. Experienced in play-by-play events, play-by-play. MS radio journalisim, New York University. Single. 25. Fletcher Latta, P. O. Box Delta, NJ, Evanston, Ill.**

**Situations Wanted (Cont'd)**

**Announcer-operator, veteran, draft exempt, married. S.I.T. Chicago grade, 2 years radio experience. Has data and upon request. Strong on newscasting. Excellent references. Box 55J, BROADCASTING.**

**Expert announcer, colored, reliable, available immediately. Has contract with call L. C. Quboor, 46149 E. 57th Street, Chicago, Ill. Phone number.**

**Versatile announcer-sportscaster, strong play-by-play and commercials. Three years experience. Married, Drayton, 2030 Crescent Avenue, New York 53, N. Y.**


**Chief engineer-announcer. Available July. Not know-it-all, still learning. Two years experience, married, children, veteran. Presently employed Box 55K, BROADCASTING.**

**Chief engineer. Twenty years experience. Excellent references. Minimum $100 week. Box 55K, BROADCASTING.**

**Announcer. Twenty years technical experience including construction three stations. References. Box 3K, BROADCASTING.**


**Chief engineer. Experienced construction and all phases broadcasting. March 1951, 2 years experience. Has excellent references. Box 45K, BROADCASTING.**

**Chief engineer. Thirty years technical experience including construction three stations. References. Family. Box 55K, BROADCASTING.**

**News-caster, editor. Four years experience. Write Box 2K, BROADCASTING.**

**Chief engineer. Experienced construction and all phases broadcasting. Experienced in new #1 and secondary permanent job. Resume upon request. Box 55K, BROADCASTING.**

**First phone operator. Veteran, 13 years experience. Has had excellent play-by-play experience, up to 1 kw, works at New York rate if pays. Box 313, Clifton, N. J.**

**1st phone, first telegram, amateur, EB background. Has sports experience, personal, and desirable job in eastern station. Single, veteran, exempt. Box 10K, BROADCASTING.**

**Fred.Harms. 844 Devon Street, Arlington, N. Va.**

**Production-Programming, others**

**Newscaster-editor. Four years experience. Currently employed network newscast. Resume return to broadcasting College Journalism degree. Draft exempt.**

**Board operator. Experienced in all phases including publicity-promotion. Produces for permanent, solid position. Mar- ried. References. Box 45K, BROADCASTING.**

**Attention owners of small operations in string towns, please read. If you use 14 years experience in pro- gramming, planning, promoting and selling? If so I'm interested in your program. Box 55K, BROADCASTING.**

**Attention last year's employer. Best of references readily answered. Box 35K, BROADCASTING.**

Program director, working manager, with B.S. in radio, top-notch background and record. Stable family, no excessively long wrench, no opportunity anywhere in U.S. or possessions. Tireless work- er. Box 40L, 30K, BROADCASTING.**

**Male copywriter, draft exempt. College, radio, studio job. Wishes to be considered. Box 55K, BROADCASTING.**

**Continuity writer. Young, male, single, experienced, draft exempt. Formerly with 9000 listeners. Box 55K, BROADCASTING.**

**Wanted to Buy**

**Equipment etc.**

**Wanted—Used sound equipment. Must be in good condition. RSWA. Box 450, Graham, Texas.**

**Will buy any one good km transmitter air coupled. Contact KTXR. Wichita Falls, Texas.**

**Want to purchase 1 kw or 3 kw FM transmitter without accessories. Quote price first letter. box 400, Waukesha, Wis.**

**Want to purchase transmitter; 10 kw or better. Amateur license required. Box 55K, BROADCASTING.**

**Wanted immediately—one kilowatt or three kilowatt FM transmitter in good condition. Box 55K, BROADCASTING.**

**Wanted to buy**

**List of Used Equipment**

**Pioneer Technics. S-90A. Box 55J, BROADCASTING.**

**Johanna H. de Groot.**

**Assistant Engineer. Many FM and TV experience. Good references. B.S. in Electrical Engineering. Experienced in design and construction of radio and television stations. Has worked at both stations in San Francisco and New York. Will work in either city. Box 40K, BROADCASTING.**

**Equipment wanted**

**WANTED:**

**FM portable, 2 kw transmitter. Has two kW transmitter, looking for another 1 kW one. Box 55K, BROADCASTING.**

**Want to purchase**

**FM transmitter, minimum 1 kw, excellent condition. Will pay $1800. Box 55K, BROADCASTING.**

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**FM transmitter, minimum 1 kw, excellent condition. Will pay $1800. Box 55K, BROADCASTING.**

**Wanted Immediately**

**One kilowatt or three kilowatt FM transmitter in good condition. Box 55K, BROADCASTING.**

**Help Wanted**

**Are You a Good Announcer?**

**Unattached Valued**

**Air mail letter of application to:**

**M. N. Bowles**

**KXWM, Topeka, Kansas**

**(Continued on next page)**
AFRS PLAN

ARMED FORCES Radio Service in Kyushu, Japan, is planning a series of programs which would utilize the voices and relatives of servicemen in the Tokyo area and has called on U. S. stations to supply acetate transcriptions.

The announcer for the AFRS at Kyushu, contends it not only would offer stations an opportunity for benefit of public service but provided worthwhile service to servicemen and people at home. Fees for the technical service in recording of the voices could be kept to a minimum, he reasoned.

The AFRS already has one series of programs underway called Hometown Mailbag, which is one of the most popular in the Far East. AFRS receives about 1,000 letters weekly from the 48 states and various other countries. It maintains a 10 kw transmitter in Hawaii and four other smaller outlets serving local areas.

Mr. Briem favors using 33 1/3 rpm TRADE ASSNS. 

PARTICIPATION of trade association executives on industry advisory committees is not illegal if "there is no reason to believe that the industry concerned," a Justice Dept. official has declared.

In a letter to the Senate Banking & Currency Committee, Peyton Ford, deputy Attorney General, also warned that those executives "may be in a position to create an atmosphere in which the interests of a special group, rather than those of the public, would become paramount."

The view of the Justice Dept. is, however, that government officials should obtain requested information directly from trade associations "rather than have the participation of (executives) in industry advisory committees."

These views followed on the heels of an announcement by the House Judiciary Monopoly subcommittee that it would look into the formation of industry groups to consult with government agencies in the face of numerous complaints.

Stations Which Would Furnish Voice Recordings

transcriptions, enabling them to record several different messages on each side. Transcriptions would be shipped to: "Voices From Home," Armed Forces Radio Service, Kyushu, APO 3, c/o PM, San Francisco, Calif. Cards would be sent out to the men notifying them of the broadcast date, with programs patterned after fast-moving network shows.

Stations who plan to prepare transcriptions should be guided by these recommendations: (1) 33 1/3 rpm should be used; (2) blank message should be left between messages on each side; (3) individual messages should not be longer than four or five minutes; (4) mentions of the appropriate serviceman should omit references to unit location, address and troop movements; (5) cards should be headed with any recommendations: (1) 33 1/3 rpm should be used; (2) blank message should be left between messages on each side; (3) individual messages should not be longer than four or five minutes; (4) mentions of the appropriate serviceman should omit references to unit location, address and troop movements; (5) cards should be headed with any information which would make the serviceman identifiable.

Mr. Briem added that the program, if successful, would also have Tokyo coverage by AFRS.

EXECUTIVE PLACEMENT SERVICE

Confidential, wide service placing qualified, experienced managers, commercial managers, program directors, station managers and disc jockeys. Inquiries invited from employers and applicants.

Hewes S. Faulk

TV & Radio Management Consultants

78 Bond Bldg., Washington 5, D. C.

N.Y. CD Council

MEMBERSHIP of the New York State Defense Council, which has sweeping civil defense powers including authority to silence radio and TV stations in the event of emergency, has been completed following Gov. Thomas E. Dewey's appointment of 12 public representatives to serve with him and 10 other state officials. The public members include Maj. Gen. Julius Ochs Adler, general manager of the New York Times, which owns WQXR, New York, and other business, labor and civic leaders.

Midwest Exclusive Market Station

This is one of the old established fulltime stations in the midwest—the only station in a city with population in excess of 30,000 and county retail sales of more than $100,000,000. Consistently does more than $100,000.00 a year and always makes money. Valuable real estate and about $20,000.00 in net quick assets included in the price of $120,000.00. Financing arranged.

BLACKBURN-HAMILTON COMPANY


SITUTIONS WANTED

Production-Programming, Others


Midwest Exclusive Market Station

This is one of the old established fulltime stations in the midwest—the only station in a city with population in excess of 30,000 and county retail sales of more than $100,000,000. Consistently does more than $100,000.00 a year and always makes money. Valuable real estate and about $20,000.00 in net quick assets included in the price of $120,000.00. Financing arranged.

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C. CHICAGO WASHINGTON Bldg. Tribune 7-2155-4`, Sterling 4314-2

SITUTIONS WANTED

Production-Programming, Others


Midwest Exclusive Market Station

This is one of the old established fulltime stations in the midwest—the only station in a city with population in excess of 30,000 and county retail sales of more than $100,000,000. Consistently does more than $100,000.00 a year and always makes money. Valuable real estate and about $20,000.00 in net quick assets included in the price of $120,000.00. Financing arranged.

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C. CHICAGO WASHINGTON Bldg. Tribune 7-2155-4`, Sterling 4314-2

SITUTIONS WANTED

Production-Programming, Others

KMA TRIP
Mexican Tour Starts Sept. 4
AN 18-day “Friendship-Goodwill tour to Mexico,” sponsored by KMA Shenandoah, Iowa, has been announced by Edward May, president of the station. The trip is due to get underway September 4, with the first stop being Chicago.

While in the Windy City the group will spend a day sight-seeing and at a big league ball game. From there they will board a special train for Mexico. They will stop in San Antonio for a day of sight-seeing.

In Mexico they expect to make visits to a Mexican bull fight, the floating gardens of Xochimilco, the ancient Aztec pyramids, and trips through the mountains and tropics. Mr. May, who spent two years in Mexico, will lead the group. Last fall he escorted 75 midwesterners to Alaska, on a tour sponsored by the station.

FUNCTIONAL EDIT

As asked by Mich. Muzak Co.

MICHIGAN MUSIC Co., Muzak franchise holder for Detroit, has asked FCC to reach a final decision “one way or the other” on functional music. Writing on behalf of the company, F. Hopkins of WHRV Ann Arbor, Mich. contends “there is not, nor can there be, any reason to believe that the legalizing of this idea would eventually do anything but create an opportunity for a greater loss to the FM industry generally.”

Mr. Hopkins said the Detroit firm pays the telephone company “upwards of $60,000 per year” for lines. He contended legalizing of “deep” operation for music service would lead to this general sale of FM sets which would include a tuner picking up the deep frequencies. This in turn would tend to eliminate rental fees upon which FM stations depend for revenue, he contended.

Cites Radio

MAYOR Glenn Cunningham of Omaha, faced with strong opposition before last month’s city elections, took his story to radio listeners through KOIL Omaha—and got his entire ticket elected.

Mayor Cunningham has had his own program, Getting It Straight on KOIL, for more than a year giving him an opportunity to present his views and take issue with newspaper opposition. Before the May elections, the mayor and his running mates made full use of radio, including his own program, supplementing it with TV. He claims that radio, “and particularly my weekly programs,” was “largely responsible for the success” of the campaign.

BROADCASTING • Telecasting

HONORS were heaped on Bill Macdonald (second, r), farm service director for KFAB Omaha, who has just rounded out 23 years of radio work. Among other tributes paid Mr. Macdonald was an award presented by the governor from the people of Nebraska. At the presentation were (l to r) Harold Soderlund, KFAB sales manager; Gov. Vol Peterson; Mr. Macdonald, and Harry Burke, KFAB general manager.

BMI CONTEST

Launched in Chicago

NATION-WIDE competition to encourage young composers of concert music was launched in Chicago June 9 as Broadcast Music Inc. outlined its plan to lead up music educators from all parts of the country.

BMI President Carl Haverlin, who first presented the idea at the NARTB convention in Chicago last April, conferred with music educators at the day-long conference and luncheon in the Stevens Hotel. More than 1,500 stations are expected to cooperate locally, according to Emmett Brooks, president of the Alabama Broadcasters Assn., and representative of 28 organized state groups which have sanctioned the proposal. Mr. Brooks is president and general manager of WEJX Brewton, Ala.

Details as to eligibility of applicants, awards and prizes are being worked out, but, in general, winners will be chosen at the local, area and national level in two groups—high school and college. Students of high schools, colleges, universities and conservatories will be eligible to compete for awards in two classes, vocal compositions and instrumental compositions. Educators will cooperate in encouraging students to enter and in serving as contest judges. They will work locally with the radio stations, which have been asked to broadcast entries in a program format.

Local broadcasters will donate money as well as services, with funds being used for cash or scholarship awards. The country is expected to be divided into three geographical areas, each with approximately the same number of residents.

State winners, chosen from among local entrants, will be awarded prizes, after which they will compete with area winners. Winners in the area contests will have their compositions published by a leading music publisher if, in the opinion of the judges, the music is "publishable." Otherwise, the winners will receive cash.

Victor, Decca, Columbia, Capitol and Mercury records have agreed to cooperate in recording music which they think will have public appeal, Mr. Haverlin said. Initial entries will be accepted during the 1951-52 school year, and judging is not expected to be completed until October 1952. Grand awards will be scholarships to high school and college-level winners at an American institution, Mr. Haverlin announced.

Halley Speaks

RUDOLPH HALLEY, chief counsel of Kefauver Senate Crime Investigating Committee; Judg. Simon Rifkind, special counsel for All-Industry TV Per Program Committee; Lloyd Paul Stryker, criminal attorney; Margaret Webster, producer and actress, and Jack Gould, radio editor, New York Times, discussed "Televising Trials and Hearings" June 18 at final American Television Society luncheon of 1860-51 season at Hotel Roosevelt, New York.

Almost a Million on WCKY

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

June 18, 1951 • Page 89.
planned an ever-increasing clamor for legislation consider government management of various phases of advertising is growing out of continuing Congressional inquiries. He said some have even advocated that the government provide financial support for opinion interests lacking adequate resources.

Secretary of Commerce Charles E. Sawyer praised advertising "for its contribution to a better standard of living." He said advertising has critics who claim that advertising expenditures are a needless addition to the cost of distribution. They fail to give proper weight to the fact that the economic structure of the United States is based upon mass production and mass distribution, that in terms of hours worked prices in the United States are generally lower for products of comparable quality than anywhere else in the world.

Secretary Sawyer said critics of advertising "refuse to recognize that the greatest contributing factor to mass sales is advertising. Mass sales permit mass production at lower unit cost. Critics of advertising do not have sufficient information to be able to say that prices would be lower if advertising costs were lower."

He disagreed with those "who think advertising should be dispensed with during the mobilization effort." Taking up this theme, he said: "I do not advocate the waste of money on advertising even if Uncle Sam pays a good part of it. I do feel, however, that advertising is an essential part of our business operation and as long as that operation continues at high gear, vigorous advertising should continue to be a part of it."

Secretary Sawyer said the National Production Authority has dealt "firmly and courageously" with the problems of expanding productive capacity and employing experienced businessmen to conduct its business operations. I've always believed that a business man knows more about business than a government official."

Arthur C. Fatt, executive vice president of Grey Adv. Agency, New York, said advertising's main task is to increase productivity in the United States by 4% annually instead of the 3% generally set as the goal.

Samuel C. Gale, vice president of General Mills and ex-president of the Advertising Council, pleased for aid of advertising clubs in the council's public service campaign.

At the Wednesday TV panel Mr. Thomas reviewed TV's progress, suggesting agencies are "selling people and markets and buying power" rather than a U. S. map with little circles representing television areas. He said the number of advertisers using TV had grown from 219 in 1948 to 5,000 as of last March.

As to television's impact on radio, Mr. Thomas said, "Each medium must be sold for what it can do, and in terms of how it best fits a particular advertiser's plans. Radio does a tremendous job, and will continue to do so for some time. Then the TV ads come and radio areas for radio that TV can't touch. But by the same token, there are some areas that TV can touch—and brother, when TV touches an area, it stays touched." He added 36 million people are looking at TV.

Mr. Thomas showed how radio and TV costs run far below those of other media, on the basis of cost-per-thousand. He cited figures showing 10 top-rated radio shows last October had a cost-per-thousand sack listeners of $1.84 compared to $3.46 for TV.

Mr. Hausman said TV is most effective if used with, not instead of, other media. "Increase the total advertising budget to include television," he suggested. As reasons, he said:

First of all, sales, despite inflation, are up in order to make sure that advertising never moved more goods. Second, advertising expenditures in relation to the national income are and make feasible fully competitive local broadcasting and multinet operation. He argued the FCC plan will foster network and market monopolies.

Final event of the convention was the testimonial dinner for Thomas L. Barnard, vice president of Compton Adv., New York, on fulltime leave. He praised work of the Voice of America and services of the State Dept.'s Information Division. He spoke on behalf of Undersecretary Edward Barrett.

Next AFA convention will be held in New York.

Graham Patterson, Philadelphia, was re-elected board chairman of AFA. Other officers elected were Elin G. Borton, president; E. Perry, Houston, and Franklin R. Hawkins, Toledo, vice presidents; Grace Johns, ABC, secretary; Ben R. Donland, Ford Motor Co., treasurer. Elected to the board were J. Paul Hoag, of Boston; W. Potter, of Rochester; Grant Stone, Cleveland, and William Wern-
KIEV reached as week, expected to with IBEW intervening. BROADCASTING dispute presentation NABET petition NLRB. Stadium of three stations fort all events. of three stations pooled "Chicken of Tomorrow Network," pooling manpower and equipment to cover all events.

Fernando, and engineers heretofore opposed by ACA, and engineers heretofore opposed by ACA. To me, the evidence," the board declared.

At last spring’s board meeting, 4-1 that filing of a representation petition by a rival union—the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union—in this case, the American Communications Assn. WPEN had renewed its contract with ACA [BROADCASTING • TELECASTING, April 9]. In its original decision, the board held that the general counsel failed to prove a "real question" exists involving unit representation when William Penn renewed its contract with ACA. IBEW had sought to carve out a group of 13 broadcast technicians and engineers heretofore represented by ACA and subsequently filed charges against the station, which NLRB dismissed for lack of proof.

"Further hearing is desirable ... on the issue of whether (such a question) existed when (William Penn) executed its contract with the ACA, and in particular whether the employees sought to be represented by the IBEW constitute an appropriate unit, so that the case may be decided upon the merits rather than upon a technical failure of the evidence," the board declared.

EXTENSIVE RESEARCH and fancy preparations feature the Ed Murrow Hear It Now program, heard Friday, 9 p.m., on CBS. On a typical pickup, KMOX St. Louis News Director Rex Davis spent over a week working on a recorded pickup in which six hours of tape were edited into 20 minutes of program. The program presented a typical high school graduation, with background material from a dozen or more spots. In photo Mr. Davis (standing) discusses the program with Ed Scott (r), of Mr. Murrow’s New York stuff, and Don Hopson, president of his class at Atton High School, in suburban St. Louis.

NLRB HEARING
San Diego Case Set
NLRB HEARING looking into a NABET petition for jurisdiction over engineers and technicians at six San Diego stations has been scheduled for August at the three stations, involving KFMB KPMR-TV KGB and KCBQ, now represented by IBEW which has represented the William Penn Broadcasting Co. had "illegally interfered" with employers' rights. The labor board reopened the case at the request of its general counsel who held that he did not "introduce evidence" relating to the employees' unit because he "did not foresee that the board would decide the case" on that issue. NLRB reminded the case to the trial examiner whose preliminary findings it had overruled.

Last spring the board ruled, 4-1 that filing of a representation petition by a rival union—the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union—in this case, the American Communications Assn. WPEN had renewed its contract with ACA [BROADCASTING • TELECASTING, April 9]. In its original decision, the board held that the general counsel failed to prove a "real question" exists involving unit representation when William Penn renewed its contract with ACA. IBEW had sought to carve out a group of 13 broadcast technicians and engineers heretofore represented by ACA and subsequently filed charges against the station, which NLRB dismissed for lack of proof.

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WNEL REACTIVATES Case
NLRB last Saturday reopened the case involving WPEN-AM FM Philadelphia and vacated a previous order, which disapproved a complaint that the William Penn Broadcasting Co. had "illegally interfered" with employers' rights. The labor board reopened the case at the request of its general counsel who held that he did not "introduce evidence" relating to the employees' unit because he "did not foresee that the board would decide the case" on that issue. NLRB reminded the case to the trial examiner whose preliminary findings it had overruled.

LBS AFFILIATES
Ore. Group Holds Meeting
PLANS on programming, sales, technical and general operations of the Liberty Network were threshed out by Oregon LBS affiliates in a meeting with Ben Paschall, network vice president, in Portland over a fortnight ago. Fifteen state affiliates attended the sessions, held at the Multnomah Hotel. The meeting followed one at LBS' headquarters in Dallas last month involving officials of the network, who reported the rate increases were under study [BROADCASTING • TELECASTING, June 11].

Among those present were:

Claire Banks, KELZ Kelso; Edward C. Barnett, KWIN Ashland; Lou Gillette and Laura F. Brodin, KMET McMinnville; Paul E. Walden and Barney Kentworth, KDOQ, THE DALLAS; Ted A. Smith, KWRC Pendleton; Mar-piney, Mrs. and Mrs. C. W. Feck, KRUL Corvallis; Irwin S. Adams, KGON Detroit; Mary Jane W. Spencer and W. E. Parson, KVAS Astoria; Loring Schmidt, KROC Salem; Hal Shade, KFIR North Bend; Gordon Capps, KSHV Ontario; L. W. Tromm-litz, M. Michael and Reg. Rosie, KEG Eugene; Tom Becker, KNPT Newport; and Mr. Paschall.

Ton Testing
TONI Co., Chicago, is testing its new shampoo, White Rain, on about 89 CBS stations in a sectional network covering the northeastern half of Country, with cut-ins on This Is Nora Drake (five-week, 1:30-1:45 p.m. CDT). Schedule will continue for a month and then be expanded to the full CBS network shows sponsored by Toni. Agency for the new product is Tatham-Laird, Chicago, which also is running a radio spot test campaign in Fresno and Indianapolis for the new Tame hair rinse. Spots will continue until results are conclusive.

HUBERT TAP JR., executive vice president of Radio Cincinnati Inc., has announced his appointment as program director of WABC-NY, FM-TV Cincinnati, and Dr. Luther R. Richardson, director and dean of faculty of the Cincinnati Conservatory of Music, have jointly announced a radio conference on radio in education, workshop and clinic, Indiana U., Bloomington.

Aug. 5-9: Institute of Radio Engineers Western Convention and Seventh Annual Conference, Civic Auditorium, San Francisco.

SCHOLARSHIPS
Radio-TV Study Awards
HULBERT TAP JR., executive vice president of Radio Cincinnati Inc., has announced his appointment as program director of WABC-NY, FM-TV Cincinnati, and Dr. Luther R. Richardson, director and dean of faculty of the Cincinnati Conservatory of Music, have jointly announced a radio conference on radio in education, workshop and clinic, Indiana U., Bloomington.

Awards of $200 each will be made to scholarship recipients entering the Conservatory as freshmen in 1951. Each winning high school junior or senior over 16 will receive $50 for night school classes or courses in radio education. Preliminary auditions will begin June 25 and final auditions will be held under WKRC in July.
FCC Actions
(Continued from page 85)
June 13 Applications Cont.: APPLICATIONS RETURNED
RETURNED following applications for
permits, Class B. Time for filing
at the Col., WSWIP, Paintsville, Ky.; WLW
Cincinnati, Ohio.
June 14 Decisions
BY THE COMMISSION EN BANC
CP Granted:
WVBF Washington, D.C.—Granted CP to replace both towers of licensed
DA which were destroyed by Hurricane Betsy. Licensed DA, in
vestigation pending.

-Facing Page-

-Box Score-

SUMMARY THROUGH JUNE 14
Summary of Authorizations, Stations on the Air, Applications

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<th>Class</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Conditional Grant</th>
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<td>TV</td>
<td>72</td>
<td>79</td>
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INITIAL DECISIONS

WOO Chicago.—Hearing Examiner Leo Resnick issued initial decision
ordering K秉steg, Co.'s application for increase in power from
1,000 kW to 2,000 kW, subject to conditions that all
legitimate complaints due to blanketing within 250 km in contour
be adjusted.

Decision June 15.

WBBJ Clarksburg, W. Va.—Hearing Examiner James E. Bond issued initial
decision limiting toward grant of application to change type of transmitter and change anten-
na at West Bestg. Co., for licensee to operate on June 1.

Decision June 14.

KMPC Los Angeles.—Hearing Examiner James E. Bond issued initial decision
looking toward dismissal of procedural comments received from the licensee for new oper-
ating frequency.

Decision June 14.

PROPOSED RULE MAKING

Application to reconsider proposed rule making looking toward elimination of provisions in AM broad-cast rules
limiting assignment of Class IV stations on regional channels. However for Class IV stations (mostly 250 kW)
would not be required to increase power or change frequency. Comments will be received by FCC on or before July 14.


-Non-Docket Actions-

AM GRANTS

Alken, S. C.—Alken Electronic Ad
Corporation. Granted 900 kW, 1 kW, daytime.
Existed 1936-56. Principals are President B. T. Whitmire (35.7%),
owner WAYS Charlotte and WCGR Greensboro, NC; Owner S. E. Younts (40.9%),
owns 59.5% WEEB Raleigh, NC; Owner D. E. Bau (19.9%),
operator John Mare (56%), owns 15.7% WEEB Raleigh, NC; operator John Mare
interest. Comments are invited thereon within 10 days from date.

June 14 Applications

ACCEPTED FOR FILING

AM—1360 kHz
KVIM New Iberia, La.—CP to change from 1370 kHz to 1360 kHz.

AM—450 kHz
KUNO Columbus, Mo.—Mod. as move which authorized AM
station to change hours from 6:30 to 24:00, to change to non-directional ant.
transmit. and studio locations.

License for CP

WDLA Chattanooga, Tenn.—Mod. as move which authorized CP
new AM station and specify studio location.

Modification of CP

KBCF-FM Des Moines, Iowa—Mod. CP new FM station for extension of construction period.

CP for Changes

WEMS (FM) Chicago, Ill.—CP to change to new ant. height, trans. and studio locations etc.

License Renewals

Follows June 14 Renewals of license: WNTN Birmingham, Ala.; WBGK Huntsville, Ala.; WFTY Troy, Ohio; WSGN Lebanon, Ohio; WYDQ Winter Haven, Fla.; WSGN Bain-
bridge, Ohio; WTVM East St. Louis, Ill.; WEO Tepe-
au, Mic.; KFQO Sedalia, Mo.; KRBX los Angeles, N. M.; KRTN Baton Rouge, La.; WAVE
Greenville, S. C.; KBDQ Birmingham, Wash.; KHEL Charleston, W. Va.; WLOG Princeton,
W. Va.

License Renewals

Looking forward to June 14 Renewals of license: WNTV Indianapolis, Ind.; WBOS Detroit, Mich.; WFTY Troy, Ohio; WSGN Bain-
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W. Va.
May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>3761</td>
<td>628</td>
</tr>
<tr>
<td>On the air</td>
<td>2711</td>
<td>648</td>
</tr>
<tr>
<td>Licensed (All air)</td>
<td>2711</td>
<td>648</td>
</tr>
<tr>
<td>Construction permits</td>
<td>134</td>
<td>133</td>
</tr>
<tr>
<td>Conditional applications</td>
<td>227</td>
<td>132</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>936</td>
<td>153</td>
</tr>
<tr>
<td>Total Withdrawals</td>
<td>285</td>
<td>12</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>267</td>
<td>9</td>
</tr>
<tr>
<td>New construction permits applied for</td>
<td>243</td>
<td>29</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

RATING DEVICE

Monitors Home Sets

SEVERAL HUNDRED radio sets can be monitored and ratings compiled overnight with use of a newly-patented mechanism which can be placed atop a truck and parked anywhere. This was reported last week by Henry A. Rahmel, vice president in charge of radio and television field work for the A. C. Nielsen Company, who has been issued a patent on his invention.

The device, which will revert to the Nielsen research firm under terms of an employe agreement, is still unnamed, Mr. Rahmel said. In measuring the size of an audience, it works at high speed, and data is accumulated and analyzed rapidly enough so that a city report can be telephoned the day after the test, the inventor said.

The equipment, "a variation on a panoramic receiver," picks up the local oscillator signals in "several hundred" home radios in any city. The indicating device scans the frequency spectrum used by stations and determines how many responses to each it is getting from the individual sets.

Tests were conducted several years ago, as the device was submitted to the government Patent Office in 1946.

He pointed out that the device "has a number of advantages over the telephone ownership," and there is "no problem of sampling." Tests were controlled, and results were checked, he explained. Although no details were revealed, he said it is possible to trace the response from a single home set to the specific house, so the area can be canvassed for market data.

PACIFIC AWARDS

Nine Newsmen Honored

NINE TROPHY awards for outstanding performance in radio and TV news coverage during 1950 were made by the Radio News Club of Southern California Friday night at a dinner meeting in the Hollywood Plaza Hotel.

Named consistently best in the respective radio catigories were:

(1) Elmer Peterson, NBC, new commentary; ABC, honorable mention; (2) Nat Kaplan, ABC, new writing; Barney Miller, CBS, honorable mention; (3) John Wald (Richfield Reporter), news presentation; Frank Goss, CBS, honorable mention; (4) CBS News Bureau, on-the-spot cover story; ABC News Bureau, honorable mention; (5) Tom Harmon, CBS, all around sports program; Sam Balter, KLAC, KLAC, honorable mention.

Television division: (1) Clete Roberts, KLAC-TV, news presentation; KTTV, honorable mention; (2) George Martin Jr. and Ray Goldman, KTVV, news writing; KNBH Ford Namseved, honorable mention; (3) Sam Balter, KLAC-TV, all-around sports program; KTTV and KNBC, honorable mention; (4) KTLA, on-the-spot coverage special event of news story; KTTV and KKEA-TV, honorable mention.

Judges: Les Wagner, president, Greater Los Angeles Press Club; Ben Williamson, bureau manager, Time-Life magazines; Robert J. McAndrews, managing director, Southern California Broadcasters Association. And now, the winner, according to the Los Angeles Broadcaster, is radio news club president. Trophies, donated by Proctor & Gamble Co., are gold plated microphones sitting on top of a globe mounted on a mahogany base.

Liberty Names Lewis

EDMUND BURKE, Liberty Broadcasting System vice president of national sales, has left Liberty to re-enter the Army, the network announced last week. Succeeding Mr. Burke is Ray A. Lewis, since Jan. 1 manager of Liberty's key station KLIF Dallas, and prior to that manager of the Houston office of J. Walter Thompson.

Ratings

Who, Me?

FOR 12 weeks WOL Washington and 350 Liberty Network stations have presented Maj. Gen. Louis B. Hershey, national director of Selective Service, in an interview series, Youth and the Draft, a program he developed by Robert W. Miller, WOL public relations director. Last Thursday it happened that Mr. Miller, Mr. Miller, the radio director, had left Liberty for good. Mr. Miller, the radio director, had left Liberty for good.

Topic of a recent program, heard Sunday at 8:30 p.m., was "How to Get Deferred."

Richards' Grandson

F. SIBLEY MOORE, assistant treasurer and member of the board of WJR Detroit and KMPC Los Angeles, and Mrs. Moore (the former Rosene Richards) became parents of a boy yesterday. The baby is the grandson of Mrs. G. A. Richards and the late Mr. Richards.

National Features

We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.
Page 94 • June 18, 1951

CLOSED CIRCUIT (Continued from page 4)

Milton Berle show next fall with expensive package called Food Store Hour. Network willing to assume half of weekly talent and production costs, which total $40,000.

AS PLANS STAND, ABC Breakfast Club with Don McNeill will become simulcast late next year and McNell's TV Club, video version of same show, will be cancelled.

WOMAN'S HOME COMPANION, through McCann-Erickson, New York, running one-week spot campaign June 25-29 in 14 major cities. If success, magazine will follow accelerated spot plan used by Ladies Home Journal.

CELANESE CORP., of America, N.Y., considering television dramatic show called The Playwrights in an attempt to sell the TV show. Network time not yet bought. Ellington & Co., New York, is agency.

NARTB may revive its "area" scheduling of district meetings during next autumn's circuit. Idea is to consolidate three districts in West Coast tier for San Francisco meeting in view of their common problems and easing of headquarters travel.

AMERICAN BAR ASSN., exercised over fabulous results of Kefauver Jury Committee broadcasts and telecasts, will meet issue of court room pick-ups at next convention in New York in September. Indications are that standing committee will recommend against admitting mikes or cameras to court rooms.

FCC, FCBA CONGRATULATE COMMISSIONER HENNOCK

CONGRATULATIONS to FCC Comr. Fred H. Hennock on her nomination by President Truman to a judgeship for Southern District of New York extended Friday in telegram from fellow Commissioners and resolution adopted by Federal Communications Bar Assn. (see early story page 27). Miss Hennock is in New York.

Chairman Wayne Coy and other five Commissioners, "pleased about your nomination," wired Miss Hennock in part:

"We are happy that this honor has come to you because of your devotion to the work of the FCC as well as your position as an institution while at times disagreeing with members of the Commission on matters of public policy. You have demonstrated the judicial functions of the Commission, your understanding of the great public interest and your contributions to the improvement of the judicial and administrative procedures of the Commission through revision of our rules and the reorganization of the Commission. We send you our congratulations and express to you our confidence that you will be speedily confirmed."

FCBA's Executive Committee, voting during past three years, said Miss Hennock if FCC's its members "have had opportunities to observe and appraise your ability and sincerity in the performance of her duties," stated it is "of the opinion that Miss Hennock, in the judicial functioning of the FCC, is an able, dedicated public servant and a fair and judicial attitude in the consideration of matters coming before the FCC."

NARTB CHANGES DATE

ANNUAL meeting of NARTB District 3 (Pa., Md., Del.) will be July 12-13 at William Penn Hotel, Pittsburgh. Meeting was originally scheduled Aug. 27-28 at Bedford Springs, Pa. Leonard Kapner, WCAE Pittsburgh, is district director.

ABC ADDS PORTSMOUTH

WNXT Portsmouth, Ohio, new station on 1200 kc with 1 kw, to become ABC's 289th affiliate July 15. Station is owned by Portsmouth Broadcasting Co. and managed by Marshall Rosens.

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