

# BROADCASTING TELECASTING

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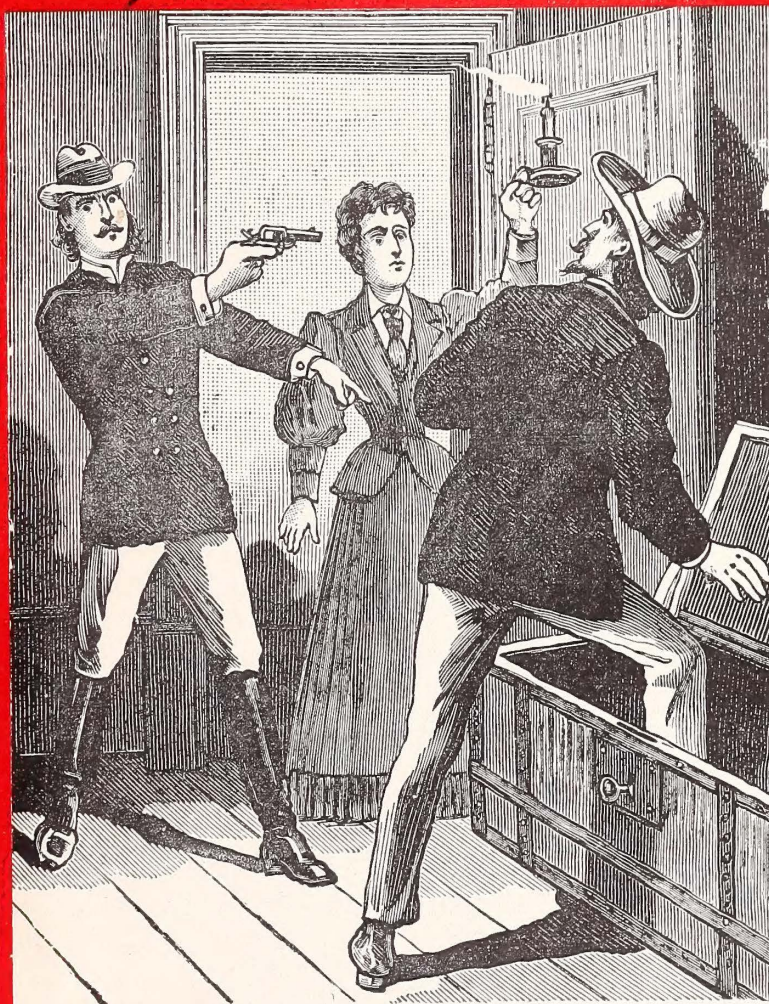
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**20<sup>TH</sup>**  
The Newsweekly  
of Radio and  
Television.  
year

\$7.00 Annually  
25 cents weekly



P.S. This is not a generalization. WOR can prove it word for word with the greatest selection of success stories ever compiled by any station anywhere.

## "hold on, Cudahay!"

Don't hide in a trunk. Get *action!* Year after year,  
for more than 28 years, the station that has sold more,  
more often, for more people, to more people is

# WOR

— that power-full station

at 1440 Broadway, in New York



TK 6540  
B85

**RADIO'S  
EVER MAGIC  
TOUCH**

# ... the story of WLS and the **1,235,734 BOX TOPS!**

Back in 1936, Little Crow Milling Company called on WLS to perform what seemed to be a most difficult task. They wanted to introduce a new kind of cereal, Coco-Wheats, to Midwest homes. What made the task seem so difficult was:

1. Not a single salesman was to be used.
2. Not a single package of Coco-Wheats was in the area.
3. Not a single buyer in the area had been called on.

Some said it couldn't be done . . . it was expecting too much of even the recognized great power of radio and WLS. But it worked. Radio's ever magic touch created desire, and turned that desire into action.

WLS listeners were sold Coco-Wheats . . . demanded it of their merchants . . . and sent box tops to the station. Through 1950, WLS has received 1,235,734 box tops for this *one* account! Today, Coco-Wheats is well known and solidly entrenched throughout the Middlewest. WLS listener-response then and each and every year since is proof that WLS advertising produces volume sales.

This is but one example of the continuing effectiveness of WLS in building product acceptance . . . an effectiveness predicated on knowledge of and adherence to listeners' interest in their day to day business and home life in city or on farm.

That builds listener loyalty — and listener loyalty is the substance of successful radio advertising.

For detailed information on how radio's ever magic touch can sell for you, contact your John Blair man, or write WLS today.

**CLEAR CHANNEL** Home of the **NATIONAL Barn Dance**

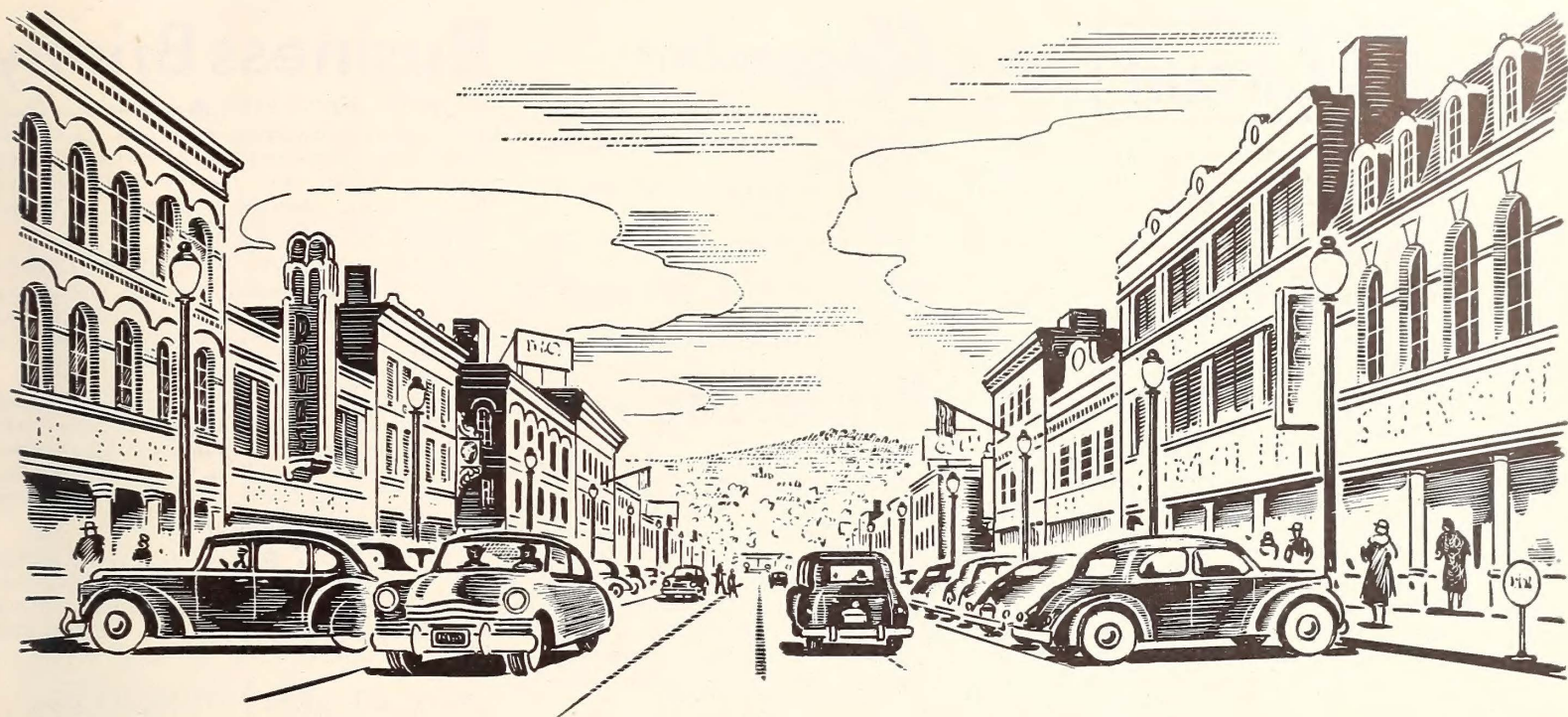
**CHICAGO 7**

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.





# Sell the Yankee Market the YANKEE Way...



## Right on MAIN STREET

Do your selling in each large shopping center through the local Yankee Network home-town station. With Yankee you can get as close as that — appeal directly to the dealer's own customers with his own local station.

You can depend on every Yankee home-town station to add a plus to your sales, because each station has the local impact that only a local station with an

established network audience can provide, reaching every neighborhood shopping center throughout the trading zone.

Yankee's 29 home-town stations provide the most complete and effective coverage you can buy in New England, tying into one great market the many prosperous centers of population in this six-state area. Choose Yankee for today's best buy in radio in New England.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

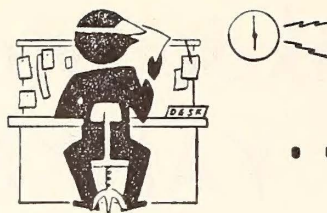
21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.  
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



# BROADCASTING TELECASTING



...at deadline

## Closed Circuit

ASSN. OF National Advertisers, it's learned authoritatively, is undertaking new radio rate survey in TV markets, reworking data in light of changes in radio tune-in because of war emergency situation. New study will be based on Oct.-Nov.-Dec. Nielsen. First report, which caused consternation in radio ranks, was effectively attacked because it calculated TV "penetration" without taking into account radio listening factors.

ANA'S RADIO-TV COMMITTEE, which brought in last summer's report for radio rate cuts in TV markets, is now functioning under chairmanship of George Duram, media director of Lever Bros. He succeeds William Brooks Smith, advertising director of Thomas J. Lipton Inc., who spearheaded last year's project.

IF CBS CHAIRMAN William S. Paley decides to accept call to government service, it's likely to be special short-term assignment to make survey in critical materials field—far removed from radio or TV. It's possible, however, that if war situation worsens, he'll find himself back in colonel's uniform, possibly on staff of Gen. Dwight D. Eisenhower (who shortly assumes Supreme Command of Allied Forces in Europe), under whom he served in psychological warfare in World War II.

WHETHER OR NOT ABC finds another sponsor for Drew Pearson, who will be dropped in February by Adam Hat Co., it's definite that commentator will stay on that network. His contract with ABC runs from January to January and already has been renewed for 1951.

SHOULD NBC fail to receive 100% acceptance of its 48 AM affiliates in TV markets on its projected rate adjustment, prevailing view is that it will abandon plan for present. Network may find some solace, it's reported, in fact it can show advertisers and agencies that it's better to have tried and lost than never to have tried at all.

ANNOUNCEMENT shortly will be forthcoming on formation of new TV film distributing syndicate by two important entities in radio-TV and one in motion picture booking and distribution.

LEVER BROTHERS (Rinso) planning one-minute transcribed daytime spot announcement schedule starting Jan. 29 in 50 markets through Ruthrauff & Ryan, New York.

MERRILL MUELLER, onetime NBC news chief in London who covered SHAEF during World War II, is choice of Gen. Dwight D. Eisenhower for top public relations post with headquarters of Atlantic pact forces. Mr. Mueller, now NBC newsman in San Francisco, will report to new boss Jan. 2.

WITH his Senate Interstate & Foreign Commerce Committee assigned to study Defense Dept. proposals for Presidential power to control radio signals as protection against enemy attack, Sen. Ed C. Johnson (D-Col.) may himself write more restrictive legislation.

(Continued on page 82)

## Upcoming

Jan. 8: National Collegiate Athletic Assn., Dallas.  
Jan. 9: Provisional NBC Affiliates meeting, Waldorf-Astoria, New York.  
Jan. 10: NBC AM Affiliates in TV markets, Waldorf-Astoria, New York.  
Jan. 18: Industry Per Program Committee, Chicago.  
Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 60)

## Bulletins

VIRTUAL freeze on civilian use of cobalt in radio-TV magnet loudspeakers after Feb. 1 foreseen Friday with government order allocating metal and requiring magnet manufacturers to obtain approval of National Production Authority. Order permits users to consume roughly one-third of January 1950 amount, and applies to each purchase of 25 lbs. or more. NPA officials said defense and "essential" civilian production will require "almost total available supply."

STERLING DRUG, New York (Bayer aspirin), through Dancer-Fitzgerald-Sample, New York, preparing one-minute live daytime spot announcement campaign in 11 major radio markets starting Jan. 15 for 50 weeks.

## NOVEMBER NETWORK SALES TOP FIGURE YEAR AGO

GROSS time sales of four radio networks in November totaled \$15,891,148, slightly ahead of \$15,855,162 combined gross for same month of 1949, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau. For January-to-November period, however, 1950 gross of \$167,782,676 does not match 11-month 1949 total of \$171,391,445. For both month and 11 months, CBS 1950 grosses exceed that network's time sales in 1949, while other three networks all show decreases this year as compared to last. PIB figures show:

	Nov. 1950	Nov. 1949	11 Months 1950	11 Months 1949
NBC	\$5,152,322	\$5,558,195	\$56,445,724	\$58,381,653
ABC	2,925,819	3,406,989	32,357,189	38,686,362
CBS	6,455,478	5,573,015	64,200,179	57,628,644
MBS	1,357,529	1,316,963	14,779,584	16,694,786
TOTALS:	\$15,891,148	\$15,855,162	\$167,782,676	\$171,391,445

Three TV networks—ABC, CBS, NBC, with DuMont figures not available—had combined gross time sales of \$6,524,858 in November. Breakdown follows:

	Nov. 1950	Nov. 1949	11 Months 1950	11 Months 1949
ABC	\$1,239,184	\$1,214,660	\$5,325,681	\$1,172,654
CBS	2,185,064	677,836	10,531,934	2,878,180
DuMont		124,435		848,775
NBC	3,100,610	1,035,808	17,941,535	5,473,738
TOTALS:	\$6,524,858	\$2,052,739	\$33,799,150	\$10,373,347

## WHITE HOUSE MEETING

ANNUAL meeting of advertising and business executives to be held Jan. 11 under White House sponsorship. Some 200 executives invited, including members of Advertising Council. Executives will confer with top Washington officials, including Secretary of Commerce Charles Sawyer and Defense Mobilizer Charles E. Wilson. They will be briefed on defense program.

## Business Briefly

DICTOGRAPH SERIES • Dictograph Corp., San Francisco (hearing aid), Jan. 15-Feb. 12 sponsoring 14-program MBS series including *True or False*, Maj. George Fielding Eliot, Lanny Ross, *Mutual Newsreel*. Agency, Atherton Adv., Los Angeles.

REPRESENTATIVE NAMED • Effective Feb. 1 H-R Representatives Inc. takes over national sales representation of WHUM Reading, CBS outlet, it is announced by Humboldt J. Greig, station president.

PETER PAN TV • Derby Foods, Chicago, for Peter Pan Peanut Butter, has signed with NBC-TV for sponsorship of *Magic Slate* alternate Sundays, 4:30-5 p.m. (CT), starting Jan. 21 for 39 weeks. Agency, Needham, Louis & Brorby, Chicago.

ARMOUR ADDS • Armour & Co., Chicago, Jan. 13 adds 20 stations to NBC *Dial Dave Garroway* in new five-weekly spot, 10:45-11 a.m. (CT), bringing outlets to 166. Agency, Foote, Cone & Belding, Chicago.

## \$800,000 ARMY PURCHASE OF TIME NEAR COMPLETION

U. S. ARMY Friday had almost completed purchase of more than \$800,000 worth of time on two TV and four AM networks through Grant Advertising, Chicago. One firm order was set, for *Roller Derby*, half-hour weekly on ABC-TV, and others are expected to be confirmed this week.

Contracts are all for 13 weeks and will plug Army and Air Force recruiting. Shows chosen mainly for adaptability to live commercials, because of frequent need for last-minute changes. Second TV show considered seriously was athletic events from Madison Square Garden on DuMont. AM programs are as follows: ABC, Ralph Flanigan orchestra; NBC, portion of Operation Tandem; CBS, two weeks of *Great Gildersleeve* and parts of general lineup; MBS, *The Shadow*.

## NAB BY-LAWS CHANGES

THREE amendments to NAB By-Laws, submitted to membership after November board meeting, adopted by overwhelming majorities. Amendments require 90 days notice for member resignation from NAB; eliminate office of vice president and substitute "fiscal" for "calendar" in Article 5 Section 3; specify unexpired board terms must be filled by electorate instead of by board itself, as in past.

## FORREST JOINS WYATT

ARTHUR L. FORREST, formerly promotion manager of WOAI and KTSA San Antonio and recently with Denver agencies, joins Wyatt Adv. Agency, San Antonio, as office manager.

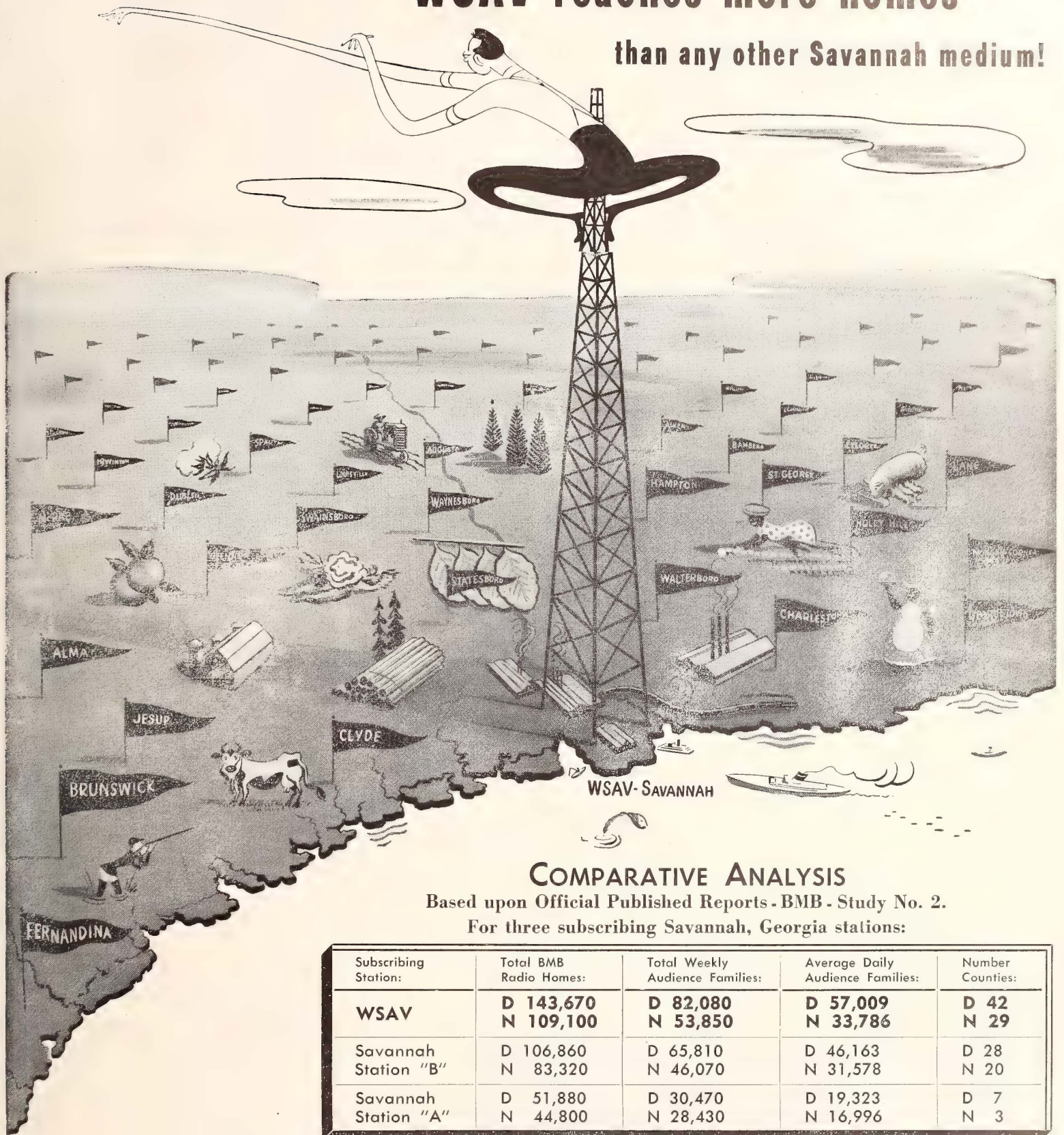
## LORILLARD RULING UPHELD

FEDERAL Trade Commission's seven-year-old order directing P. Lorillard Co. to stop advertising that Old Golds contain less nicotine than six other leading brands was upheld Friday by U. S. Circuit Court of Appeals in Richmond, Va.



# WSAV reaches more homes

than any other Savannah medium!



## COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.

For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
<b>WSAV</b>	<b>D 143,670 N 109,100</b>	<b>D 82,080 N 53,850</b>	<b>D 57,009 N 33,786</b>	<b>D 42 N 29</b>
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Average Daily Circulation (ABC Reports):  
Savannah Newspaper "A"—46,774

Savannah Newspaper "B"—23,807

It's **630**  in Savannah

# WSAV

630 kc.  
5,000 watts  
Full Time



Represented by Hollingbery



# CANNED CORN

.....German Style

Things keep happening in radio to which there seems no sensible answer. Like Fritz the Plumber.

He's on WMIL. He talks in a burlesque German accent that smacks of Weber and Fields in their amateur days. He reads nonsense "commercials" straight from the corn belt of the nation. He plays (on request, so help us) recorded polkas and schotisches and the like to the accompaniment of his own inane introductions.

He's on the air for three hours a day; he pulls hundreds of letters a week and almost no one can equal his audiences when he gives forth with this stuff. (When Hooper reported a 5.6 for Fritz, for example, the average for the three network stations was only 2.4.)

Darned if we know why. But we're not complaining.

*Jerry Siep*

**WMIL**.....  
means  
**MILWAUKEE**

REPRESENTED BY FORJOE

## BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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### WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; J. Frank Beatty, Rufus Crater, Associate Editors; Fred Fitzgerald, News Editor; Tyler Nourse, Jo Hailey, Assistants to the News Editor. STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Orme, Judy Martin; B. T. Talshoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Jonah Giltitz, Elaine Haskell, Grace Motta, Lillian Oliver, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza 5-8355; EDITORIAL: Edwin H. James, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Martha Koppel.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 6-4115; William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEMPSTEAD 8181; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, ELgin 0775; James Montagnes.

BROADCASTING \* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING \*—The News Magazine of the Fifth Estate. Broadcast Advertising \* was acquired in 1932 and Broadcast Reporter in 1933.

\*Reg. U. S. Patent Office

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

BROADCASTING • Telecasting





While just about everybody likes the idea of meat on the table, most folks also like the idea of turning the processing and curing chore over to the nation's meat packers.

That even goes for a lot of farm families right in the heart of the hog country. With prime porkers rooting all over the place, you'll find packer-processed meats in many a farm refrigerator.

This, we believe, says something important. When farmers find it's to their advantage to sell their animals to meat packers and buy just the cuts of meat they want from retailers, that's a pretty good indication that America's meat supply system is working all right.

It shows that the service performed by meat packing companies is well worth its moderate cost.

### *American Meat Institute*

Headquarters, Chicago • Members throughout the U. S.



# WMBD holds the Aces!



... another reason why  
WMBD has more listeners  
than the next 2  
Peoria stations combined

Skillful local programming with widely popular personalities makes WMBD the winner in prosperous Peoriarea. Throughout the broadcasting day (and night), a steady parade of these and other interesting people received a warm-hearted welcome in the dominant slice of Peoriarea homes.

**CHUCK BARNHART**, Program Director has been in radio since 1938 . . . with WMBD since 1947 (recently he was named Peoria's "Outstanding Young Man of 1949"). Whimsical and with a fine sense of the dramatic, Chuck also has his own immensely popular "Chuck Barnhart Show."

**BROOKS WATSON**, News Director—With WMBD since 1937, Brooks' ability and popularity reached far beyond Peoria during his Army career. With the rank of Lieutenant Colonel, he was Chief of the Radio Section in the ETO . . . worked with both networks and the BBC. Back home now, he's Peoria's favorite newscaster.

**PHIL GIBSON**, Local News Editor—29 years experience as a reporter, columnist, newscaster and news editor! Peorians like their news fresh as their morning eggs—and Phil Gibson gives it to them quickly and accurately.

**EMIL BILL**, Farm Editor, brings showmanship to the farm. Raised on a farm, he later trouped 28 years in vaudeville circuits—thus makes the combination easy! Witty, personable and down-to-earth, he's a consistent favorite with rural audiences.

ASK FREE & PETERS



agency

**ROBERT W. BALLIN**, vice president in charge of Hollywood office, Foote, Cone & Belding for past three and one half years resigns to accept position as vice president in radio and TV department J. Walter Thompson Co., N. Y. He will work in administrative capacity on agency radio and TV accounts, in addition to other duties. Prior to joining FC&B he was head of Hollywood office Ruthrauff & Ryan, Inc. During that time he produced *Jack Benny Show* for R&R and later, when account shifted, for FC&B.

**HARRY O'BRIEN**, executive vice president of former O'Brien & Dorance, N. Y., announces formation of new creative and consultant art director service, specializing in radio and TV. Mr. O'Brien for many years was art director at CBS and is president of New York Art Directors Club.



Mr. O'Brien

**ALBERT TILT 3d**, DuMont Television Network, to Erwin, Wasey & Co., N. Y., on TV staff.

**L. ROCHE**, director of advertising and public relations Flintkote Co., to Erwin, Wasey & Co., N. Y., in executive capacity.

**GILBERT C. MORRIS**, account executive and group head Fuller, Smith & Ross Adv., N. Y., and **RALPH W. NICHOLSON**, group head, same agency, elected vice presidents.

**CHARLES W. KOPF**, Marschalk & Pratt, N. Y., rejoins BBDO, N. Y., as copy chief for Armstrong Cork Co.

**ETTORE FIRENZE**, art director Brisacher, Wheeler & Staff, S. F., appointed vice president.

**ARTHUR F. MONROE**, director of public relations and publicity division J. M. Mathes Inc., N. Y., appointed vice president.

**ROSS N. SMITH**, production manager Stevenson & Scott Ltd., Montreal, to head new radio and TV department of agency.

**L. K. WOODWARD** and **CROFTON JONES**, Dana Jones Co., L. A., to Hixson & Jorgensen, L. A., as account executives.

**YOUNG & RUBICAM**, Toronto, moves to new Bank of Nova Scotia Bldg., King and Bay Sts.

**AERATED PRODUCTS Co.**, L. A. (Instant Whip prepared whipped cream) appoints Davis & Co., L. A., to handle advertising. Firm currently using spot participations on local TV stations.



**STATION**, agency and advertising executives dropped in during an open house session held by WRVA Richmond, Va., as part of the annual dinner meeting of the Richmond Sales Representatives Assn. Among those attending were (l to r): James Clark, WRVA sales manager; Tom Sheehan, Bert Warner and Gibson Wright, representing Safeway Stores; Mark Evans, director of WRVA's Housewives Protective League, and Gordon Manchester, account executive, Lewis Edwin Ryan Adv., Washington advertising agency which handles the Safeway Mid-Atlantic division account.

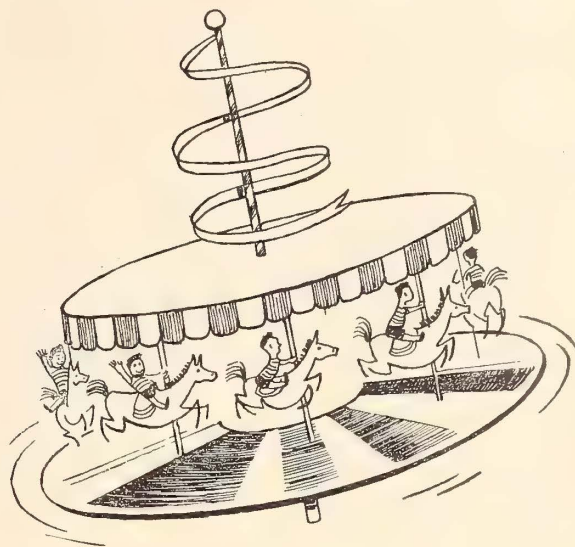
BROADCASTING • Telecasting



beat



WANT A GOOD  
RECEPTIVE AUDIENCE  
AT A  
GOOD LOW COST?  
IN ROCHESTER, N. Y.?



BUY IN WHAM's

## "Midnight Merry-Go-Round"

WHAM's 11:20 P.M. to 12:30 A.M. coverage stretches over 23 New York counties, plus the huge bonus territory you get from a clear channel at night. There's always a sizable, receptive audience tuned to Bob Keefe's platters. And—just to put frosting on this late-hour cake—there's a late news summary at midnight and a sports roundup at 12:05.

See your Hollingbery man for details about lowest cost availabilities on "Midnight Merry-Go-Round"

**WHAM**

The Stromberg-Carlson  
Station



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



PLANS for Federal Department Stores to sponsor the Shopper Show on WXYZ-TV Detroit are set by (l to r) Sidney Jacobson, Federal's sales promotion manager; Charles Rosen, executive vice president of W. B. Doner Agency, Detroit, and John Pival, WXYZ-TV production director.

GLADDEN, McBEAN & Co., L. A. (manufacturers, diversified clay products), appoints West-Marquis Inc., L. A. to handle advertising.

HUDSON PRODUCTS Co., Long Beach, Calif. (Sleep-Eze sedative), names Erwin, Wasey & Co., L. A. advertising counsel. Radio will be used.

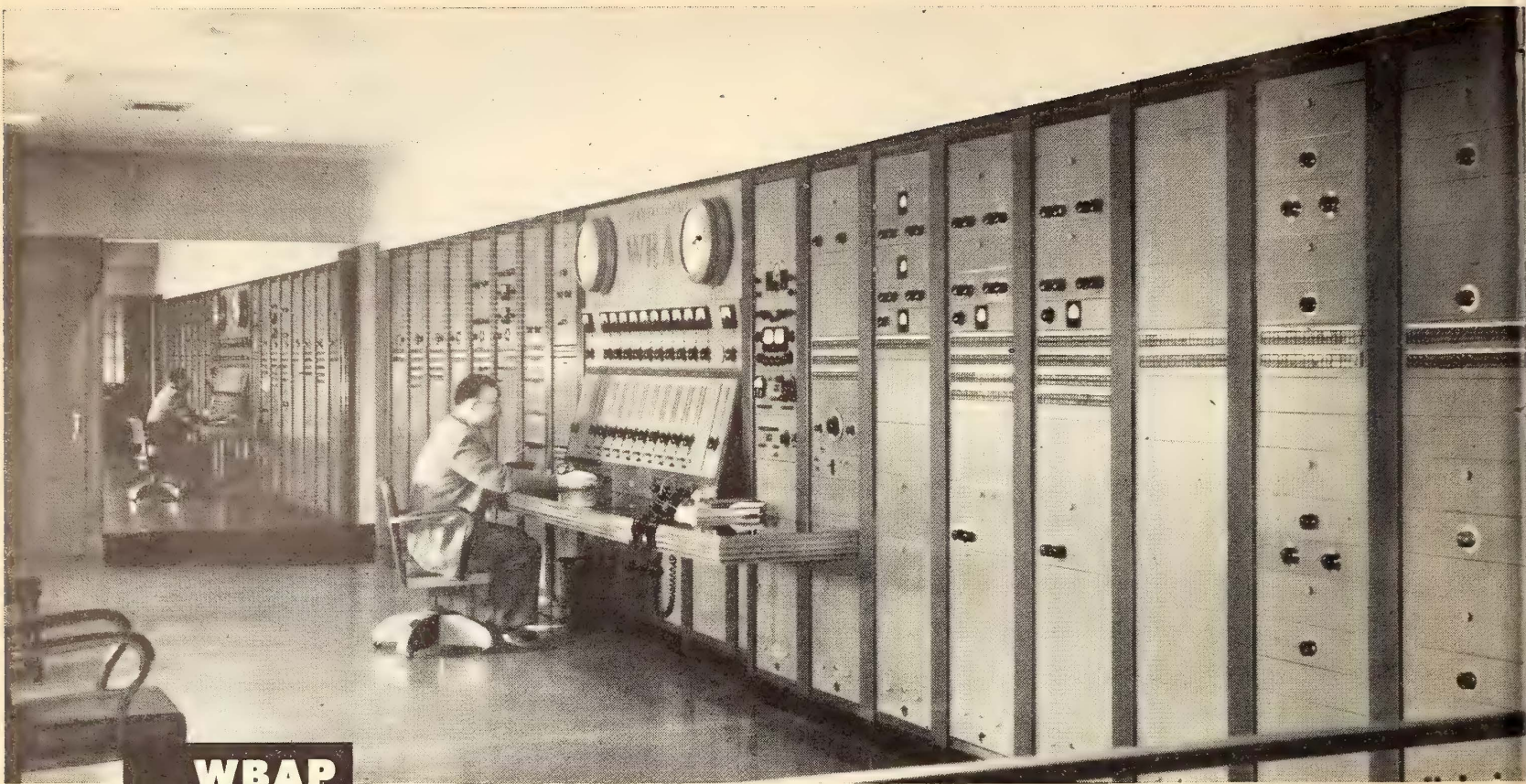
IRVING COLLIN, sales manager Foreign Language Quality Network, previously sales manager of WLIB New York and assistant sales manager WHOM New York, to S. Duane Lyon Inc., N. Y., as vice president. He will also act in capacity of account executive, director and time buyer of radio and television.

JACK BUCHOLTZ, production manager Supreme Displays, N. Y., to William Warren, Jackson & Delaney, N. Y., in the radio and television commercial production department.



DISCUSSING plans on the set for CBS-TV *People's Platform* are (l to r): Standing, Leon Levine, producer; Newell Schwinn, advertising manager, Household Finance Corp., sponsor of the show; Charles Collingwood, CBS newsman and program chairman; Norman LeVally, president, LeVally Inc., HFC agency; Al Waack, Eastern advertising manager for HFC and seated, Bill Shipley, announcer.





**WBAP**  
FT. WORTH, TEXAS

This master control console, including 16 de luxe audio equipment racks, is part of a modern 6-studio layout—custom-built by RCA. Designed for AM, FM and TV opera-

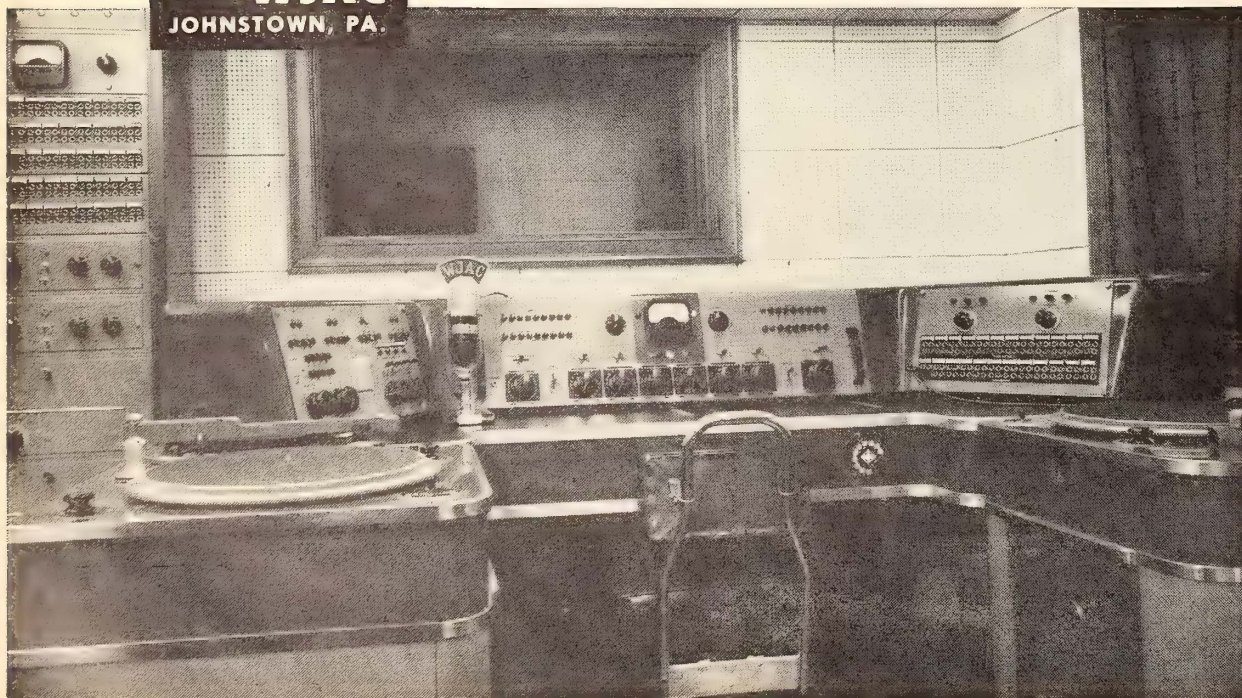
tion, this "In-Line" design handles 16 studio inputs and feeds 10 output channels—simultaneously, or individually, by a pre-set relay system.

# *Unlimited* audio

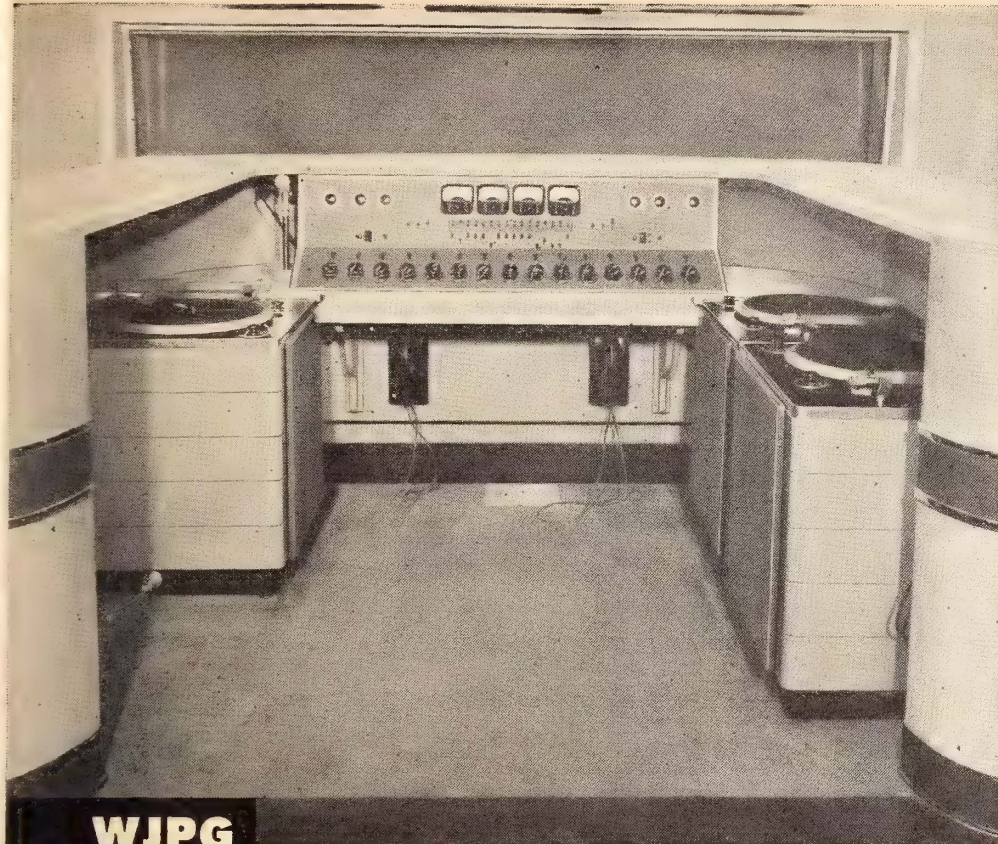
Two supervisory positions like this one handle 4 studios, 2 outgoing lines. It includes telephone ringdown, remote switching, talkback, monitoring,

and cueing. This set-up uses existing RCA Consolettes—makes studio and master control functions possible in one location.

**WJAC**  
JOHNSTOWN, PA.







**WJPG**  
GREEN BAY, WISC.

Master control handles 4 studio inputs, 4 output channels, 2 remote inputs, 3 turntable inputs, cueing, monitoring, talkback. This master control and one sub-master handle all program needs.

## A few of the many de luxe units available

- Supplementary equipment for Consolettes—switching systems, extra inputs and outputs, jack strips, ringdown, sound-effects filters, and line equalizers
- Master control equipment—to handle any number of studios
- Matched custom wings for consolettes—for studio and master controls
- Custom racks for relay switching
- "One-man" control layouts
- Master control console combinations
- Studio control consoles
- Custom recording—for separate or simultaneous recording
- Custom recording control turrets
- Mobile recording equipment—disc recorders, tape recorders, record playbacks. Everything including the motor vehicle.
- Audio/Video equipment—custom audio, plus video switching, monitors, stabilizing amplifiers.

facilities.....for

**SMALL STATIONS**

**MEDIUM STATIONS**

**LARGE STATIONS**

## *RCA fine custom-built studio control systems*

With RCA Custom-Built equipment you can extend your audio facilities almost without limit. No matter what size the system, experienced RCA design assures instant, fool-proof switching without program level "pops" or "breaks." Fidelity of sound meets the requirements of the world's severest critics.

Suitable for every AM, FM, and Television station—small, medium, or large—RCA Custom-Built Systems are "individualized" to handle all the studio-control operations anticipated by the

individual plant. Any number of station studios may be provided for... any number of remote lines... any type of master control... all the monitoring, talkback, and cueing facilities needed... every conceivable facility for controlling program operations and reproducing high-fidelity sound. True cabinet craftsmanship combines durability with function. Handsome styling and finish enhance station prestige.

Consultation on Custom-Built equipment is provided without obligation to every station—any size. Service includes

detailed layout proposals, diagrams of equipment and facilities, artist's sketches by RCA functional design experts, thorough counsel by RCA's experienced staff of broadcast specialists. Where plans are already down on paper, RCA will be glad to work from these—co-operate closely with your principals.

Your RCA Broadcast Sales Engineer can tell you about this service. For complete information call him, or write Department 19 AA, RCA Engineering Products, Camden, New Jersey.



**AUDIO BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal





## Ask The MAN Who Knows...

There's no guesswork or fumbling around in the Atlanta Market when you buy WGST. The top ABC shows, the best in local programming plus on-the-spot merchandising means a winning combination. Ask the man who knows—the Atlanta Businessman — more local advertisers buy more time on WGST than any other Atlanta Station.



## new business



**P**ROCTER & GAMBLE, Cincinnati (Oxydol), planning TV spot test in women's programs in Grand Rapids and Buffalo. Agency: Dancer-Fitzgerald-Sample, N. Y.

**TRIANGLE LABORATORY**, Chicago (Rid-X), appoints M. M. Fisher Assoc., Chicago, to handle advertising. Radio and other media will be used in 1951 campaign.

**TOFFENETTI RESTAURANT Co.**, Chicago, names Alfred Paul Berger, N. Y., to handle all advertising of firm's New York Toffenetti Restaurant. Latter began sponsoring portions of Tex and Jinx show on WNBC New York, Dec. 26 for 26 weeks.

**SCUDDER FOOD PRODUCTS, Inc.**, L. A. (Scudder mayonnaise, peanut butter) today (Jan. 1) starts total of 11, 20 and eight second spots weekly on seven Los Angeles television stations. Contract, 13 weeks. Agency: Davis & Co., L. A.

### Network Accounts . . .

**PALMOLIVE After Shave Lotion** announces *Bill Stern Show* will be renamed *Bill Stern's Sports Newsreel*, Fri. 10:30 p.m. on NBC-TV. Agency: Ted Bates & Co., N. Y.

**REXALL DRUG Co. Ltd.**, Toronto (chain stores and drug products), Jan. 7 for 39 weeks starts *Amos 'n' Andy* on 30 Dominion network stations, Sun. 7:30-8 p.m. Agency: Ronalds Adv., Toronto.

**INTERNATIONAL SILVER Co.**, N. Y. (1847 Rogers Brothers), will sponsor new daytime TV show, *Success Story*, featuring Betty Furness, Tues. and Thurs., 2:15-2:30 p.m., on WJZ-TV New York, starting Jan. 2. Agency: Young & Rubicam, N. Y.

**AMERICAN TOBACCO Co.** to sponsor Jack Benny's second TV show, half-hour program on a Sunday night at 7:30-8 p.m., exact date to be announced shortly. Time for program will be relinquished by *This Is Show Business* which also is sponsored by American Tobacco. Agency: BBDO, N. Y.

**LEWIS FOOD Co.**, L. A. (Dr. Ross dog cat foods) Jan. 4 starts *Tarzan* series half-hour weekly on 45 Don Lee stations, Thurs., 8-8:30 p.m. PST. Contract 52 weeks. Program transcribed by Commodore Productions, Hollywood. Agency: Rockett-Lauritzen, L. A.

**METROPOLITAN LIFE INSURANCE Co.**, New York, today (Jan. 1) renews for 52 weeks, Mon. through Fri., *David Vaile News*, on 6 CBS Pacific stations, 8:15-8:30 a.m. PST. Agency: Young & Rubicam Inc., N. Y.

**DOUBLEDAY & Co. Inc.**, N. Y., for its Dollar Book Club, to sponsor Jan. 10 broadcast of *Modern Romances* over ABC, 11-11:30 a.m. Agency: Thwing & Altman Inc., N. Y.

**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem, N. C. (Prince Albert Smoking Tobacco), renews *Grand Ole Opry*, Sat., 10:30-11 p.m., over NBC, for 52 weeks effective Jan. 6. Agency: William Esty Co. Inc., N. Y.

**WM. WRIGLEY Jr. Co. Ltd.**, Toronto (Wrigley gum), Jan. 2 starts for undetermined period *Life With Luigi* on 23 Trans-Canada network stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

### Adpeople . . .

**JOSEPH SWERSEY** appointed manager variety chain division in charge of sales and merchandising for Tintair product of Bymart Inc., N. Y. Was with Eversharp Inc., Chicago.

**FRED M. FARWELL**, vice president International Business Machines World Trade Corp., Rio de Janeiro, Brazil, appointed executive vice president S. C. Johnson & Son Inc. He will assume duties April 1 with headquarters in Racine, Wis.



**IN NORTH  
CAROLINA**

**WSJS**

**DELIVERS**



**A 15-COUNTY MARKET**  
With Over  
**\$60,042,000\*** General  
Merchandise Sales  
\*Sales Management 1950  
Survey of Buying Power

**MORE VALUE  
FOR YOUR  
ADVERTISING  
DOLLAR**

**WSJS**

*The Journal-Sentinel Station*

AM-FM

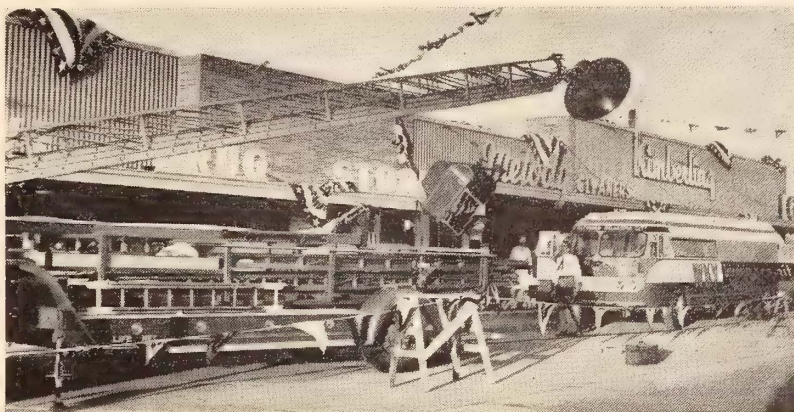
**WINSTON-SALEM**

NBC Affiliate

Represented by:  
**HEADLEY-REED CO.**



feature of the week



*WKY-TV's high-flying parabola goes up on the end of an Oklahoma City Fire Dept. ladder truck.*

AN old familiar cry—Call the Fire Dept.—got a new meaning in Oklahoma City when WKY-TV called out the local hook-and-ladder boys to do some emergency height-supplying.

A remote telecast from the opening of a new shopping center in

Oklahoma City was scheduled by WKY-TV, but when station engineers made a check of the site they found it to be in an extremely low geographical spot—so low that none of the available structures was tall enough to mount a para-

*(Continued on page 72)*



**on all accounts**

**H** EADING the radio and television department of one of the larger agencies in Philadelphia is a far cry from practicing law, being an executive in a department store or an advertising manager for a sales organization.

Edmund H. Rogers (Ned to his associates) held each of these positions before he added his name to Jerome B. Gray's and in 1931 became a partner in Gray & Rogers advertising agency.

Ever since his undergraduate days at the U. of Pennsylvania, where he took part in the Mask & Wig shows, Ned has had a desire to do creative work.

Ned's father, Col. John I. Rogers, was one of Philadelphia's most distinguished attorneys and Judge Advocate General in the state administration of Governor Hastings. Like every father, he wanted at least one of his sons to follow in his footsteps. Ned's three older brothers had chosen engineering, so he became a lawyer.

After a short fling at practicing law, Ned gave up his practice and

went with the Wanamaker Store in Philadelphia. He became an executive in the merchandising department and also got his first taste of advertising. In 1924, he was named advertising manager of the Studebaker Sales Co. in Philadelphia.

In 1931 Jerome B. Gray asked Ned to join him in the advertising agency Mr. Gray had started four years earlier. Even then Ned did not immediately realize his ambition to do creative work. Due to his business background, he became business head of Gray & Rogers and kept his eye on finance. But he did finally get his wish.



**NED**

Today as head of the radio and television department of Gray & Rogers (he still keeps his eye on the finances), Ned Rogers is responsible for the supervision of everything from spot announcements to telecasting of the Mummings Parade and football games.

Shows for which Ned is responsible include the Fidelity-Philadelphia Trust Co.'s half-hour televi-

*(Continued on page 73)*

**first**

**IN THE WASHINGTON  
MARKET**



**7 A. M. NEWS**

with

**HOLLY WRIGHT**

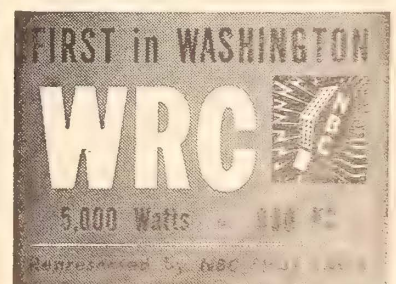
Here is another WRC program-personality combination doing a consistently solid selling job for over five years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.\*

**This is NOT an availability.** We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

\*American Research Bureau

**IN THE NATION'S CAPITAL  
YOUR BEST BUY IS**







**You get a lot for a little\***

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

**IN BALTIMORE**

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





# BROADCASTING TELECASTING

Vol. 40, No. 1

WASHINGTON, D. C., JANUARY 1, 1951

\$7.00 A YEAR—25c A COPY

## NBC AFFILIATES UP IN ARMS

By J. FRANK BEATTY

SOME two-score NBC affiliates blew their tops once again last week as they scanned a confidential document from NBC which explained in detail why the network felt it had to cut evening radio rates in TV cities.

Aroused and organized after a fortnight of indecision and informal talks, affiliates started to prepare, through a provisional committee, for the Jan. 10 New York meeting called by NBC to study rate surgery the network had tried to impose in December [BROADCASTING • TELECASTING, Dec. 25, 18, 1950].

On top of that, angered affiliates laid groundwork for their own private session Jan. 9 at the Waldorf-Astoria, New York. This dinner meeting will serve as an organization and briefing session in advance of the main gathering the following day.

Judging by advance indications, at least 50 affiliate station executives will attend the private dinner meeting and the joint meeting to be held the following day.

Members of the provisional station committee indicated last week, after hearing from NBC stations in TV areas, that stations will stand up and fight against any network effort to slash rates.

### Prepare for Fight

Meantime, groups of affiliate executives are reviewing selected portions of the NBC bulletin. They will bring their findings together this week and go to New York prepared for a knock-down battle to prevent the network from slicing radio rates and perhaps setting in motion a nationwide rate debacle.

As members of the provisional committee heard from affiliates last week they reached the conclusion that NBC will have little support outside its owned stations. They reported many stations felt NBC's confidential bulletin was full of holes.

One member told BROADCASTING • TELECASTING that no affiliate contacted by the committee was willing to go along with the NBC rate cut. An affiliate listed as in favor of the cut originally is said to have made a flat denial that he had endorsed the idea.

Affiliates, in many cases, are said to insist they can't possibly take a rate cut at this time with present operating costs and the chance that

costs will go even higher. They complain that income from network time is low compared to revenue from local and national spot. Some station operators have muttered dire threats about what they would do if NBC decided to resist the affiliates and insist on slashing rates.

The provisional committee comprises Clair McCollough, Steinman Stations, chairman of the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Wailes, Fort Industry Co. (WSPD Toledo); P. A. Sugg, WKY Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAVE Louisville.

In general, NBC's affiliates argued that the network had pulled a fast one on them. As late as October, during the NBC affiliates' convention at White Sulphur Springs, network officials are said to have assured stations no rate cut was in sight and nothing of the sort could happen this year.

Affiliates argued there's no excuse for rate cuts at this time.

Sure, maybe the AM network operation will feel the pinch as advertisers jockey for lower rates, they contend, but that's nothing new in a business operation. What the network should do, they insist, is order officials to develop new clients and new business.

Feeling persists that the network should have raised rates two or three times in the last decade to keep pace with increased circulation and increased listening. Stations, they remind, have had two or three rate hikes in this decade. Other media, too, have done the same thing.

### 'Need More Selling'

"What's the hurry?" one affiliate executive asked. "They say they can't sell enough time. What NBC needs is more selling. Actually, this is the third or fourth rate cut by NBC in the last few years, including the rate scales on Operation Tandem, Sunday afternoon time, and similar efforts.

"Nobody else is cutting rates. This thing is doing incalculable

harm to the entire industry. Radio is still the cheapest medium in the world."

William B. Way, vice president and general manager of KVOO Tulsa, was among affiliates who harshly criticized NBC.

"The attempt at AM network rate reduction is another means of forcing this medium to pay for television," he said. "This is evident when consideration is given to the fact that TV schedules are sold out yet station owners continue to suffer losses or admit that they are barely breaking even.

"It seems the obvious thing is to raise TV rates. If this then forces some TV advertisers off that medium they may return to more profitable AM. If increased rates do not force any advertiser off TV then increased cost must prove profitable to the users.

"Either way each media will have to stand on its own feet. After all, the only right way to figure advertising costs is on a per-person-

(Continued on page 64)

## SPORTS POLICY TALKS

POLICY actions at which the future of sports broadcasting and telecasting are at stake will be taken in the next few weeks as professional and scholastic interests add up their box office reports and try to work their way out of what they contend is a dilemma.

The problem of sports telecasting was worked over in detail last week by the convention of the College Physical Education Assn., held at the Hotel Adelphia, Philadelphia. Campus representatives, who operate on the policy level as against the field activities of more publicized coaching staffs, heard Jerry Jordan, leading sports research specialist, present new figures showing that TV hasn't hurt scholastic or professional sports.

In the professional sports field, representatives of radio-TV interests as well as other media will take part in a meeting to be held Jan. 15 at Columbus. The session was called by George Trautman, president of the American Assn. of Professional Baseball Leagues.

Representing radio-TV indus-

tries will be officials of NAB and Radio-Television Mfrs. Assn. President Justin Miller and General Manager William B. Ryan are expected to appear for NAB. President Robert C. Sprague is slated to represent RTMA. Mr. Jordan is understood to have been invited.

Appearing Friday before the physical education officials, Mr. Jordan contended television has not hurt newspapers, magazines, radio, entertainment or sports attendance to the extent many persons had predicted. He spoke for a half-hour with a half-hour discussion period following.

### NCAA Meet Jan. 8

Scheduled Jan. 8 is a meeting of the National Collegiate Athletic Assn., representing big colleges. This meeting will be held at Dallas. NAB has been invited to appear. Many of the coaches and athletic officials planning to attend the Dallas meeting are understood to have jumped to the conclusion that TV has dealt college football a brutal blow. Some of them plan

## Radio-TV at Stake

to demand a flat NCAA ban on football telecasts.

Mr. Jordan told the physical education group Friday that the media, entertainment and sports industries have been operating at or very close to the highest levels in their history despite the fact that 1950 was the dangerous novelty period in TV's development.

In the three years of video's growth, he said, 173 daily newspapers, mostly located in TV markets, have added 1,100,000 circulation; that more radio stations had been built in the last five years than in the 25 years previous, with 2,045 now operating compared to 943 in 1945. Fifty-four million new radios have been bought in the same period, he said.

"Thirty-one magazines have had a 32% increase in circulation in the last 10 years," Mr. Jordan said, "and despite a \$3 billion drop in personal income in 1949, the public still spent \$144 million more on recreation than in 1948. In 1950, there are moderate declines in

(Continued on page 79)



# NAME HIGGINS

**KMBC-KFRM Sales Head**

GEORGE J. HIGGINS, for the past three years manager of WISH Indianapolis, Friday was appointed vice president in charge of sales for KMBC-KFRM Kansas City, Mo., by Arthur B. Church, president of Midland Broadcasting Co. The appointment is effective Feb. 1. Mr. Church said in making the announcement.



Mr. Higgins

No successor to Mr. Higgins has been named at WISH by C. Bruce McConnell, who last week was granted FCC consent to acquire control of the licensee corporation, Universal Broadcasting Co. (see story page 66). It is expected, however, that Mr. McConnell's son, Bob McConnell, will be in charge of the stations involved in the consolidation. In addition to WISH, the outlets include WHBU Anderson, WANE Ft. Wayne and WHOT South Bend.

## Sports Figure

Mr. Higgins was vice president and general manager of KSO Des Moines, Iowa, from 1944 to 1948. Prior to that he served for two years as manager of the St. Paul office of WTCN Minneapolis-St. Paul. Mr. Higgins first joined that station in 1931 as sports director.

In 1938 Mr. Higgins did the play-by-play of the World Series for the Blue network and in the same year broadcast the All Star Football game from Chicago. He has long been active in sports and is past president of the American Hockey Assn. and at one time was president of the American Assn. of Baseball Broadcasters.

At present Mr. Higgins is a member of the NAB board and its Television Committee. He also served for two years on the CBS Affiliates Advisory Board.

## NORGE SPOT DRIVE

**To Use 47 Non-TV Markets**

NORGE Division of Borg-Warner Corp., Detroit, begins a concentrated radio spot campaign in 47 non-TV markets Jan. 15 for a year. Initial 21-week campaign will begin with about 150 spots weekly, doubling during the spring. Schedule is expected to be dropped in the summer and resumed in September.

Transcribed announcements and occasional live participations will advertise the entire Norge line, stressing refrigerators, gas and electric ranges and washers. *Four-Star Review* on NBC-TV, which Norge began sponsoring last Wednesday, supplements the radio campaign. Agency is J. Walter Thompson Co., Chicago.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now WOF ish happy to bring you shounds of New Year's revelry!"

## RAYMER CHANGES

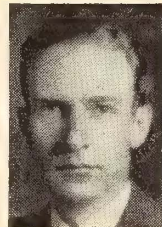
**McKinnie, Allison, Schofield Shift**

PROMOTION of Ralph E. McKinnie, account executive of Paul H. Raymer Co., to be sales manager in charge of the firm's New York office, and appointment of John D. Allison as account executive for both radio and television, were announced last week by Paul H. Raymer, president of the representative firm.

Mr. McKinnie has held account executive positions with CBS-TV and the DuMont Network, and earlier was national sales manager for WCKY Cincinnati. As a Naval officer for five years just before and during World War II, which included service as an executive officer in the South Pacific, Mr. McKinnie reportedly is the "Mr. Roberts" in the book and play of that name by Thomas Heggan.

Mr. Allison entered radio and television with Headley-Reed Co., New York, about 11 years ago, eight of which he served as a vice president. Subsequently he was vice president and general manager in charge of the New York office of Taylor-Howe-Snowden Radio Sales.

Also announced was the appointment of Arthur C. Schofield, until recently director of advertising and sales promotion for the DuMont network, to head the reorganized and expanded sales research and promotion departments of Paul H. Raymer Co. Mr. Schofield earlier



Mr. Raymer



Mr. Schofield

studies of trends, and research into sales effectiveness are planned. Aids in promotion, preparation of sales literature and presentations, and development of new selling approaches will be offered. More frequent visits and improved liaison with client-stations also have been prepared.

Concluding the announcement, Mr. Raymer said: "Although the Raymer Co. has for years maintained a research and promotion department, we felt the need for increased services and greater facilities was present today to such a degree as to warrant a complete reorganization of these vital functions."

## CASH NAMED

**NBC Station Relations Dir.**

NORMAN CASH has been appointed director of radio station relations of NBC, effective today (Monday), to replace Easton Woolley, who resigned last November to become vice president of Inter-mountain Broadcasting and Television Corp. in Salt Lake City.

Mr. Cash joined NBC in 1940. Since March 1948, he has been a member of the stations relations department. As a wartime lieutenant in the Corps of Engineers, he was awarded the Bronze Star.



Mr. Allison



Mr. McKinnie

was associated with the Philadelphia stations, KYW and WFIL, and with WPAT Paterson, N. J.

Plans for Mr. Schofield's departments include provision of various services to client-stations. Surveys to obtain sales and market data,

# D-F-S TOPS

**In Agency Gross Billings**

DANCER-Fitzgerald-Sample, New York, for the 17th consecutive year tops the 20 leading advertising agencies for gross radio time billing during 1950, the agency revealed.

Top 20 agencies and billing:

Dancer-Fitzgerald-Sample, \$19,088,843; BBDO, \$11,669,127.60; Benton & Bowles, \$8,078,006; J. W. Thompson, \$7,467,085.80; Young & Rubicam, \$7,401,297.60; Wade Adv. \$7,123,058.60; Biow Co., \$6,792,163.80; Compton Inc., \$6,206,568.60; Cunningham & Walsh, \$5,076,845.60; Foote, Cone & Belding, \$4,478,083.60; John F. Murray, \$4,444,131.30; Ward Wheelock, \$4,168,077; William Esty, \$4,004,055.80; Duane Jones, \$3,948,795.40; McCann-Erickson, \$3,819,437.80; Leo Burnett Co., \$3,519,243.80; Ruthrauff & Ryan, \$2,903,695.20; Cecil & Presbrey, \$2,652,439; Knox & Reeves Inc., \$2,530,253, and Sullivan, Stauffer, Colwell & Bayles, \$2,093,199.

## AUDIENCES UP

**Hit All-Time High**

BROADCAST Audiences (radio plus TV) are at an all time high, according to the December Hooperating Pocketpiece, which shows 25% of the 33 TV cities reported on as having higher average evening audiences in November 1950 than in any other month in the 15 years of audience reporting by C. E. Hooper Inc.

Philadelphia showed the greatest increase in evening sets-in-use over the base year of 1948, up 68% in Nov. 1950 from Nov. 1948.

Cities with the highest percent of evening set-use in November were: Pittsburgh, 46.3; Cleveland, 46.0; Milwaukee, 46.0; Philadelphia, 45.9; Buffalo, 45.5; Baltimore, 45.5; Cincinnati, 45.2; Minneapolis-St. Paul, 44.3; Columbus, 44.2; Dayton, 43.8.

## Wide Open Mike

**EDITOR:**

I appreciated very much the desk calendar which BROADCASTING • TELECASTING, sent to me for Christmas. I looked through it very carefully to see if you had scheduled some of the major decisions which the Commission must make during the year. How can the Commission get the business done if you don't give us the "planned approach" for solving our problems?

With kindest regards and all good wishes for the New Year.

Wayne Coy  
Chairman, FCC

[Editor's Note: We regret we're late with our recommended 1951 FCC Time-Table embodying that "planned approach." Work now is in process by our Planning Board, but budgetary factors, plus inordinate delays occasioned by unexpected developments (such as color TV and TV educational proceedings) interrupted normal processing lines. Schedule will be upcoming in early issue.]



# NETWORK GROSS SALES

Oct. '50 Nears '49 Level—PIB

GROSS network time sales for the month of October 1950 came very close to equalling those of October 1949, with this year's total mounting to \$16,153,627 compared to last year's \$16,413,883, a difference of only 1.5%, according to figures released to BROADCASTING • TELECASTING by Publishers Information Bureau.

Advertisers in many important classifications continued to show an increase in their network time purchases (see Table I). Procter & Gamble Co. once again led the sponsors with October purchases of \$1,685,453, a decided increase over last year's same month total of \$1,338,449.

## Few Declines

Two evidences of a slight decline, however, were Sterling Drug Co. which spent \$679,002 this October, as compared to last year's \$686,789, and third place Lever Bros., whose October 1950 total was \$661,043 and October 1949 total, \$673,769.

Fourth place was taken by General Foods this year, which bought time worth \$635,293 and last year ranked 8th with total purchases of \$516,663. Miles Labs retained its October '49 fifth position during the month of October 1950, but increased its expenditures this year to \$628,706 from last year's \$559,331.

Expenditures of \$3,917,790 placed

TABLE I

TOP TEN AM NETWORK ADVERTISERS FOR OCTOBER 1950 AND 1949

		Rank Order		
	1950	1949	1949	
1. Procter & Gamble	\$1,685,453	1	\$1,338,449	
2. Sterling Drug	679,002	2	686,449	
3. Lever Bros.	661,043	3	673,769	
4. General Foods	635,293	8	516,663	
5. Miles Labs	628,706	5	559,331	
6. General Mills	600,464	4	605,056	
7. Campbell Soup Co.	521,085	7	524,841	
8. Liggett & Myers	413,929			
9. R. J. Reynolds Tobacco Co.	402,863	9	382,785	
10. Philip Morris	402,624	10	367,746	

## SET OUTPUT

### 14 Million Radios in '50

PRODUCTION of radio receivers exceeded 14 million sets in 1950, Robert C. Sprague, president of Radio-Television Mfrs. Assn., announced Thursday, revising upward an estimate of 13,750,000 prepared for the Dec. 25, 1950, BROADCASTING • TELECASTING.

Output of TV receivers was close to 7,500,000 as against the estimate of 7,250,000 submitted a week earlier, Mr. Sprague said. He added that the 1950 record will likely stand for some time due to the increasing mobilization of the industry for military purposes.

"At the peak of the fall boom," Mr. Sprague added, "the industry was producing TV receivers at an annual rate of better than 10 million sets and radios at the rate of 17 million units.

BROADCASTING • Telecasting

the Food Producers in first position among the product group classifications during October 1950. Within the food group, General Foods led all other advertisers by purchasing \$601,350 in gross time.

Toiletries & Toilet goods spent \$2,513,483 to place second, and top sponsor in the group was Procter & Gamble which bought \$389,164 in time.

Third place was taken by the Drugs & Remedies manufacturers' expenditure of \$2,119,147, in which Sterling Drug topped the other producers by spending \$655,479. Fourth and fifth place were taken by the Smoking Materials category and Soaps, Cleansers & Polishes, respectively (see Tables II and III).

The 10-month period of January-October 1950 saw a total of \$151,875,347 in gross radio network time purchases, which was \$3,647,413 less than the \$155,522,760 grossed by the networks in 1949.

\* \* \*

TABLE II  
GROSS AM NETWORK TIME SALES FOR OCTOBER 1950 BY PRODUCT GROUPS

Product Group	Oct. 1950	Jan.-Oct. 1950	Oct. '49	Jan.-Oct. '49
Agriculture & Farming	58,278	840,703	105,414	957,199
Apparel, Footwear & Acces.	197,248	1,178,901	117,410	1,073,732
Automotive, Automotive Equip. & Acces.	338,818	4,255,376	485,289	5,807,783
Aviation, Aviation Acces. & Equip.				
Beer, Wine & Liquor	255,710	2,165,174	173,338	961,206
Bldg. Materials, Equip. & Fixtures	109,326	1,103,246	99,124	1,075,215
Confectionery & Soft Drinks	423,004	5,363,025	564,825	5,466,089
Consumer Services	190,037	1,580,105	235,670	1,650,664
Drugs & Remedies	2,119,147	20,263,449	1,882,232	17,228,491
Entertainment & Amusements		5,619		5,340
Food & Food Products	3,917,790	37,086,543	4,027,423	36,886,518
Gasoline, Lubricants & Other Fuels	504,923	4,400,330	416,163	4,772,037
Horticulture		105,696		3,565
Household Equip. & Supplies	213,526	2,673,511	269,639	5,496,325
Household Furnishings	39,286	414,721	46,846	818,154
Industrial Materials	214,133	1,769,477	210,997	1,813,338
Insurance	220,231	2,374,932	276,199	3,174,730
Jewelry, Optical Goods & Cameras	201,103	1,236,833	402,178	2,116,488
Office Equip., Writing Supplies & Stationery	70,932	1,122,529	150,033	1,129,221
Political	121,255	147,861	31,946	32,705
Publishing & Media	15,860	626,597	122,759	773,896
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	146,662	826,263		731,545
Retail Stores	1,080	29,008		38,472
Smoking Materials	1,853,026	18,910,594	2,121,599	19,332,848
Soaps, Cleansers & Polishes	1,876,550	17,082,250	1,547,275	16,136,336
Sporting Goods & Toys		29,614		62,774
Toiletries & Toilet Goods	2,513,483	21,244,106	2,612,169	24,415,563
Transportation, Travel & Resorts	83,001	735,012	84,585	939,833
Miscellaneous	469,218	4,303,872	427,205	2,528,616
Totals	16,153,627	151,875,347	16,413,883	155,522,760

\* \* \*

TABLE III

LEADING AM NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN OCTOBER 1950

Agriculture & Farming	Allis Chalmers	\$33,270	Industrial Materials	U. S. Steel	135,623
Apparel, Footwear & Acces.	Trimount Clothing Corp.	51,300	Insurance	Prudential Life Insurance	111,879
Aviation, Aviation Equip. & Acces.			Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	201,103
Automotive, Automotive Equip. & Supplies	Electric Auto Lite Co.	76,392	Office Equip., Writing Supplies & Stationery	Hall Bros.	70,932
Beer, Wine & Liquor	Pabst Brewing Co.	108,726	Political	Democratic National Com.	29,830
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	104,782	Publishing & Media	Christian Science Monitor	11,480
Confectionery & Soft Drinks	Wm. H. Wrigley Co.	160,176	Radios, TV Sets, Phonographs		
Consumer Services	Electric Cos. Adv. Program	857,746	Musical Instruments & Acces.	RCA	83,691
Drugs & Remedies	Sterling Drug Co.	655,479	Retail Stores	Dr. Hess Shoes Inc.	1,080
Entertainment & Amusements			Smoking Materials	Liggett & Myers	413,929
Food & Food Products	General Foods	601,350	Soaps, Cleansers & Polishes	Procter & Gamble	1,146,816
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	122,331	Sporting Goods & Toys		
Horticulture			Toiletries & Toilet Goods	Procter & Gamble	389,164
Household Equip. & Supplies	Philco Corp.	136,632	Transportation, Travel & Resorts	Assn. of Amer. Railroads	83,001
Household Furnishings	Armstrong Cork Co.	35,620	Miscellaneous	American Fed. of Labor	121,034

## RADIO'S GROSS

GROSS revenues of the radio industry in 1950 (time sales after trade discounts but before deduction of agency commissions) totaled \$448,198,000, an increase of 5.4% over 1949, according to the annual yearend estimate by Dr. Kenneth H. Baker, NAB research director.

Using returns from an industry sample as well as individual and business paper data, Dr. Baker forecast increases in local retail, national spot and regional network income and a loss in network receipts.

On the other hand, he said, the industry's operating expenses have also increased. He said costs have gone up from \$357.5 million in 1949 (FCC data) to an estimated \$376.8 in 1950, an increase of 5.4%.

Outstanding feature in the 1950 revenue picture, said Dr. Baker, is the "very large increase in the revenue to stations from national spot business. Revenue from this source in 1950 is estimated to have been \$120.7 million as compared with \$108.3 in 1949, an increase of 11.4%. This will bring the revenue from national spot business very close to the revenue from network time sales.

"The revenue from local retail business will be up again. The increase is estimated to be 7.8%

and will go from \$182.1 million in 1949 to \$196.4 million in 1950. The almost spectacular increase in revenue from this source in the past has been consistently underestimated. Since it has been accounted for largely by the new stations, however, and since the number of new stations going on the air is increasing less rapidly, the increase in local retail revenue is not expected to exceed the \$14.3 million indicated above."

Gross revenue in television will range between \$70 million and \$80 million, he anticipates.

## Near Half Billion in '50-NAB

Station revenue increased from \$323.7 million in 1949 to \$338 million in 1950, or 4.4%, Dr. Baker estimated. Overall average profit of stations before federal taxes again will be close to 15%, he said, on the basis of increased costs matched against higher revenues.

Dr. Baker found costs increasing to a greater extent in the West North Central area, with greater-than-average increases in the Mid-Atlantic and New England States.

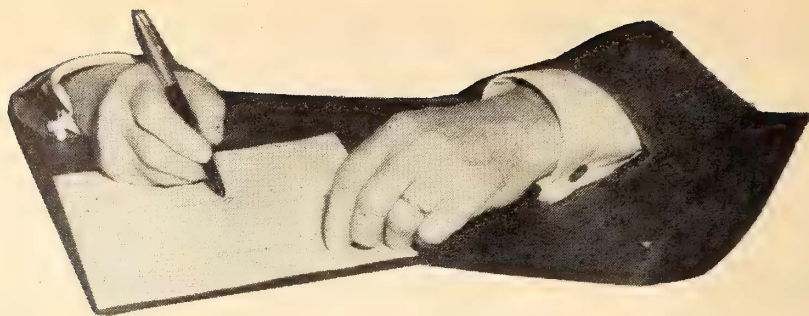
National spot increased most in New England and Mid-Atlantic states. Local business went up the most in New England, West South Central and East North Central areas.

Below are '49-'50 revenue figures.

	1949 (Official FCC Figures)	1950 (Estimates)	% Change
National Networks	\$128,903,467	\$124,688,000	- 3.3
Regional Networks	5,994,858	6,500,000	+ 8.4
National Spot	108,314,507	120,660,000	+11.4
Local Retail	182,144,301	196,350,000	+ 7.8
	\$425,357,133	\$448,198,000	+ 5.4
Estimated total increase—\$22,841,000			



# Confessions



## Of a Contract Folder

I AM a radio station Contract Folder. The label they put on me when I was first put in the file three years ago was "Delsoy Products." That's the name I still bear—and I must say, I've been a pretty busy file. They've even changed the color and style of contract folders since I began, and even though I'm pretty full of new memos and additional contracts, my hide's pretty tough and I love to take it!

You see, three years ago, I represented a new business. Delsoy Dessert Topping, a vegetable whip cream made from soybeans, had just begun to be manufactured by three fellows who had started a business. When the station salesman first took me down to their office, I contained, of course, just one contract—that first one—and it wasn't signed—yet.

I must have lain on the desk there for two hours while those three men, and the station salesman, discussed the business of this thing called radio. At that time, like it is with a new business, money was a very important item, and besides, there wasn't much of it. I could tell pretty much how things were from just looking around. This new company had

rented just a portion of the building they were in. Out of the window I could see the one truck they owned, and even the desk I was on was pretty old and scarred.

Finally the contract was signed (for an amount so small I blush to mention it) but when the salesman closed me over it, I felt very satisfied and happy, like I'd just had a good dinner. That was on Sept. 12, 1947.

### A Long History Of Selling Success

Since then, a lot has happened. Many new contracts have been added to my covers. Renewals, additional time, and changes of time. Naturally, I've paid many visits to the Delsoy Products Co. with the salesman in the last three years. It made me very proud through the first two years to hear that the station with which the first contract was signed, WKMH Dearborn-Detroit, was really doing the job and, more important, that radio was the only form of advertising they were using. Proud, because with each visit I could see things happening. Instead of one yellow and red truck . . . there were two trucks . . . and then four . . . and then six . . . and eight . . . ten . . . and now THIRTEEN Delsoy trucks. On one of

those visits, I also saw some digging across the way; and the next thing I knew here was a big brand new building.

In the beginning, the meat on me was pretty thin. But soon the fat was being added and I felt healthier every day as Doctor Radio put me on a bigger and bigger diet.

I remember when my details called for only five spot announcements weekly on an early morning disc jockey show. But after while, the broadening brought a spot across-the-board on Bess Wright's *Kitchen* program. She is the station home economist.

After that things began to happen. The spot was added to an evening record emcee program. Then, the Delsoy company increased their spot on the Bess Wright show to a 5-minute segment across-the-board.

People who deal with me like to talk in facts and percentages, and, I can't say that I can blame them. For example, they point out that the station has had two or three rate increases in the past three years, but in addition, Delsoy has increased its schedule on the amount of time purchased by some 135%. That's tonic to me!

### Promotion Cooperation Pays Dividends

The station, I noticed, went ahead with typical radio cooperation by promoting Delsoy's product—and of course, me, too. It sent letters to WKMH Homemakers Institute. That's a group of 100 housewives, located throughout metropolitan Detroit, who test and endorse products under the direction of Bess Wright.

Letters were sent to grocers too. Use and promotion of the whip cream before 100 women three days

a week at Bess Wright's cooking school, held in the People's Outfitting Co., a Detroit department store, was a station effort that just suited my purpose fine.

All this was direct with the advertiser, up 'til now. Then, things were moving so fast, the Delsoy folks began talking of an advertising agency. I heard them ask the salesman if the station would help them select one. I was kind of worried for a little bit there, because I was afraid that maybe my job might end and that the new contracts might be kept in a fancier file somewhere. But, of course, this wasn't the case. I do have some new different-looking contracts within my sides. They're from the agency—and we're going bigger and better than ever.

I think I'm one of the proudest, happiest contract folders in the file. Of course, lots of my next door neighbors have a lot of good things to tell, too, from "A" to "Z," but here is a *real radio* story. From one truck to 13; from small quarters to a new building . . . and all on radio.

The last time I was down there with the salesman and the agency man I heard them talking. They're selling Delsoy now in Toledo, Flint, and Cleveland. I heard the agency man say they were now using some newspaper and billboard too. Well, of course, I got a kick out of knowing that we made a business grow so big that we could give them some business too.

But another thing I got a kick out of was that Delsoy is now buying *radio*, with a transcribed single jingle, on such stations as WFDF Flint, Mich.; WTTH Port Huron, Mich.; WSPD Toledo, WBNS Columbus, WONE and WING Dayton, and WGAR and WERE Cleveland, all in Ohio.



ANOTHER and new contract is signed for the folder. Grouped about the WKMH business desk are (l to r) R. C. Force, sales representative; Harvey Whitehouse and Robert Smith of Delsoy; Fred A. Knorr, president and general manager, and Eric R. Swanson, Delsoy's secretary-treasurer.



# RADIO FIRST AS NEWS SOURCE

## Pulse Survey Reveals

RADIO is still America's number one news source, outranking newspapers by 38%, television by 268%, according to a survey made early last summer by Pulse Inc. for Free & Peters, which revealed the results of the survey last week in an attractive brochure titled "Radio News Is Bigger Than You Think."

"It was a study we felt impelled to sponsor," the station representative firm explains, "to obtain factual answers for those who, in 1950, were quite ready to bury all radio, most certainly news over the radio. . . . It was an attitude we found hard to accept. That there had been a strong habit of turning to the radio for news, no one would deny. . . . Was it possible that a habit so firmly established, so strongly catered to, so universally acknowledged, could suddenly weaken and fade away? Only research could give the answer."

As guinea pig, Free & Peters selected a program of almost pure radio news broadcast by seven of the stations the company represents: Four five-minute broadcasts a day sponsored by the same advertiser (Esso, although the name is not mentioned in the report), with each station selecting and rewriting the news for each program, both news and commercials being broadcast by an anonymous voice.

Three key questions were chosen for the survey: Do people listen to the radio for news? Is there any difference in news listening between families living in the station's city and families living in surrounding towns 25 to 40 miles away? How does TV set ownership affect listening to radio news?

### More Depend On Radio

In answer to the first of the three key questions, F&P found "more people depend on radio for news than on any other medium." Asked whether they got most of their news from newspapers, radio or television (in that order), people gave radio the decision over newspapers by 38%, city dwellers preferring radio to newspapers by 18%, "outsiders" by 60%. Radio led TV in the overall figures by 268%, radio's lead in the city being 195%, its lead in the outside area of satellite markets 25 to 40 miles away being 352%.

"This greater dependence on radio for news by respondents in the 'outside' areas was observed in every single market," Free & Peters reports, noting that the average plus of 23% in "outside" over city figures is missed by surveys of listening based on interviews made only "inside" the city. "It means that radio news is bigger than you think."

Moving from general news listening to the specific "guinea pig" program, the Pulse surveyers found

that "in the course of a week one out of three families listens to at least one broadcast of this news program." Furthermore listening to it becomes a habit, "more than one out of four listeners hear two or more of these broadcasts every day, more than half listen five or six days a week; more than four out of five listen three to six days a week."

A sizeable proportion of the listeners to these newscasts—37% or more—comes either from other stations or turns on its radios expressly to get the news. No less than 28% go to another station or turn the sets off after the news is finished.

Checking on TV homes, "we found that television set owners do 73% as much listening to this radio news program as non-TV owners," the report states. It points out that TV listeners do

more of their listening in different parts of the house—41.6% in the kitchen, 34.2% in the living room, 18.6% in the bedroom and 5.6% in the dining room—than non-TV owners, who do their listening largely (65.0%) in the living room and only 20.3% in the kitchen, 10.9% in the bedroom and 3.8% in the dining room.

### 95% Are Adults

Analysis of the *Esso Reporter* audience by age and sex shows more than 95% of the audience comprised of adult men and women. Coupled with the fact that 57% of program's listeners were able to identify its sponsor, this implied that the program should do a good sales job. But Free & Peters was not satisfied with mere implication and went a step further, matching each member of a listening group with a non-listener, age for age, sex for sex, dwelling

for dwelling, community for community, so that "as closely as competent research could achieve, both groups were exactly the same in all respects—but one: One group listened, the other did not listen to this news program."

Sales to listeners were 50% higher than to non-listeners, with 29.6% of the listening group having bought Esso gas at the last purchase while only 19.7% of the non-listeners had bought this brand. As listening increased so did the per cent of purchasers: 24.0% of those listening one or two days; 27.9% of those listening three or four days; 33.4% of those listening five or six days bought the advertised brand.

Free & Peters concludes the report with this sentence: "Radio news stands out as a vital service to listeners . . . as an effective vehicle for advertisers."

## DON LEE SALE

### General Tire Purchase Approved

THE RECORD \$12,320,000 acquisition of the Don Lee radio and TV properties by General Tire & Rubber Co., along with parlay sales of one AM and one TV station, was slated to be consummated yesterday (Sunday), after FCC approved the transactions Wednesday.

Arising out of the Los Angeles Superior Court's acceptance of the General Tire bid for the stock of Thomas S. Lee Enterprises from

the Thomas S. Lee Estate [BROADCASTING • TELECASTING, Nov. 20, Oct. 23, 1950], the multiple transactions break down thus:

● The First National Bank of Akron, as trustee of the retirement plan for salaried employees of General Tire and certain subsidiaries, acquires the radio-TV properties of Don Lee Broadcasting System, including its four owned AM stations and one FM and one TV station for \$12,320,000 cash.

● The bank sells KTSL (TV) Hollywood and four experimental and associated facilities to CBS for \$333,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for a total rental of \$3,115,000.

● To meet FCC's duopoly requirements, CBS must dispose of its 49% interest in KTTV (TV) Los Angeles—which is slated to go to the Los Angeles Times, already owner of 51%, for a reported \$450,000.

● General Tire acquires all of the Don Lee properties except KTSL and one AM station from the bank as trustee for \$650,000, subject to adjustment not to exceed \$750,000, with General Tire's Lee Enterprises leasing space and facilities for 10 years at a total rental of \$3,480,000.

● To comply with FCC's multiple-ownership policy limit of seven stations, General Tire, which also owns Yankee Network and Yankee's four owned stations, sells the Don Lee KDB Santa Barbara to Lincoln Delar, sole owner of KXOA-AM-FM Sacramento, KXOB Stockton, and KXOC Chico, Calif., for \$25,000.

### Part Not Included

Not included in the FCC actions, since FCC approval is not required, was Don Lee's 19% interest in Mutual, which went to General Tire, already owner of approximately 19%. General Tire also acquires control of Pacific Northwest Broadcasting Co., through which the Don Lee Network has 25 affiliates in addition to 16 affiliates in California.

With completion of the sales, the California properties involved will be held as follows:

General Tire—Don Lee Broadcasting System, including KHJ-AM-FM Los Angeles, KFRC San

(Continued on page 68)



EVIDENCE of a satisfied sponsor is reflected on the dotted line of the 1951 contract signed by Feld Chevrolet and KCKN Kansas City, Kan. Firm has sponsored broadcasts in the Kansas City market without interruption since March 1937. New pact for KCKN broadcasts is signed by Milton Feld, president of the company, while looking on are (l to r): Hurley Kaylor (seated), KCKN commercial representative; Lester Goodman, Feld secretary-treasurer, and Merritt Owens, president, Merritt Owens Advertising Agency, which handles account. Feld has sponsored a \$10,000 "mystery voice" contest and other programs on KCKN.



# EMERGENCY ROLE

## Radio-TV Vital, Says Pierce

THE NEED to maintain rather than silence radio and TV operations in time of national emergency was stressed last week by R. Morris Pierce, president and general manager of WDOK Cleveland, who won acclaim for his radio work in combat areas in World War II.

His statement was prompted by the Defense Dept.'s proposal to give the President far-reaching control powers over radio, television and other radiations during emergencies or periods of possible attack, to prevent the use of such signals as direction finders for enemy planes and missiles [BROADCASTING • TELECASTING, Dec. 25, 1950.] The proposal has been widely interpreted as a forerunner to blacking out radio and TV during emergencies, which Mr. Pierce found "alarming."

The WDOK president, who for two years during World War II was in charge of construction and technical operation of the broadcasting stations in Allied liberated areas in North Africa and Europe, noted that during this service he became familiar with broadcasting operations in combat areas.

"These broadcasting stations operated almost continuously," he said, "the occasions in which they were silenced, for security reasons, could be counted on the fingers of one hand."

### Quotes BBC Official

Mr. Pierce quoted Francis C. McLean, head of the Planning, Installation and Designs Dept. of the British Broadcasting Corp., as having written him early last month in response to a query:

It seems to me most extraordinary that anybody in the U.S. should talk of closing down broadcasting in the event of war. There is, I think, not the slightest doubt that broadcasting will be, more than ever, necessary in the event of war to stop the spreading of rumors, to keep up the morale of the people, and to maintain an adequate channel of communication from the government to the people.

It will, no doubt, be necessary to make modifications to the actual broadcasting system and to take steps to avoid hostile planes direction-finding on broadcasting stations. As you know, we had a number of precautions here during the last war. We got very successful results with this and were able to have various transmitters running at times when there were a large number of enemy planes over.

Mr. Pierce said he cannot believe that the enemy would be so "naive" as to trust the guidance of expensive bomb-carrying aircraft to "a radio station in the U. S. which could be silenced at

a moment's notice or whose operating frequency could be changed at will."

He thought it more likely the enemy would seek more certain methods, such as some provided by nature or others less dependent upon such easily varied factors as broadcast signals.

Engineering experts of this country and its allies, he felt, should be consulted and the problems weighed carefully before governmental authorities come to a final decision.

That the Defense Dept. proposal would be approached cautiously by Congressional leaders to whom it was referred, as well as by the FCC, appeared a virtual certainty. Observers saw no

likelihood that it would be considered at the current lame duck session of Congress.

Chairman Ed C. Johnson (D.-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the proposal was relayed from the Armed Services Committee, is known to be skeptical about the scope of the authority which would be conferred.

### Will Study Situation

He expressed his concern to NAB Government Relations Director Ralph W. Hardy, and promised that "our Committee will examine this whole matter very carefully."

Some FCC authorities also have voiced concern, particularly with one of the features which Sen.

Johnson also questioned—the proposal to extend the Presidential control to times of "strained international relationships" in addition to times of war or proclaimed emergency.

Mr. Pierce's caution against blacking out radio and television was based on experience during 1943 and 1944, first as chief engineer for the Psychological Warfare Branch of OWI and later, in England, France and Luxembourg, as chief engineer of continental operations for the Psychological Warfare Branch.

In North Africa, he conceived the idea of broadcasting terms to the Italian Navy on the international distress frequency. Later, in Europe, his accomplishments included supervising installation of the first free radio in France at Cherbourg, and "leading" the capture of Radio Luxembourg, one of the most powerful stations in Europe.

# POPULATION

## Increases in Over 3/4 Economic Areas

OVER three-fourths of the nation's 443 state economic areas had population increases between 1940 and 1950, the Census Bureau reported last week (see map). At the same time preliminary population counts were issued for the areas, to be used for the reporting of population and housing statistics from the 1950 census.

Of the 338 areas where population gained, 220 had increases of 10% or more and 120 had gains of 20% or more. In the areas which lost population, only 21 areas had losses of 10% or more and there were only two areas which lost population to the extent of 20% or more.

Areas of heavy population growth were largely concentrated in the West and South. The West, reported as the fastest growing region in the U. S. between 1940

and 1950, showed population gains of 20% or more in about three-fifths of the 59 state economic areas constituting the region. An increase of 20% or more was recorded by all but one of the 17 state economic areas of California—termed the foremost state in the nation in both amount and rate of population growth between 1940 and 1950.

### Growth in South

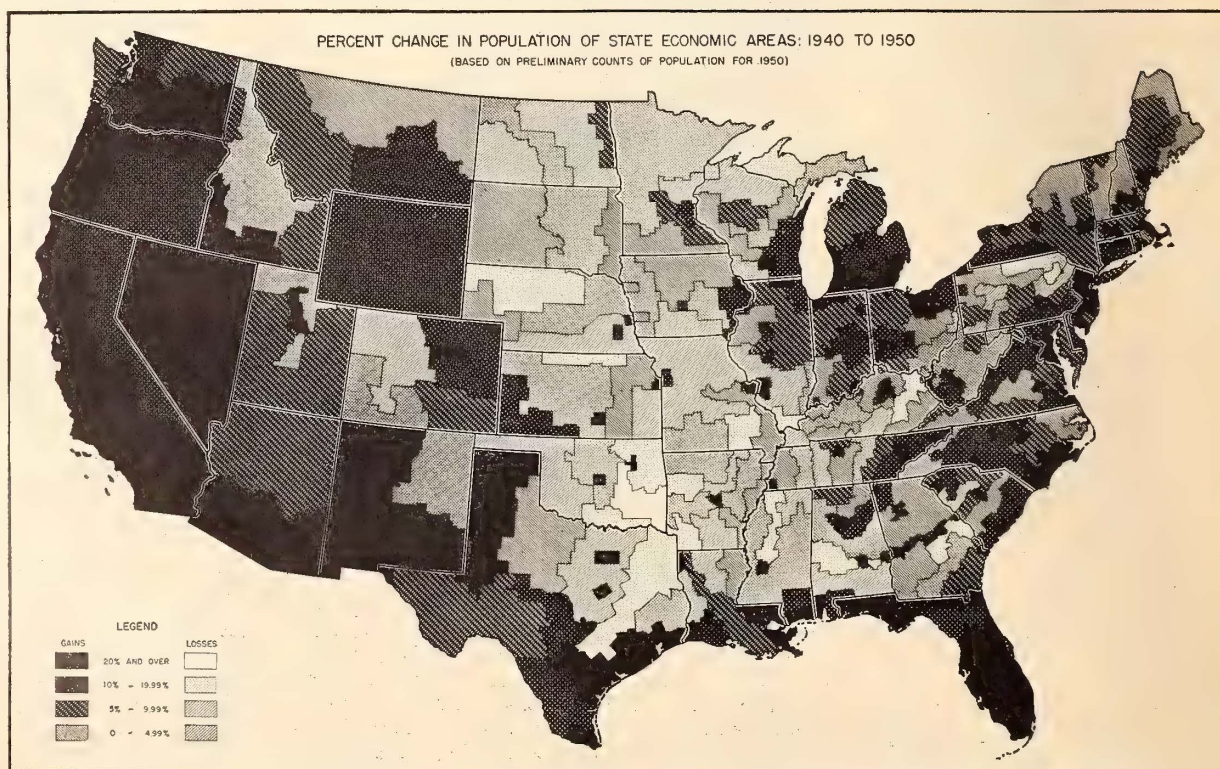
In the South, the Census Bureau reports 54 of the 181 state economic areas, or almost 30%, had

growth rates of 20% or more.

In the North Central region, 24 of the 135 state economic areas were reported to have shown increases of 20% or more. Only six of the 68 state economic areas of the Northeast had such rapid population increases.

### Large Increases

Two state economic areas were reported to have more than doubled in size during the past 10 years. These were areas Virginia-B and Maryland-B, each of which constitutes a part of the Washington, D. C., standard metropolitan area. The increases were 130% and 106.2%, respectively.





# ELECTRONIC OUTPUT 'Tremendous Program'

URGENT need for a "tremendous program" in the next 18 months to accelerate military production of vital electronics equipment—especially component parts—was asserted last week by a top-level government munitions official.

The problem of scarce materials and industry fulfillment of expected defense orders was defined by Marvin Hobbs, communications chief of the Defense Dept.'s Munitions Board.

Mr. Hobbs' comments were in response to a report that the department was studying the feasibility of "commandeering" complete facilities of the radio-TV industry "before building new plants or opening shadow plants."

Mr. Hobbs termed the report as "inaccurate" but said that the electronics-communications segment probably could expect defense priorities ranging from 50% to 90%—depending on the gravity of the international situation. Much of the curtailment already has taken shape under a "slow process," he pointed out.

The government, he stated, encourages expansion of the "internal facilities" or production lines of component part firms, though he conceded they face shortages in skilled specialists.

In fact the government probably would be more apt to help component parts firms in tax write-offs on new equipment than it would to

aid finished product companies whose role stresses assembly and engineering aspects.

The problem of expansion relating to end-product makers is simplified to the extent that plants already exist to serve production needs. The greatest problem facing those firms is the scarcity of trained manpower. Mr. Hobbs noted.

The government wants to make use of present industry facilities, including expanded lines of parts makers, before renting any standby plants now in mothballs, Mr. Hobbs emphasized.

## Vital Metals Short

Complicating the picture is the shortage of vital metals confronting parts manufacturers and the great difference between current civilian needs and military equipment requirements.

Despite the great number and diversity of parts firms, there actually aren't too many in any one segment—tubes, resistors, condensers, etc.—nor are there spe-

cialists sufficient to go around. Furthermore, Mr. Hobbs added, the military has ordered a number of equipment items which have not been tested or have yet to be "modeled" for the first time.

Shortage of vital materials was further pointed up last week by the National Production Authority, which issued a new anti-hoarding order covering aluminum, cobalt, copper, nickel, steel, tungsten and tin—all used in electronics equipment. NPA thus implemented provisions of the Defense Production Act passed by Congress last August. Penalties provide for \$10,000 fine, one year's imprisonment, or both.

NPA also issued the first of its "conservation" orders prohibiting use of a scarce metal in certain products [BROADCASTING • TELECASTING, Dec. 25, 1950.]

The anti-hoarding order provides that "no person shall accumulate (1) in excess of the reasonable demands of business, personal, or home consumption, or (2) for the purpose of re-sale at prices

in excess of prevailing market prices, materials which have been designated as scarce . . . or materials the supply of which would be threatened by such accumulation."

The NPA directive prohibits hoarding of cobalt, used in radio-TV receiver speakers, while copper was designated to include ingots, secondary copper and copper-base alloys. Others were aluminum, primary or secondary in "crude" form; nickel, alloyed and unalloyed; cadmium metal, tin, primary and secondary; and tungsten.

## Tungsten Restriction

The provision on tungsten, used in tubes, included the material "in any form or shape into which it may be fabricated except such finished forms as are fabricated for installation (without further processing) into electrical communications systems . . . and electronic equipment such as radio, radar, and similar products."

In other actions last week, NPA also:

- Modified its previous order on aluminum permitting manufacturers of functional component

(Continued on page 68)

# CIVIL DEFENSE

FINAL approval of President Truman's "atomic age" Civil Defense program, envisioning communications as the "nerve system" on the federal, state and city levels, is expected on Capitol Hill tomorrow (Tuesday) before the 81st Congress adjourns.

Differences in House and Senate versions of the master plan, which earmarks \$32 million out of \$3.1 billion for communications equipment and gives legislative teeth to the new Federal Civil Defense Administration, were ironed out last week by a joint Congressional conference committee.

Both chambers are expected to approve the far-reaching measure which would include power of seizure over all equipment or facilities needed to help stricken areas, and authorize the mobilization of the entire government under a "Civil Defense Emergency" proclamation.

As now constituted, a nationwide emergency could be declared—in the interest of the "national safety"—upon a Presidential or Congressional decision that an attack has occurred or is "anticipated." The emergency authority, which could be invoked without proclamation in certain limited areas, expires on June 30, 1954.

Congressional conferees also agreed to authorize the CD administrator to allocate state funds to states, who in turn would match the outlays for certain projects, but not including communications which would be borne by the government. States would share in the expense for air-raid warning systems. Conferees' action followed Senate passage of the bill (HR 9798) Dec. 22.

Floor debate took on a cautionary note as Sen. Brien McMahon (D-Conn.) warned against "serious dangers" that would confront radio

and television stations, newspapers and other influential media in the event of hostile attack.

"It is quite possible that Communists are even now organized to seize a radio station when an enemy attack may occur, and to broadcast messages generating panic and chaos among the populace," Sen. McMahon asserted.

"An irresponsible and reckless use of communications facilities could greatly impair our capacity to successfully withstand a surprise assault. I think the gravity of this problem is apparent by simply mentioning it," he said.

## Other Defense Actions

On other civil defense fronts last week:

- The District of Columbia CD group accepted a bid by RCA for installation of four units of its contemplated air-raid warning system, with contract calling for \$45,550. Installation is to be completed within four months, comprising electronic horns and activating equipment. A \$337,000 District outlay was pending on Capitol Hill in supplemental funds.

- The Federal Civil Defense Administration issued a 250-page volume titled *Civil Defense Health Services and Special Weapons Defense*, and was nearing completion of a technical manual on communications for state and local planners.

Role of mobile first aid stations is explored and monitoring teams are advised to carry walkie-talkie radio sets or utilize radio networks of the police force to transmit information to radiological plot centers.

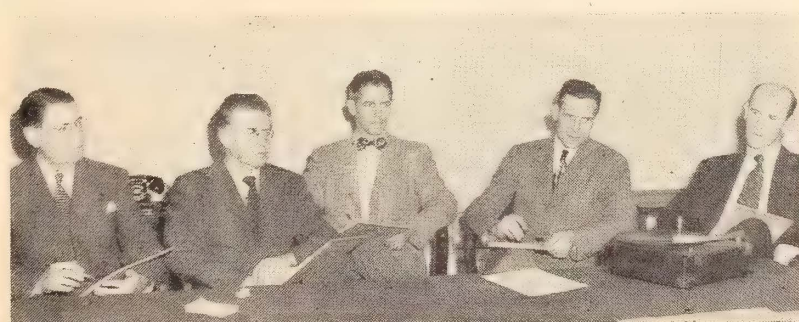
## VOD CONTEST

### 12 Finalists Are Picked

TWELVE finalists out of 1,500,000 high school students who participated in the fourth annual Voice of Democracy Contest during National Radio & Television Week were selected by a screening board which met last week at NAB's Washington headquarters.

Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce jointly sponsored the contest with NAB. The 12 finalists were picked from winners of contests in the 48 states, Alaska, Puerto Rico and District of Columbia. Four national winners will be selected with winning transcriptions reviewed by a panel of eight distinguished Americans.

Winners will be brought to Washington Feb. 22 for an awards luncheon at which they will receive \$500 scholarships. They will spend a week in Washington and Colonial Williamsburg. The screening panel that picked the dozen finalists consisted of Ellsworth Tompkins, specialist for large high schools, U. S. Office of Education; James D. Secrest, RTMA general manager; Robert K. Richards, NAB director of public affairs and chairman of the overall Voice of Democracy Committee; John H. Norris, representing the Junior Chamber and manager of WGCN Red Lion, Pa.



SCREENING panel narrows down Voice of Democracy finalists to 12 at all-day session held at NAB Washington headquarters. L to r: Ellsworth Tompkins, U.S. Office of Education; James D. Secrest, Radio-Television Mfrs. Assn.; Oscar Elder, NAB; John H. Norris, U. S. Junior Chamber of Commerce; Robert K. Richards, NAB.



# ANTENNA RULES

## FCC's New 'Air Hazard' Policy

OBJECTIONS to the location of antennas because of alleged hazard to air navigation will have to go into public record with adequate supporting evidence, according to procedures outlined by new antenna construction and marking rules announced by FCC after lengthy re-evaluation of existing policy.

The changes in procedure are substantially as proposed by the Commission last spring [BROADCASTING • TELECASTING, Dec. 25, May 29, 1950]. The new rules become effective Feb. 15 (see text page 39).

In general, the new Part 17 of FCC's rules provides that no aeronautical study will be required for antennas and towers under 170 ft., except when the proposed location falls in the vicinity of airports and approach areas or an established coastal corridor. Similarly, study may not be required for antennas up to 500 ft. except when near airports or airways systems. All antennas over 500 ft. require special study, FCC stated.

In some cases the proposed location of an antenna may require and result in raising of minimum flight altitudes for aircraft, the new rules indicated. Such cases will require special study, it was explained.

### Bids to Be Referred

All broadcast applications whose proposed antenna sites require aeronautical study will be submitted by FCC to the appropriate Regional Airspace Subcommittee of the Air Coordinating Committee, the Commission explained. These groups, located at the regional CAA offices (see separate list of locations and areas covered), will consider the bids informally and if approved will return them to FCC.

If informal clearance is not obtained or a single objection raised, FCC said, the case will be placed on the agenda for consideration at the next meeting of the Regional Airspace Subcommittee and the applicant and objector both will have to appear and present their cases in usual hearing procedure. This regional body will submit its recommendations to the Washington Airspace Subcommittee which in turn will file copies simultaneously upon receipt with FCC.

Any disapproval by the aeronautical authority must include reasons therefore, the Commission stated. When any approval or disapproval is rendered, FCC must notify the applicant, and when requested, the Commission must advise an applicant as to the current status of his application.

Denial of a broadcast application can be made by FCC on the basis of adverse aeronautical findings, the Commission explained, contrary to contentions by certain ob-

jectors to the rules when they were proposed. FCC said the Court of Appeals for D. C. decided this issue in *Simmons vs. FCC* in 1944.

The Commission also said "no reasonable analysis or construction of Part 17 can lead to a conclusion that the procedure provided thereby constitutes a delegation of the Commission's authority to other agencies" as claimed in objections. FCC said Part 17 "contemplates no more than a referral of applications requiring aeronautical study to the Airspace Subcommittee . . . who will act as an expert in an advisory capacity" and the "determination of this body will merely aid the

Commission in deciding whether a grant of the application involved in such a study would be in the public interest."

The Air Coordinating Committee was created by Presidential order to provide for the development and coordination of aviation policies. The Airspace Subcommittee, part of CAA, coordinates proposals by government agencies, private individuals and industry which may involve conflict in the navigable airspace. It functions through the regional subcommittees "composed of experts in the aeronautical field, familiar with the requirements of air safety in their area, who will

## BAC CHIDED

CHALLENGE that the Broadcast Advisory Council, acting for the industry in government mobilization activities, is not a truly representative body was made to the White House last week by John S. Hayes, vice president of WTOP Washington.

The charge was made just as NAB President Justin Miller was preparing to call the council to Washington for a Jan. 8 meeting, second session of the full group. First meeting was held Dec. 14 [BROADCASTING • TELECASTING, Dec. 18, 1950].

This second session is to go into regulatory problems, with top FCC officials joining in the discussion. Civil defense and the industry's role in this phase of mobilization also will be considered.

At the Dec. 14 meeting the council met with President Truman, Secretary of State Acheson, Secretary of Commerce Sawyer and other topdrawer government administrators. In each case government officials discussed the radio-TV role in national defense with candor and confidence, according to council members.

### Letter to Steelman

Mr. Hayes, writing to John R. Steelman, assistant to the President, complained only one of the 14 representatives of commercial radio stations truly represented non-NAB commercial stations, noting that only half the nation's stations belong to NAB.

After the council was projected last summer, at Mr. Steelman's suggestion in a letter to NAB, some industry elements balked at taking part in the council if it operated under NAB auspices. This undercurrent of opposition melted away at an Oct. 2 meeting and the full council membership was announced in November.

WTOP resigned from NAB more than a year ago following dis-

## Hayes Takes Complaint To White House

agreement over anti-newspaper selling by Broadcast Advertising Bureau.

Since the Dec. 14 council-government meeting NAB officials have received numerous favorable comments about the industry's aggressive action on behalf of national defense, according to NAB. Some federal people have referred to the council as a model to be used in patterning participation of other industries in the defense picture.

Mr. Hayes wrote that the two networks represented on the council don't speak for their affiliates but merely their owned and operated stations.

Text of his letter to Dr. Steelman follows:

There has been considerable publicity recently in the radio trade press about the formation of a Broadcast Advisory Council, reported to have been formed by Mr. Justin Miller, president of the NAB, at your request. On reviewing the names of the members of the Council, I am somewhat shocked to note that of 14 representatives of commercial radio stations in the United States, 13 are representatives of stations which are members of NAB. There is but one representative from a non-NAB commercial radio station.

You may not be aware that of the almost 3,000 radio stations in this country, less than 1,500 are members of the NAB. This means that some 1,500 other stations, or about half of the radio stations in the United States, have only one-fourteenth representation on the Broadcast Advisory Council, whereas the other half, or the members of NAB, have thirteen-fourteenths!

In Washington, for instance, WTOP, the most listened-to station in our nation's capital, is not a member of the NAB and we find ourselves, therefore, in the somewhat embarrassing position of having but a one-fourteenth representation on what is a most necessary and important adjunct to our country's defense effort, and on what I am sure you would agree should include a reasonable industry-wide representation. I know that the council does include representatives of two radio networks which do not belong to the NAB, but, as you know, networks do not speak for their affiliates but merely for their owned and operated stations which, by law, are limited to seven for each network.

I bring this matter to your attention because I think it is one that you will wish to consider.



Mr. Hayes

provide local coordination of radio tower application problems," FCC related.

The Commission notice pointed out the regional CAA offices and commanding officers of nearby Dept. of Defense air bases "will be able to provide assistance to applicants in applying the criteria and in the selection of sites which will satisfy the requirements of the criteria."

FCC indicated the following may aid applicants in determining where their proposed sites lie with respect to airport and approach areas: Sectional aeronautical charts, location aeronautical charts, instrument approach and landing charts, radio facility charts, Flight Information Manual and *Airmans Guide* (by-monthly). The charts may be purchased from the U. S. Coast and Geodetic Survey while the Manual and *Guide* may be purchased from the Government Printing Office.

\* \* \*

### DIRECTORY OF CAA REGIONAL OFFICES

#### First Region

Regional Administrator, CAA, International Airport, Jamaica, L. I. Region includes: Conn., Del., D. C., Me., Pa., Md., Mass., N. Hamp., N. J., N. Y., R. I., Vt., Va., and W. Va.

#### Second Region

Regional Administrator, CAA, 84 Marietta St., N.W., Atlanta 3, Ga. Region includes: Ala., Fla., Ga., Miss., N. C., S. C. and Tenn. (P. R. and Virgin Is.).

#### Third Region

Regional Administrator, CAA, Chicago International Airport, Park Ridge, Ill. Region includes: Ill., Ind., Ky., Mich., Minn., N. Dak., Ohio and Wisc.

#### Fourth Region

Regional Administrator, CAA, Post Office Box 1689, Fort Worth 1, Tex. Region includes: Ark., La., N. Mex., Okla. and Tex.

#### Fifth Region

Regional Administrator, CAA, City Hall Bldg., Kansas City 6, Mo. Region includes: Colo., Iowa, Mo., Kan., Neb., S. Dak. and Wyo.

#### Sixth Region

Regional Administrator, CAA, 5651 W. Manchester Ave., Los Angeles 45, Calif. Region includes: Ariz., Calif., Nev. and Utah.

#### Seventh Region

Regional Administrator, CAA, Post Office Box 3224, Seattle 14, Wash. Region includes: Ida., Mont., Ore. and Wash.

#### Eighth Region

Regional Administrator, CAA, P. O. Box 440, Anchorage, Alaska. Region includes: Territory of Alaska.

#### Ninth Region

Regional Administrator, CAA, P. O. Box 4009, Honolulu 12, T. H. Region includes: Territory of Hawaii.

## Murrow Honored

EDWARD R. MURROW, CBS commentator and narrator of the program and records, *I Can Hear It Now*, has been selected one of the nation's seven outstanding orators by the Speech Assn. of America. In addition to Mr. Murrow, others chosen for their "impact on contemporary American history as well as speech effectiveness" were: President Harry S. Truman, Gen. Dwight D. Eisenhower, Norman Thomas, Chancellor Robert M. Hutchins of U. of Chicago, Sen. Paul H. Douglas (D-Ill.) and Sen. Robert Taft (R-Ohio).



# RADIO-TV DUTIES

## Ream Addresses Speech Meet

FOUR MAJOR responsibilities of broadcasters to the public were cited by Joseph H. Ream, executive vice president of CBS in a speech Thursday before the Mid-Century Conference of the Speech Assn. of America held at the Roosevelt Hotel, New York, Wednesday-Saturday.

Mr. Ream emphasized that "getting and staying on the air with the best technical facilities" is the first obligation of broadcasters to the public. The second obligation, he said, is to serve the majority "so well that 41 million radio families and 10½ million television families spend four to five hours a day beside their receivers." Giving "most of the people most of the time what they most want to hear," he said, "is the end measure of the success or failure of our system of broadcasting."

Serving a wide variety of minority interests with specialized network programs in more than half of all night-time and weekend hours, was Mr. Ream's third challenge to the broadcasters. Admitting that the documentary programs produced by CBS such as *Operations Crossroads*, *Mind in the Shadow*, and *The Empty Noose*, received only a small per cent of the radio audience possible, he pointed out that the problem is

\* "one of impact." Breakdown of the weekly program schedule from BROADCASTING • TELECASTING, Dec. 25, 1950, into two categories, entertainment and programming for minority tastes, demonstrated that 70% of all quarter-hours from 6-11 p.m. offer at least one network program aimed at minority tastes.

Fourth responsibility, according to Mr. Ream, lies in "maintaining an immense, waiting audience-in-being—ready at any moment to listen and respond to the needs of their government in a time of national emergency." He said "this means broadcasting material that most people want to hear most of the time," and also "keeping virtually all of our 2,000 stations on the air."

### Siepmann Charges

Charles A. Siepmann, professor of education at New York U.'s School of Education and author of *Radio's Second Chance*, charged that the offerings of radio constitute "a resounding failure." He said that radio has not tended to subordinate profits to public service but has equated profit-making with its service to the public.

T. R. Shearer, vice president of A. C. Nielsen Co., New York, spoke in a morning session of the conference Friday and warned: "The fact that television is a very powerful advertising medium should not blind us to the possibility of immeasurably enhancing its sales effectiveness by sound research, properly interpreted and fully applied." Mr. Shearer pointed out that the problems of measuring television audiences are enhanced by the high cost of television programming which make imperative the need for comprehensive information regarding every factor that determines a TV campaign's effectiveness. He explained the Nielsen Audimeter technique to the conferees and also demonstrated the Nielsen research data methods.

### WOV Appoints Favia

APPOINTMENT of Tumberto Favia, Italian Language broadcaster for Radio Diffusion Francaise (French broadcasting system) as WOV New York correspondent in Paris was announced last week by Arnold Hartley, WOV program director. Mr. Favia will use portable recording equipment to cover activities of the Italian-speaking community in France, which is second only to that in the United States in size and is equally active in the business, art and social life of its adopted country, according to WOV.

## WALKER REPORT

### Lack of Procedure Seen

LAPSE in military security which resulted in "premature" disclosure of the death of Lt. Gen. Walton H. Walker by radio and press was attributed last Thursday to the lack of machinery to implement Korean censorship and the absence of "procedure at various communications outlets."

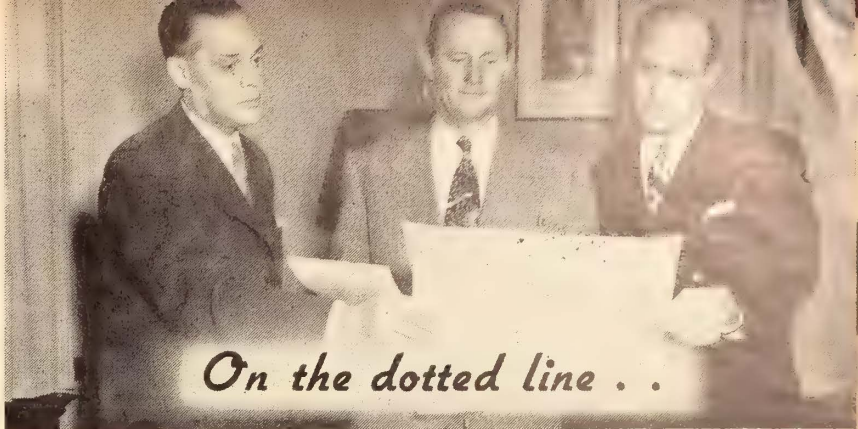
Col. M. P. Echols, chief of information at Gen. Douglas MacArthur's headquarters, absolved both media of blame, asserting that "neither United Press nor any other agency in Tokyo released the story from this end until clearance was given" at his office.

The disclosure resulted in orders depriving Kenneth Kanton, NBC radio correspondent, and Peter Webb, UP reporter, of press privileges, pending an inquiry into their handling of the story. Col. Robert L. Thompson, U. S. Eighth Army information officer, had termed release of the news as a "gross security violation." Both newsmen subsequently were reinstated.

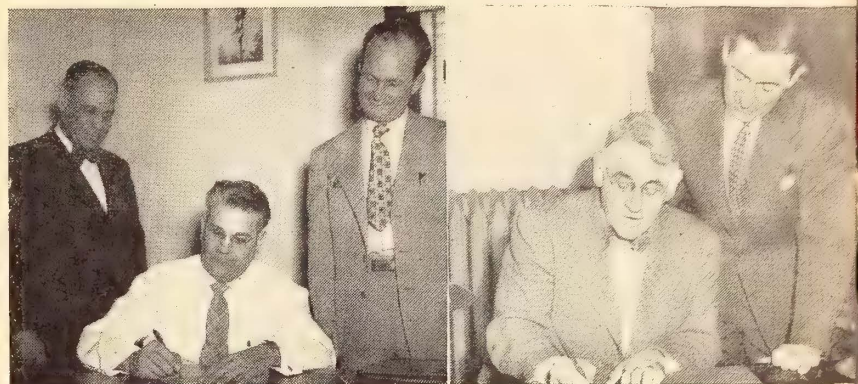
It was understood that NBC had aired the announcement of Gen. Walker's death, which stemmed from a jeep accident, after news had been carried by press association wires. George T. Folster, NBC's Tokyo correspondent, was apprised of the action.

Meanwhile, last Friday, Gen. MacArthur's headquarters announced a new far-reaching censorship ban on mention of all UN troops in Korea except the Eighth Army whose information officers have been screening all copy before approving its transmission.

BROADCASTING • Telecasting

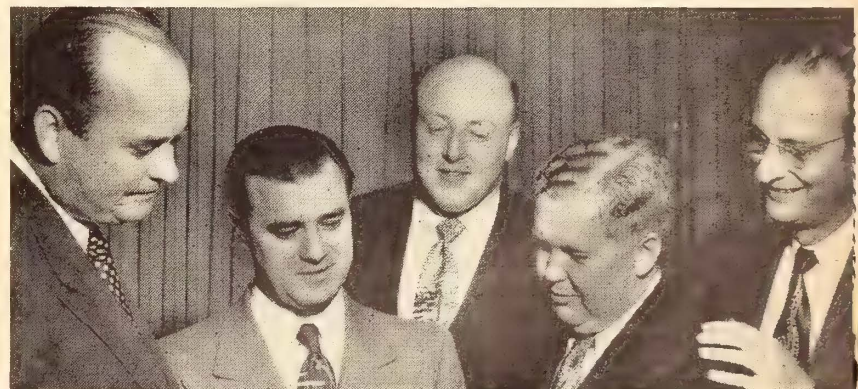


PLANS for promoting *The Story of Doctor Kildare*, syndicated program, over Yankee Network are discussed by co-sponsors' executives: (l to r) Jerome H. Rose, exec. v.p. of Rhodes Pharmacal Co.; Ade Schumacher, president, and Ira C. Kepford, v.p. charge of merchandising and adv., Liggett Drug Co.



WILFRED BUSH (seated), sales manager, Light Grain & Milling Co., sets one-year contract with KSCB Liberal, Kan., for sponsorship of *Light's Man On The Street*. Looking on are Leon Salathiel (l), KSCB manager, and Roy Pearce, commercial manager.

DAVID M. KIMEL (r), local commercial manager for WLAW Lawrence, Mass., watches as Philip L. Danforth, executive v.p. and treasurer, Essex Savings Bank, same city, signs for daily weather reports. Year's contract marks bank's return to radio



ARRANGEMENTS for *Texas Round-Up*, hour-long show of live hillbilly music originating from several Texas Quality Network stations, are completed by (l to r) Mike McGuire, sales manager, Gulf Brewing Co., sponsor; Jack Harris, manager, KPRC Houston; Wade Barnes, Foote, Cone & Belding, agency handling show; Bert Oliver, FC&B; Jack McGrew, assistant manager, KPRC. *Round-Up* is presented by KPRC, WOAI San Antonio, WFAA Dallas, KRIS Corpus Christi, and KRGV Weslaco.

COMPLETING arrangements for WKRC-FM Cincinnati's exclusive rights to air Cincinnati Mohawk hockey games are: (l to r): Standing, Bob Bender, WKRC-FM sales manager; Byron Taggart, WKRC announcer; Jim Grainey, publicity director for Cincinnati Garden, sport arena; seated, David Taft, WKRC-FM manager and Alex Sinclair, Cincinnati Garden general manager.





# P. I. OFFERS MOUNT

STEPS to protect the public against operators of mail-order business are being taken by government and industry sources as per inquiry and free-time projects continue active.

Several pre-holiday offers are being investigated by the Bureau of Chief Inspector, U. S. Post Office Dept. They consisted of alluringly described Christmas tree ornaments actually made of cardboard.

Better Business Bureau, of Washington, D. C. became interested in tree-ornament offers when WEAM Arlington, Va., MBS capital outlet, refunded money to listeners after receiving a sample.

Broadcast Advertising Bureau, New York, has received many complaints from NAB member stations about per inquiry and mail-order offers. WFIL-TV Philadelphia has moved to protect listeners by setting up contractual rules governing acceptance of all such business, according to General Manager Roger W. Clipp.

## Post Office Inquiry

The U. S. Post Office Dept. inquiry followed complaints that mail-order tree ornaments were not worth the \$1 charge, according to department officials.

Mentioned in connection with the department's inquiry were Ornaments Ltd., Los Angeles, and Robins, Newton & Chapman, Los Angeles agency.

A. Frank Katzentine, president of WKAT Miami, told BROADCASTING • TELECASTING he had returned to senders the dollars sent to the station in response to announcements. He took this action after inspecting the ornaments.

Postal officials said they would decide, after investigation, whether the facts and evidence justified

reference of the case to the Dept. of Justice, which would decide if criminal proceeding should be instituted.

The copy submitted to stations referred to "50 brilliantly colored luminous Christmas tree ornaments for the unheard of low price of only one single dollar. Just think of it, a total of 50 magnificent luminous Christmas tree ornaments, everything you need to transform your Christmas tree and living room into a fairy wonderland—all for only one dollar. And if you're not delighted, your money will be refunded."

Bonus of 36 luminous icicles was offered if the order was submitted within 48 hours. The ornaments were described in considerable detail.

The \$1 packet is understood to have contained 4x5-inch sheets on which are stamped Santa Claus, Christmas trees, stars, candy canes and similar effects, a total of 86 cardboard pieces.

A number of similar ornament offers were made by firms bearing other names.

In refunding hundreds of dollars to listeners, WEAM stated that it felt the product was not worth the money. The station had carried six announcements in one day before inspecting a sample of orna-

## Investigations Start

ments which it said were offered by Cohen & Whitmore, Los Angeles. The Better Business Bureau of Washington congratulated WEAM on its action. WEAM also carried MBS programs promoting similar merchandise, according to the station.

The WFIL-TV rules covering mail-order items specify that every product advertised must be backed by a certificate of approval from a recognized testing laboratory or by the reputation of an established merchandising firm.

### No Censorship

"This action," said Mr. Clipp, "should in no wise be interpreted as unwarranted censorship of the advertising of reputable organizations. Television already has been proved a highly effective medium for mail-order selling. The new WFIL-TV regulations are designed to protect this sales power by eliminating the damaging effects of irresponsible merchandisers."

Another WFIL-TV precaution concerns the acceptance of business from new firms or product merchandisers. When a company has only a briefly-established merchandising background, time contracts will be consummated only after a thorough investigation of company resources, including credit status, it was reported. "If TV

stations are to win and hold the continuing confidence of the home audience, they must voluntarily assume the responsibility of supervising the quality of merchandise sold to the viewing audience through TV facilities," Mr. Clipp said.

Radio and TV stations have reported a large number of offers from mail-order firms. Many of these have been forwarded to BAB with comments on the type of merchandise.

Frequent complaint is made that mail-order houses buy newspaper and magazine space but only want to handle radio-TV business on a per inquiry basis.

"This ad will appear in newspapers and magazines from coast-to-coast," said an offer from New Products Distributors of America, New York, in describing a "\$10 value" gift box to be offered for \$1. The package includes fountain pen, ball point pen, automatic pencil and flashlight. The company pays 35% of the gross amount of all orders. "WE DO NOT BUY TIME," the offer emphasizes.

Maurice C. Coleman & Assoc., Atlanta agency, has a client with "a miracle lint-free, washable plastic cotton polishing, wiping and dusting cloth that retails at \$1 for a package containing 10 cloths." In addition a 20x20-inch synthetic chamois goes along with the towels.

In a letter to stations, M. J.

(Continued on page 69)

# TAX STATUS

UNCLE SAM'S future tax bite will not be as big nor as painful to the business of broadcasting as it had seemed nearly two months ago.

First-hand look at the excess profits tax legislation, whipped into shape by the outgoing Congress, shows a number of relief provisions which, despite complexities, promise at least two things for the broadcaster to cheer about this New Year's Day:

- The bill, as agreed upon by House-Senate conferees, is less discriminatory against the radio-TV entrepreneur than the old World War II law.

- The new legislation is designed to take care of—at least in part—vexing corporate problems inherent in the broadcasting industry.

Whether the relief provisions can aid every individual station operator is a matter which only the tax lawyer or accountant can iron out, it is explained. But for the most part, broadcasters are assured that radio profits, and where present, television profits, will not be wholly siphoned off by the government.

The original House bill (HR 9827) was tightly drawn with few provisions for growth, new services or abnormalities in a corporation's operation. The Senate, however, amended the measure

substantially to bring these considerations into the bill's writing. Conferees retained nearly all of the Senate amendments. The conference report was adopted by the Senate Dec. 22 and needs only House approval to go to the White House.

It was expected that the House would follow the action by the Senate and quickly adopt the legislation today or tomorrow (Tuesday) in time for President Truman to sign the measure. The 82d Congress convenes Wednesday.

### \$3.3 Billion Added

As written, the new tax bill may pick up an estimated \$3.3 billion to add to the \$4.7 billion tax boost ushered in last fall. However, President Truman announced Thursday that a new tax program was being drawn up to finance the country's increased spending and that it would be submitted to the 82d Congress once the Treasury Dept. and Congressional committees get together on the general outline.

Current thinking in Washington circles points to higher corporate and individual income rate. Under the excess profits levy agreed upon by the conferees, a flat 2% increase in the 45% corporate rate now in existence would be imposed.

It is expected that President

## Excess Profits Relief Seen

Truman will deliver his State of the Union address to Congress within several days after the new Congress convenes. His budget message, usually sent to Congress the following day, may call for a \$75 billion spending program for fiscal 1952, it was understood. Most of the money sought would go for the armed forces and for other defense purposes. Few increases are seen for the "normal" operation of the government.

General features of the excess profits bill include: (1) retroactive to July 1, 1950, with termination date on the taxable year beginning June 30, 1953; (2) over-all ceiling on normal tax, surtax and excess profits tax at 62%; (3) crediting of 85% of three best years of the 1946-49 base period; (4) subjecting 75% of the excess to a profits levy, and (5) a minimum credit of \$25,000 for all corporations.

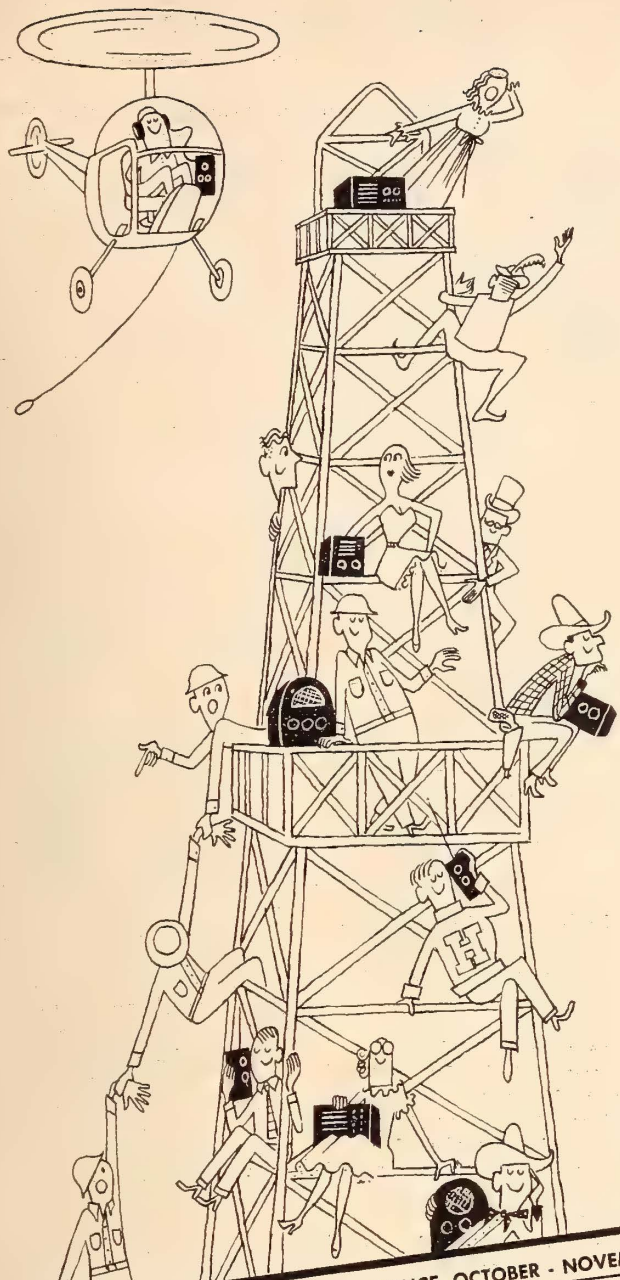
An important section of the bill deals with capitalization of advertising expenditures. Briefly, this provision puts it up to the Treasury Dept. to determine a fair rate of return. It is understood that the advertising practice of corporations under the bill would be comparable to planning during World War II. Since no sudden deviation in advertising volume would be permitted, it is expected that cor-

(Continued on page 67)



APPEARANCE of Gen. Dwight Eisenhower before KOA Denver's microphone took on added significance recently with announcement that he had been named Supreme Commander of all West Europe military forces. Station's news department recorded the general's statements while he was in Denver and played them on newscasts throughout the day. Excerpts gave listeners a fresh slant on Gen. Eisenhower's views about solving current world problems, and were aired within a few hours after announcement of his appointment.





## LOOK WHO'S LISTENING!

In the rich Texas Gulf Coast area the *by-word* is *buy radio*. There's no better way to reach so many people at so little cost than via the microphone. In the 71 Texas Counties and Western Louisiana Parishes that make up the KTRH BMB coverage area there are today 2,629,600 people, a big audience getting bigger every day. Population-wise, the Coast is an example of a rocketing market and listener-wise, it's growing, too, as evidenced by the 11.2% hike in KTRH BMB families over Study No. 1.

## ..... AND TO WHAT 50,000 WATT STATION!

KTRH, of course—the leading Houston station in total BMB families. KTRH also ranks high *inside* Houston, America's 14th market. According to the October-November Hooper Radio Audience Index, it's KTRH they're hearing most in three of the five-time-rated periods.

# KTRH

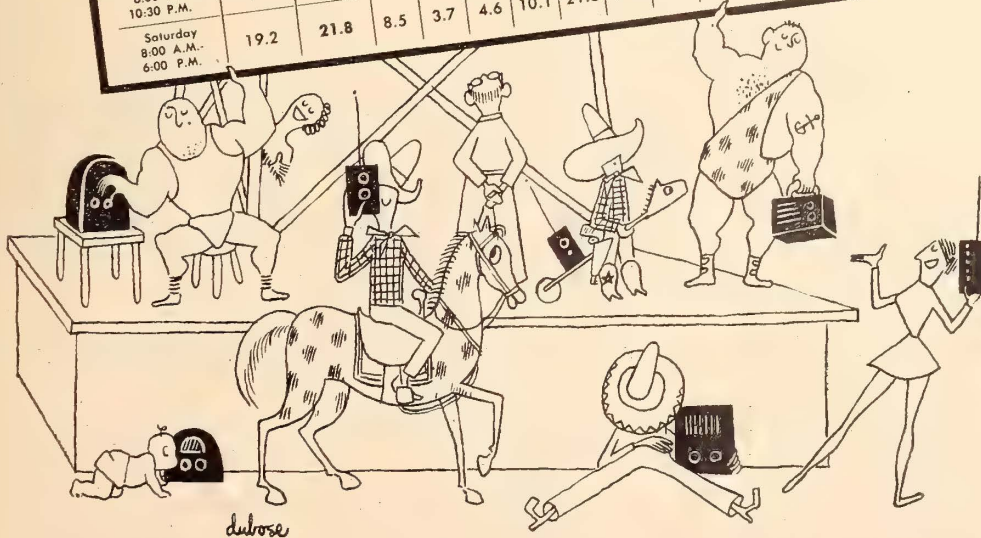
CBS—Houston

John Blair & Company—Nat'l Rep.

50,000 Watts—740 KC

SHARE OF RADIO AUDIENCE, OCTOBER - NOVEMBER, 1950											
TIME	SETS IN USE	KTRH	B	C	D	E	F	G	H	OTHER AM & FM	HOMES CALLED
Mon. thru Fri. 8:00 A.M.-12:00 Noon	13.6	26.3	7.0	3.7	4.9	9.7	17.9	7.6	20.1	2.8	7,444
Sun.-Sat. Eve. 6:00 P.M.-10:30 P.M.	22.4	28.7	4.4	—	4.7	8.5	27.5	9.9	13.9	2.4	9,520
Saturday 8:00 A.M.-6:00 P.M.	19.2	21.8	8.5	3.7	4.6	10.1	21.6	14.1	11.3	4.6	3,092

All sources available on request



dubose



# BROADCASTERS OPTIMISTIC

Yearend  
Roundup

Spot Spurt in '51 Seen

THE broadcasting business will enjoy another prosperous year, assuming world events don't upset everything, in the opinion of a number of industry executives whose views support predictions in the annual BROADCASTING • TELECASTING yearend forecast (Dec. 25, 1950, issue).

Statements received after the Dec. 25 issue had gone to press, point to improved local and national spot sales, in particular, with some optimism in the network field.

Paul McCluer, NBC Chicago AM network sales manager, believes 1951 will be better than 1950, "generally a very good year." "What the season just ended has indicated to us is that sponsors still recognize the fact that radio is the logical national advertising medium, and it will continue to be a good buy for many years to come," he said. "... There has been a particularly healthy upswing on the AM spot sales side. Our TV sales picture at NBC in Chicago has been spectacular, and gives every indication of continuing its amazing pace."

John H. Norton Jr., ABC Central Division vice president, said that during the past year the ABC-TV Chicago office developed billings "which totaled midway into the seven-figure bracket." He pointed particularly to the Mars Candy Co. order placed with the division as well as additional AM billings, not counting renewals, of nearly \$4 million.



Mr. Rawlins



Mr. Norton

L. R. Rawlins, manager of KYW Philadelphia, Westinghouse-owned, predicted 1951 business will maintain the 1950 level. "We're confident that advertisers will remember the importance of keeping their brand names before the public, a sound business procedure demonstrated during World War II," he said.

H. Leslie Atlass, CBS vice president and WBBM Chicago general manager, predicts "the greatest year in our history, just as 1950 has been. December has been our best month. We expect an increase in our operational expenses, but there's nothing new about that for we have experienced mounting costs year after year recently."

Walter Haase, station manager

of WDRC-AM-FM Hartford, sees full employment in that industrial area. He expects local and spot business to rise.

Humboldt J. Greig, president of WHUM Reading, Pa., suggests TV sets can't be kept in service if tubes and servicemen are not available. "Radio, even in TV cities, will benefit," he added. He figures business will be up, especially local and national spot, along with operational expenses.

Frank King, president of WMBR Jacksonville, Fla., said the station is geared to do an increased selling job, by attention to details and hard, intensive selling. "More work in 1951 will again pay off in increased volume, as it always has," he said, predicting local and spot will increase.

Kenneth F. Schmitt, general manager of WIBA Madison, Wis., foreseeing an unchanged business volume in 1951, considers the outlook for general industry and business is excellent. Federal and state building, plus military activity, will aid Madison business, he predicted.

Gaston W. Grignon, general

manager of WISN Milwaukee, said the station has just completed its biggest year. "AM radio still remains the most effective low-cost medium," he said, predicting that new advertisers will take the place of any who may cut radio budgets. TV has had "no material effect" as far as WISN is concerned, he said.



Mr. Grignon

1950 was the biggest business year for WQXR New York, declared Elliott M. Sanger, executive vice president of the station. A 10.7% increase in business over 1949 was revealed by Mr. Sanger, an increase which reached its peak during November, the largest sales month in WQXR's existence.

Asserting that "this is further indication of the fact that there is no substitute for good music," Mr. Sanger said, "for this reason, our emphasis for 1951 will be more and more on the kind of musical

programs for which WQXR has been a leader for the past 15 years."

Vernon G. Witt, president and manager of Criterion Films Inc., Seattle TV film production firm, said that TV sets in Seattle had increased "more than 400% during the year now ending" and said that his firm had every reason to believe that "the remarkably swift growth of television advertising and merchandising in the greater Seattle area will continue with the same comparative pace noted during 1950." He added that "increased awareness of film as a medium of advertising . . . in television, has accelerated demand in this area for filmed promotional pieces of all kinds . . . Criterion is staffed and geared for much greater activity in production work of this kind in 1951 over 1950."

## More TV Money

Maurice Master, of Master Motion Picture Co., Boston, Mass., is convinced there will be more time bought on TV and more money spent on TV next year. Based on his own experience in producing video films, Mr. Master believes there will be an increase in sponsors representing food stuffs, soap products, footwear, and home furnishings. "If the war situation gets worse," he believes, "there's bound to be a decrease in products available to sell. In any event, even if there's less business generally, more television will be used and it will come out of other media."

Joseph Dephoure, of Dephoure Studios, film producers, Boston, Mass., believes that 1951 should undoubtedly be a bigger revenue year for TV and pointed to the present situation in Boston where all available time has already been sold on both television stations. He expects largest increases to come from sponsors of foodstuffs, beverages, hosiery, and beauty products. Mr. Dephoure said, "We're already starting to have curtailments on film stock, and allocations in the future will probably be based on purchases of the last couple of years . . . However, big advertisers will stay in television. And essential films for the government will take the place of any decrease in television advertising."

## Feeling Pinch

Fred Niles, Director, Television Division, Kling Studios Inc., Chicago:

"Television films, like many other basic industries, are already beginning to feel the pinch of shortages. Raw stock shortages are becoming evident, and are an element in every producer's think-

(Continued on page 70)

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# *Columbia Broadcasting System*

---



*is pleased  
to announce the  
affiliation of...*

## WAKE

*as the CBS outlet  
for the rich Greenville\*  
South Carolina area*

*Effective January 1, 1951*

## WAKE

\* South Carolina's First Market

GREENVILLE, SOUTH CAROLINA  
JIM AYERS—General Manager

*Represented by the O. L. Taylor Company*

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • LOS ANGELES • PORTLAND



# KLZ

**DENVER'S No. 1  
HOOPER STATION**

\*Latest Hooper reports (Oct.-Nov. 1950) show audience increases in every time bracket for KLZ—Denver's first station.

\*Increased Coverage, too! KLZ's day-time and night time BMB has grown over 10 percent.

## MORE THAN EVER

*...Your Best Buy in the  
Rocky Mountain Market*

# KLZ

## DENVER

5000 W **CBS** 560 KC

Represented by  
**THE KATZ AGENCY**

## IDEA WAR

PLANS for acceleration of the government's psychological warfare program, entailing use of broadcast media in field operations, were revealed last week by a top military official.

Brig. Gen. Robert A. McClure, head of the newly-created Psychological Warfare Division of the Defense Dept.'s G-3 Section, said his organization is working on personnel and equipment requirements designed to implement military field operations in Korea, Japan and other theatres.

At the same time, he disclosed to BROADCASTING • TELECASTING that his branch has "earmarked" school personnel and specialists not now available for psychological warfare duty.

Gen. McClure's group now numbers only 15 members, none of them familiar with broadcast media, but plans to expand upward to 35 personnel. Those who may be expected to serve would include regular or reserve officers, primarily those with World War II experience.

Gen. McClure's division, reactivated last September, currently is concerning itself with planning and supervising broadcast participation in field operations, including suggestion of possible themes for field use which would be more convincing "than the printed word." His division, he explained, would not be concerned with actual broadcast operations but rather serve to "backstop" psychological warfare.

### Contingent on Crisis

"It is conceivable," Gen. McClure commented, "that in time of war, the organization would be sent to Europe to function in the field as it did during World War II." Developments would hinge on the international situation, he noted.

During the last war, Gen. McClure headed ETO, with command over such figures as William S. Paley, CBS board chairman; Adrian Murphy, CBS vice president and general executive; Davidson Taylor, former CBS vice president and incoming general production executive for NBC-TV, and Samuel R. Rosenbaum, former chief of Radio Luxembourg and now head of the trusteeship of the AFM welfare fund [CLOSED CIRCUIT, Nov. 27, 1950].

The Psychological Warfare Division also will work closely with the National Psychological Warfare Board, comprising officials of the Dept. of Defense, State Dept. and other agencies. Its purpose is to coordinate overall strategy of U.S. propaganda activity [BROADCASTING • TELECASTING, Aug. 28, 1950.]

The plan for broadcast media envisions, among other facets, possibility of dropping leaflets and broadcasting from U. S. planes. Gen. McClure also thinks it "quite feasible" that guided missiles could be used for voicing broadcasts. To that end, his division currently is guiding research to determine the feasibility of using missiles for broadcast uses.

## Military Planning Radio Increase

## PHILA. SUITS

### Stations To Ask Rehearing

COUNSEL for three Philadelphia stations last week were preparing to ask the U. S. Court of Appeals, Third Circuit, to hear reargument on its reversal of a lower court's decision dismissing \$50,000 libel suits against them [BROADCASTING • TELECASTING, Dec. 25, 1950].

The appellate court's decision, interpreting the political broadcast section (315) of the Communications Act, held that the law does not prohibit stations from censoring political broadcasts by persons who are not candidates.

The district court had dismissed suits against the stations—KYW, WCAU, and WFIL—on the ground that Sec. 315 forbids stations to censor political speeches and that under Pennsylvania law the owner of a station is not responsible for libelous broadcasts in the absence of fault on his part.

The Court of Appeals, however, noted that the broadcast involved in the suit was not made by a candidate, and held that the legislative history of Sec. 315, as well as the language itself, shows Congress intended it to apply only in the case of broadcasts by candidates.

Attorneys representing the three stations in the consolidated case planned to base their request for reargument on the fact that the decision rests upon legislative history whereas this point was not covered in the briefs or arguments by either side.

The suits were filed by David H. H. Felix, a Philadelphia attorney, after William F. Meade, then chairman of the Republican Central Campaign Committee, made two broadcasts over the stations in October 1949 allegedly implying Mr. Felix had Communist affiliation.

### WGET to Progressive

AFFILIATION of WGET Gettysburg, Pa., with the newly-organized Progressive Broadcasting System was announced last week in a joint statement by Earl C. Pace, managing director of the station, and Larry Finley, PBS president. WGET, which is owned by the Times & News Publishing Co., has been in operation since August 1950, on a full daytime schedule.

### Son To Bernards

J. J. BERNARD, general manager of KOMA Oklahoma City, is the father of a boy, born Dec. 28, 1950. The child will be named John Joseph Bernard. Mr. and Mrs. Bernard have two other children, Karen Hart and Joan Justice.



# *An Invitation to Radio and Television Stations*

## **GOLD MEDAL AWARDS FOR OUTSTANDING PUBLIC SERVICE IN PROMOTING FIRE SAFETY**

TO RECOGNIZE outstanding public service in promoting fire safety, the National Board of Fire Underwriters again announces its annual Gold Medal Awards for 1950 to the nation's radio and television stations.

A Gold Medal or \$500.00 in cash will be given to the radio or television station which, in the opinion of impartial judges, has contributed most to the betterment of its community through fire prevention.

There also will be honor award citations to five radio stations for distinguished achievement through their campaigns. Identical awards will be made to the press.

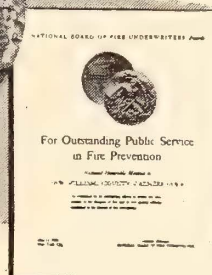
### **To Prevent Fires and Save Lives**

Every year, through their public service campaigns, radio and television stations, and the press, in hundreds of towns all over the United States help their communities gain greater safety from fire.

These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such worthwhile services that awards have been made annually since 1941.

### **Get Entry Forms and Suggestions**

You are invited to nominate your radio or television station for the 1950 awards. All radio and television stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.



## **WINNERS LAST YEAR**

### **GOLD MEDAL**

Station KANS  
Wichita, Kan.

### **Honor Award Citations**

WEBR  
Buffalo, New York

WJEF  
Grand Rapids, Mich.

KONO  
San Antonio, Tex.

KELO  
Sioux Falls, S. D.

KSYC  
Yreka, Cal.

## **NATIONAL BOARD OF FIRE UNDERWRITERS**

*Public Service Organization of the Capital Stock Fire Insurance Companies*

85 John Street, N.Y. 7, N.Y. • 222 West Adams St., Chicago 6, Ill. • 1014 Merchants Exchange, San Francisco 4, Calif.



BROADCASTING in 1951 will continue on a sound basis, according to the consensus of national representatives who handle the bulk of the nation's spot business. Looking into the future, 70.4% of the representatives polled by BROADCASTING • TELECASTING see increased revenue for radio in the coming year despite unsettled world conditions.

The majority of representatives expect both spot and local radio billings to expand. Over 76% see increased spot business with the average gain expected to be about 15.5%. In the local field 1951 will be a bigger year according to 77.7% of those expressing an opinion. They expect the gain to average about 9.5%.

Network radio will be down in 1951 in the opinion of 43.7% of the representatives. The drop, they say, will be about 10% below 1950.

Another 31.3% expect the network picture to remain the same.

There is no doubt that television billings will increase, expected by the national representatives queried to average about 36%.

AM billings should be up an average of 14% according to 86.1% of the representatives who see gains for this broadcast media in 1951.

### Operating Increase

On the question of operating expenses for radio, 79.4% of the representatives see this item increasing an average of 14% in 1951. Another 17.6% say this cost will remain the same.

The war situation, viewed with mixed emotions, was mentioned as a factor to be reckoned with by almost every national representative polled by BROADCASTING • TELECASTING. Basing their pre-

dictions in part on the practices of the last war, the majority felt radio could expect added advertising dollars—averaging about 18%.

One faction felt this condition would be precipitated by an increase in "good-will" advertising brought about by expanded war production in many "name" firms and by the stimulus of the excess profits tax. Another group took the view that the advertisers of soft goods—food, clothing, etc.—would increase broadcast appropriations to back available lines. This increase, they said, probably would more than offset any decrease which might come among hard goods. As some items become increasingly hard to get, hard goods advertisers are expected to change their radio advertising theme from selling to institutional messages. Also mentioned was the

possible shortage of paper—and the increasing cost of white-space—which would tend to divert some appropriations to radio.

Business in general, according to 82.8% of the representatives, should be better in 1951. They peg the average gain at about 14%.

Even with the present-day unsettled world conditions, the representative generally take the view that both radio and television will prosper in 1951. John E. Pearson, president of John E. Pearson Co., New York, feels that the industry "will have the biggest year in its history and especially spot on



Mr. Pearson

both radio and TV. The station that's really on its toes and has smart local programming as well as alert local and national sales staffs and representatives can expect to do from 15 to 20% more business overall. . . ."

Adam J. Young, president of Adam J. Young Inc., New York, expects that despite abnormal conditions business will be good. He says "the amount of money spent on all types of advertising will increase, and this will be reflected favorably in radio and television. . . ."



Mr. Young



Mr. Venard

"General business will be better with a great variety of lines showing improvement," in the opinion of Lloyd Venard, vice president and eastern sales manager of O. L. Taylor Co., New York. Decreases, however, are seen "in lines of business where production is curtailed for war necessities—automobiles, for example."

A warning to stations not to return to the "take it or leave it" selling attitude of the last war is voiced by Lewis Avery, president of Avery-Knodel Inc., New York. As to the business picture, Mr. Avery feels that "spot radio and spot TV advertising will show substantial gains in 1951 over 1950. I would estimate that spot radio will increase 15% and spot television 25%. If there are no new TV stations in 1951, a large part of the increase will come from rates. . . ."

"General business activity in 1951 will increase," according to James W. Le Baron, manager of

(Continued on page 80)

• As we start the New Year, we at WISN pledge to continue giving our advertisers the same outstanding service and satisfaction that they have learned to expect from Milwaukee's most productive radio station.

• We also reaffirm our policy of broadcasting the finest local and network public service programs and special events.

• For it is our belief, that only by gaining the acceptance and loyalty of both its listeners and its advertisers can a radio station attain greatness and keep it.

## WISN

Milwaukee's CBS Outlet  
Represented by KATZ Agency





Want to be  
*snowed under*  
*with replies*  
in New England?

F. H. Snow Canning Company, a regular participant on Mildred Carlson's "Home Forum," knows that 50,000-watt WBZ really gets action in New England.

This letter from Snow's agency, Daniel P. Sullivan Company, tells the whole story—

"Until further notice, please omit reference to the free recipe booklet. Response has been remarkable, not only in number but in geographic spread.

"Analysis shows returns from every corner of the New England states as well as New York State and Canada.

"Our present difficulty is the limited office staff. If we continue to swamp them with requests, we're afraid of delays in mailing out the books, which would not be good!

"Thank you for your excellent work on Snow's Clam Chowder and other products."

Want further evidence in the same vein? Ask WBZ or Free & Peters. They'll give you eye-opening records on WBZ results.. on both daytime and nighttime programs!

**WBZ** **BOSTON**  
50,000 WATTS  
NBC AFFILIATE



**WESTINGHOUSE RADIO STATIONS Inc**  
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;  
for WBZ-TV, NBC Spot Sales



# REGIONALS



**See 5-20% Gains in Year Ahead**

REGIONAL networks and groups are generally hopeful of improved business in the year ahead, with gains ranging from 5% to 20%.

Of a dozen regional organizations that replied to a BROADCASTING • TELECASTING questionnaire, only three predicted business will be unchanged in 1951 and in no case did a regional predict a loss in revenue.

All but three regionals predicted local business would rise and estimated increases running from 5% to 25%.

Four groups predicted national spot would remain the same whereas nine predicted gains ranging from 2% to 15%.

All but three predicted gains in network time sales, ranging from 5% to 25%. None expect the 1950 level to continue, with the trio an-

ticipating declines, estimating them at 10% and 25%.

Main sources of increased business mentioned on the regional questionnaires were foods, drugs, household, regional soft goods, national hard goods, national spot, war industries, institutional, industrial, auto, farm implements, money lending and service organizations.

All but one group predicted operating costs would go up anywhere from 3% to 20%, with most of the estimates running around 10%.

As to general business, only one regional looks for a decline in 1951. The rest look for overall business to go up anywhere from 5% to 20%, mostly around 10%.

Merle S. Jones, general manager of Columbia Pacific Network, be-



Mr. Jones



Mr. Ingram

lieves material shortages "will translate themselves into an abnormal turnover of advertising accounts. Since radio is less dependent on hard-goods manufacturers than some media, we expect fairly normal national business in the soft-goods lines and services, but local dealer shortages and credit regulations will require wider diversification of local accounts on our station.

"The rising cost of newsprint indicates possible newspaper rate hikes, and newsprint shortages may appear presently. Therefore we expect greater demands for our radio facilities in 1951 from local as well as national accounts." Southern California, he reminded, is a center of war production plants and larger payrolls will bring more retail buying.

Lynn L. Meyer, vice president in charge of sales, Intermountain Network, Salt Lake City, said: "We believe that recent credit restrictions on auto buying will expand use of radio by dealers and manufacturers. The last quarter of 1950 has brought increased interest on the part of farm implement dealers. For the first time in several years we have regular schedules from distributors and dealers.

## Heavy Spot Activity

"We feel certain that these schedules will continue throughout the year since farm income continues good. Unless the armed forces make unusually heavy demands on food processors we look for heavy spot activity in this field. Intermountain billings increased more than 100% in 1950 and we are bullish on 1951."

Ward D. Ingram, vice president in charge of sales, Don Lee Broadcasting System, said: "Should certain materials go on the critical list, the entire advertising picture would change. If avenues of supply remain relatively open, we at Don Lee-Mutual are expecting a really good year of business in 1951."



Mr. Gill



Mr. Samuels

Frank Samuels, vice president and general manager in charge, ABC Western Division, believes radio will hold its own in 1951 and pass 1950 in gross sales.

"Many advertisers who have curtailed some of their radio budgets to go into television are now expanding radio once more, while many new advertisers are entering radio for the first time," he said. "Many new advertisers who were never in radio, and other advertisers from other media who displayed their product in newspapers, magazines, etc., are continuing to give TV a phenomenal growth." Despite the national emergency he predicted business will continue to prosper and Southern California's population influx is bringing new dollars and consumers, he added.

Cliff Gill, general manager of Pacific Regional Network, believes the booming West Coast will roll up record payrolls. He

(Continued on page 66)

# the new WAAB

✓ NEW OWNERSHIP  
✓ NEW PROGRAMMING  
✓ NEW PERSONNEL

Announces the appointment  
of Everett-McKinney, Inc.

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

AS EXCLUSIVE NATIONAL REPRESENTATIVES

Effective Jan. 1, 1951

now owned and  
personally operated by . . .

## THE OLIN CORPORATION

Bruff W. Olin, president

**WAAB** 5,000 WATTS **WORCESTER, MASSACHUSETTS**



For three straight months

# WWDC

Washington, had the

# BIGGEST MONTH

in its history!

October was the biggest month in WWDC's exciting history! Then November topped October! And then December topped November! This happened in Washington, mind you—a booming city with 4 newspapers, 4 television stations, and 14 radio stations. There's just one reason why: WWDC gives advertisers more results in dollars and cents. Get all the dope from your Forjoe man.



**P.S.**—Transit Radio (WWDC-FM) also broke all records for the 3-month period. Don't overlook this hot new advertising medium in your 1951 plans. National reps: H-R Representatives, Inc.



MANY FM stations face 1951 with confidence, judging by scattered returns from FM stations that sell time. A BROADCASTING • TELECASTING questionnaire sent to some two score FM stations did not draw enough replies to reduce figures to a percentage basis.

Only one of a dozen respondent stations predicted 1951 will be worse than 1950, maintaining the traditional optimism of many FM operators despite the difficulties they face. The rest estimated time sales will go up from 10% to 100% in 1951, with higher figures coming in several cases from transit and/or storecasting operators.

Local business will increase anywhere from 10% to 100%. One station executive fears a 20% loss in local revenues. National spot will go up from 10% to 100%, according to a half-dozen stations, but three predictions expected no change in this category.

Type of sponsors from whom more business is expected include local retail, wholesalers, distributors, co-op accounts, jewelers, beverages, construction and furniture.

Asked if TV in their markets is hurting their FM revenues, two stations said television actually

increases revenues; three said there is no effect; one conceded TV hurt his business.

Operational expenses will go up around 5% to 10%, many managers believe, but two expect no change and one hopes for a decrease.

Here are some of the comments submitted by FM executives:

Ben Strouse, general manager of WWDC-FM Washington, predicted the station's FM business would be up 100% in 1951 and called the figure "conservative." "We are Washington's transit radio station," he said, "and transit radio has only now hit its stride as an effective medium. December was our biggest month by far, and we are still growing."

### Shortages Threaten

"Presumably some of our best sources of revenue will dry up because of shortages, but new sources will undoubtedly develop. Our country will be going through a tough period — there will be stresses and strains. We will have manpower problems, material problems and many others, but radio will again serve well in whatever emergencies arise. Commercially, radio will have one of its

best years, despite obstacles that may develop."

Edward A. Wheeler, president and general manager of WEAU (FM) Evanston, Ill. (Chicago), said "most of the water was removed from the FM picture in early 1950. A gradual increase in the number of FM stations (and FM operating hours) is expected in 1951 as additional AM and AM-FM operators find it necessary to evaluate their audience."

"In TV markets, the increasing proportion of TV-FM sets (without AM) will cause concern to the AM stations without FM affiliates. In 1951, FM should receive recognition from national accounts now that FM has been shown to be a good advertising buy on the local level."

E. J. Paxton Jr., manager of WKYB-FM Paducah, Ky., broadcasts local baseball but fears the war will kill minor league baseball.

Everett L. Dillard, general manager of WASH (FM) Washington, said TV had helped FM by increasing audience "because of TV-FM combinations and by establishing in the minds of the public that there is more than one medium of broadcasting, i.e. AM."

### Advertising to Gain

"Regardless of the international situation," he said, "all indications point to a considerable upsurge in FM advertising in 1951." FM circulation in Washington is rising, from 114,000 last October to an estimated 125,000 as of Jan. 1. There are more FM than AM stations at night in Washington, he noted, and predicted that around the nation a number of FM stations should reach the profit stage in 1951.

Sol Chain, vice president and general manager of WBIB (FM) New Haven, Conn., expects revenues to drop because "over 40% of our business is advertising television. From what I hear on other stations that figure probably holds for them, too. With no TV to sell, that business will be lost. Assuming there will be revenue from other sources connected with the defense effort, we'll still be 20% under. General business in this area should be improved since this area is part of the arsenal."

Jerome P. McCarthy, station manager of WTOA (FM) Trenton, N. J., has transit radio and said response from local merchants is "very encouraging."

Ira A. Hirschmann, president of WABF (FM) New York, looks for a 10% increase in the station's income next year and contends TV actually is a help to FM.

E. J. Hodel, general manager of WCFC-FM-AM Beckley, W. Va., expects a 75-100% increase in FM business in 1950, with local up 100% and spot up 50%. He believes mobilization will aid FM,

possibly to the detriment of TV, due to scarcity of metals and components for sets. In turn he feels manufacturers will find it more profitable to build quantities of FM sets instead of fewer TV receivers. He notes a revived interest in FM by set makers, advertisers and even networks, pointing to a slow but sure FM expansion in 1951.

Guy T. Nunn, manager of WDET (FM) Detroit, expects 1951 to be the biggest year in FM, AM and TV history, with chance FM's gain may be slight depending on set production and conversion of TV production to open-band FM sets. He fears dislocations during the changeover to military production.

## HILL PICKUPS

### Provides for Radio-TV

FACILITIES for future radio-TV pickups in Congress have been installed in the newly remodeled Senate and House chambers, according to Robert Lee Holcomb, electrical engineer of Capitol Architect David Lynn's staff.

New streamlining of the Capitol's Senate and House wings is slated to be ready for the convening of the 82d Congress Wednesday. Remodeling took place for half-year periods in 1949-50. Total cost approaches \$5 million.

According to Mr. Holcomb, conduits, junction boxes, cabinets and plug-ins for microphones have been built in the new House chamber. Most of these facilities also are integrated in the Senate design. He said that during the remodeling, a representative group of broadcasters was called in for consultation in order to determine radio-TV's needs.

Most complete facilities are in the House wing where joint sessions of Congress are held. Permanent lines have been run from the House wing's "attic" to a broadcast cabinet which gives outlet to the outside, thence to a sound truck. Complete "studio equipment" of 12 spot and floodlights can be set up in the House for TV and newsreel purposes, it was pointed out.

## JAZZ PROGRAM

### Is Savings Bonds' Salute

LATEST "Guest Star" program produced for the U. S. Savings Bonds Div. of the Treasury Dept. is a 15-minute jazz classic that has been distributed to 2,800 radio stations, it was announced last week. The show, called *Dixieland Clambake No. 1*, features 28 of the nation's greatest jazz artists including Bob Crosby, Hoagy Carmichael, Ziggy Elman, Joe Venuti and Charley Teagarden.

As a part of the public service effort to urge the buying of U. S. Savings Bonds, the show was recorded early in November in CBS Hollywood's Vine St. studios. The release was scheduled for broadcast New Year's Eve.

## SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

### How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100%			
19 Counties	101,680	517,587	279,752
25-100%			
27 Counties	157,110	814,186	452,784
10-100%			
36 Counties	216,220	1,115,996	610,207

1949 BMB Nighttime			
50-100%			
10 Counties	72,050	360,853	232,657
25-100%			
22 Counties	128,350	654,711	373,006
10-100%			
31 Counties	188,540	972,052	538,598

\*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"



**WDBJ**  
 CBS • 5000 WATTS • 960 KC  
 Owned and Operated by the  
 TIMES WORLD CORPORATION  
 ROANOKE, VA.  
 FREE & PETERS, INC. National Representatives





# They're talking about you



## ... and what you sell

If you have a product or service to sell, someone is probably talking about it right now.

For, when customers and prospects get together, table-talk can turn to shop-talk — and to you and what you sell.

Word-of-mouth mention is powerful medicine in any sale—and whether it's a boost or a blast can often depend upon the impressions made by your personal selling, what other customers say and, perhaps most of all, by your advertising.

It's advertising that influences the people you can't get

in to see or don't know. It's advertising that pre-conditions prospects — that shapes the opinions upon which your order can rest.

That's why so many successful marketing executives in every field are advertising-minded.

They know that the salesman is but one link in the buying-chains-of-command — that chain reactions are triggered by advertising—and that their (and your) greatest sales asset is *acceptance*.

Selling to advertisers is no different.

Advertising is bought by the *group* of executives who plan marketing strategy and tactics.

That's why media, agencies, services and suppliers concentrate their advertising in *Printers' Ink*. It's the one publication that reaches the *entire* marketing group of advertising, management, sales and agency executives who create and *buy* advertising.

*Printers' Ink* is the magazine of marketing *for* advertisers—the place to build *acceptance* among the leading buyers of advertising.

**PRINTERS' INK**

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES  
205 EAST 42nd STREET, NEW YORK 17, N. Y. • MURRAY HILL 3-6500





By FREIDA B. HENNOCK  
Commissioner, FCC

I have no difficulty in fixing the most significant event in the field of broadcasting during the critical year of 1950. The past year will be long remembered as the one in which educational television took its first firm steps toward realization. 1950 saw educators make a forceful claim for television frequencies supported by a rising tide of public opinion in favor of a reservation of these scarce channels for non-commercial, educational purposes. Educational television once was only a pious hope. Today it is well started on its way toward becoming a reality in millions of American schools and homes.



Miss Hennock

provement and good—for spreading knowledge, enlightenment and culture to every adult and child throughout the entire United States. It would be gross misuse of an unique opportunity as well as a waste of a limited and valuable natural resource if TV's great potential was completely disregarded in the rush to exploit the medium commercially.

No one ever denies the crucial importance of free public education in our democracy. Everyone is in agreement on the limitless teaching potential of television. Similarly, the inability of educators to compete with commercial interests for available frequencies is recognized. Yet there are those who balk at giving education any substantial access to television on the ground that this valuable medium will be badly used and wasted by educators. I, for one, am not so hesitant. I would entrust television to educators just as I trust them with the development and training of the minds of our children.

The next 12 months may someday be recognized as the opening of the 20th Century Renaissance thanks to the modern miracle of television. Broadcasters and equipment manufacturers alike will benefit by this

anticipated resurgence of education and enlightenment. They are the people most directly responsible for making America radio and television conscious and to them in great part falls the responsibility for maintaining the trust and confidence of the public. The second half-century will be only the beginning.

\* \* \*

By E. M. WEBSTER  
Commissioner, FCC

I believe that I am safe in saying that, of all the complaints hurled against the FCC, the one most often registered pertains to the delay suffered in reaching final action on pending matters.



Mr. Webster

While I can not help but agree that the responsibility for some of the delay lies with the Commission, there is much to be said with respect to time wasted by the applicants themselves who, for example, often

file improperly prepared applications and other papers, as well as pleadings which are clearly dilatory.

But this is not the time for recriminations—this is the time for resolutions. And, as one of my 1951 resolutions, I hereby resolve that I shall continue my practice of using every means at my disposal to move all properly prepared matters through the Commission with the greatest possible rapidity.

## CANADIAN SALES

### CKSO, CJRL Change Hands

CKSO Sudbury, Ont., and the *Sudbury Star*, daily newspaper, have been sold by the late W. E. Mason's estate to a group of Sudbury citizens for \$1,500,000. James R. Meakes, general manager of the *Sudbury Star*, and Wilf Woodill, manager of CKSO since 1934, are listed in the buying group. Proceeds of the sale will go to a charitable foundation, it was reported.

Sale also is reported of CJRL Kenora, Ont., for an undisclosed sum by James Richardson & Sons, Winnipeg, to the Norwest Corp., Kenora, headed by Carl Johnson. Sale of CJRL and CKSO are subject to approval by the CBC board of governors.

## STATION COSTS Doherty Cites Increases, Manpower Shortage

INCREASED station operating costs and growing shortage of manpower loom as possibilities in the months ahead, according to Richard P. Doherty, nationally known economist and NAB employee-employer relations director.

While no person is in the position to predict what the government will do about price controls and wage freezing, as well as advertising allowances, Mr. Doherty pointed out that station costs rose sharply during World War II, particularly after 1942.

Shortage of manpower is a definite possibility, he said, with its impact on stations depending to considerable degree on relief measures provided by the government. Life-saving action during World War II was FCC's suspension of its Rule 91-C, requiring that an operator with first-class ticket be on duty at all times.

### War Demand

With the big demand for technical radio personnel in the war, Mr. Doherty explained, stations were able to keep operating without any loss in efficiency by using non-first class technicians and by creating combination jobs.

As a matter of fact large numbers of stations informed FCC during World War II they were able to obtain combination men better trained for announcing, continuity and the simple dial-turning chores than was possible when hiring was limited by Rule 91-C.

The much talked about "wage-price control" program will have its primary impact upon broadcasters through any general wage stabilization which may be put into

effect, according to Mr. Doherty. However, even under a so-called wage freeze, there are likely to be demands for "fringe" wage increases which in the final analysis mean higher payroll costs. This was the common experience of virtually all lines of business during World War II.

Many stations, with costs rising during the war, increased their rates. In addition they sold more time and were able to handle the cost situation in a satisfactory fashion, Mr. Doherty recalled.

The excess profits tax in effect during World War II allowed broad privileges with regard to money spent for institutional advertising, he reminded. Some limits were placed in the case of companies producing war goods on a cost-plus basis, according to Mr. Doherty.

National advertisers and their agencies are concerned over any new excess profits tax because they are anxious to keep valuable trade names alive as well as to sell available goods and services.

The months immediately ahead will bring developments affecting all phases of station operation, Mr. Doherty said, creating problems that will challenge the ability of management to keep costs under control while maintaining efficient service and high-class programming through adequate and efficient staff employees.

## Retailers get WHOLESALE results when they use



Retailers get pretty d—d cautious when it comes to spending their own money on radio.

But retailers using WPWA report "wholesale" results. Dealers in appliances, vacuum cleaner repairs, furniture or furs all cheer for WPWA, all recommend WPWA to other retailers.

**WPWA**

We have availabilities for some national business. If your company or your client has an influential dealer in the Delaware County suburbs of Philadelphia, go to a little trouble to write and ask "Whaddye think of WPWA?"

### DELAWARE COUNTY'S FIRST STATION

1590 on the dial, FIRST in the hearts of listeners  
CHESTER, PENNA.

Represented By

NATIONAL TIME SALES, 17 E. 42nd Street, New York City



# ASK INJUNCTION

In 'Times-Picayune' Case

A TEMPORARY injunction against the *New Orleans Times-Picayune*, respondent in an anti-trust suit lodged by the government last summer, was sought in a motion filed last Tuesday in Federal District Court, New Orleans.

The motion, which seeks either an injunction or a partial summary judgment, asked the court to decree that the *Times-Picayune Publishing Co.* "be perpetually enjoined from offering combination or unit rates" for certain advertising in the daily *Times-Picayune* and afternoon *New Orleans States*.

The action represented an interim move by U. S. Attorney John McKay in a case involving publication of the two newspapers but not the company's radio interests, WTPS-AM-FM New Orleans. The suit, reminiscent of FCC's duopoly broadcasting rule, is being watched closely, however, by FCC legal authorities and newspaper-owned stations [BROADCASTING • TELECASTING, Oct. 2, June 19, 1950].

The Justice Dept. suit is aimed partly at alleged practices involving all "combination" rates, charging in this case that the company used its two papers to attain monopoly at the expense of the competing *New Orleans Item*. The company has denied charges of anti-trust action and monopolistic practices.

Attorney McKay's motion added that if the request is not granted, the court should issue an order, "pending final determination of the merits of the complaint, temporarily restraining the company from adhering to certain advertising contracts."

Also filed with the district court was an affidavit signed by David Stern, publisher of the *Item*, and George Nelson, *Item* executive, which charged that combination rate selling has caused that newspaper to "operate on greatly reduced revenues and at substantial operating losses."

Officials of the *Times-Picayune Publishing Co.* contend that such procedures are generally utilized in the newspaper filed and do not violate the anti-trust law.

FCC normally has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees, nor has it clarified its policy generally with respect to such cases.

# HYDE APPEARS

Testifies on Wire Tapping

FCC Comr. Rosel H. Hyde appeared Dec. 20 before the Senate Committee on the District of Columbia concerning S 4154, a bill making any wire tapping unlawful in D. C. except by a law enforcement officer acting under court warrant. The bill was introduced by Sen. Matthew M. Neely (D-W. Va.), committee chairman.

Comr. Hyde said FCC wished to take no position on the issue but explained Sec. 605 of the Communications Act contains a general prohibition against unauthorized interception and divulgence or use of wire or radio communications of a private nature. He said also the Supreme Court in the 1937 *Nardone* case ruled government employees, including law enforcement officers, were included in the prohibition under Sec. 605.

The question of relaxing provisions of Sec. 605, Comr. Hyde said, rests with Congress since wire tapping is "clearly as great as invasion of a citizen's basic rights of privacy as any search of his home or person." He felt necessary some provision of safeguard such as the proposed requirement for a court warrant to wire tap. Comr. Hyde recalled a number of bills similar to S 4154 have been proposed, particularly relating to national defense or kidnapping.

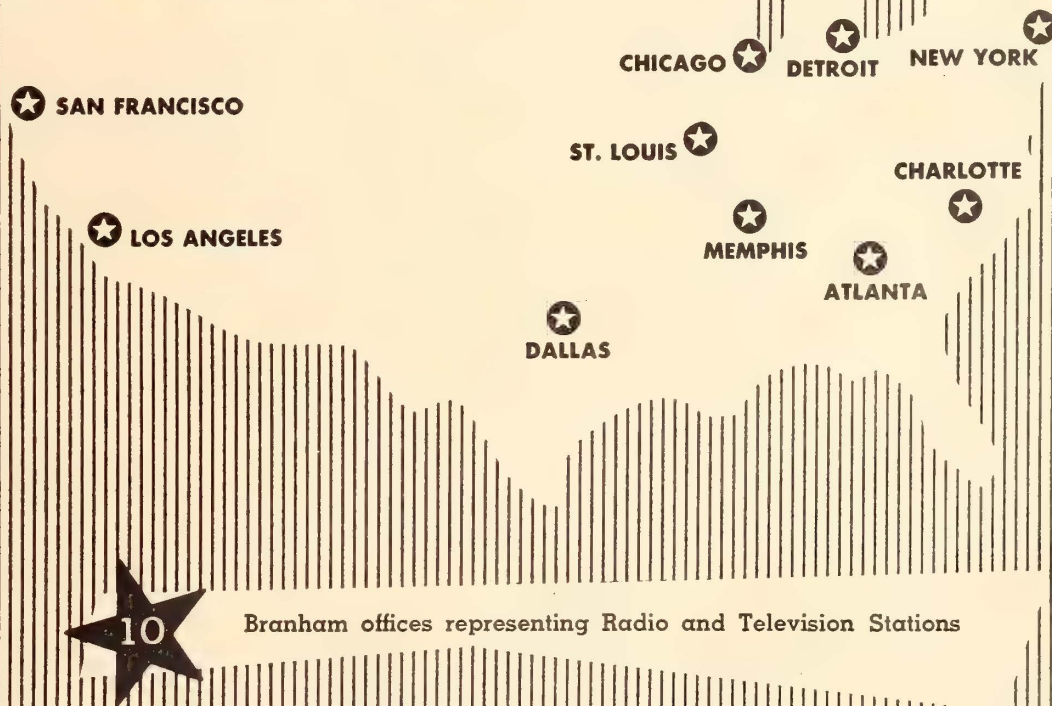
Rep. Kenneth B. Keating (R-N. Y.) introduced a comparable measure in the House, HR 9929, a bill to authorize acquisition and interception of communications in the interest of national security.

RCA announces new high-fidelity tape recorder designed to meet exacting broadcasting requirements. RCA type RT-11A magnetic tape recorder is suitable for all sizes of AM, FM and TV stations, firm says.

# Radio-TV Specialists

DEPT. OF DEFENSE officials revealed last week that the military establishment has availabilities in its radio-TV branch for Naval Reserve commissioned officers who wish to return to active duty. Positions are open for radio-TV writing and production specialists as well as for reporters interested in recording documentaries outside of Washington for the department. Qualifications include network or large station writing production experience and special events background, but are not limited to those factors, it was stressed. Naval reserve officers are not presently subject to involuntary recall. Applicants should contact Chief of Information, Navy Dept., or the Director of Information, Office of the Secretary of Defense, Dept. of Defense, Washington, giving background experience and service serial number.

## The Branham Network



Branham offices representing Radio and Television Stations

## Ethan Allen

FUNERAL services were held in Santa Rosa, Calif., for Ethan Allen, 40, West Coast advertising and radio man who died Dec. 19 after an illness of almost a year. Mr. Allen retired from BBDO, San Francisco, last February and moved to Santa Rosa in an attempt to regain his failing health. He is survived by his widow, Elizabeth, and four children.

# THE BRANHAM COMPANY



**SUB-PART A  
GENERAL INFORMATION**

**§17.1—Basis and Purpose**

(a) These rules are issued pursuant to the authority contained in Title 3 of the Communications Act of 1934, as amended, which vests authority in the Federal Communications Commission to issue licenses for radio stations when it is found that the public interest, convenience or necessity would be served thereby, and to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(b) The purpose of these rules is to prescribe certain procedures and standards with respect to the Commission's consideration of proposed antenna structures which will serve as a guide to persons intending to apply for radio station licenses. The standards have been worked out in conjunction with the Civil Aeronautics Administration, the Department of Defense and other Government agencies.

**§17.2—Definitions**

(a) **Airport Reference Point.** The airport reference point is a point selected and marked at the approximate center of the airport landing area.

(b) **Antenna structures.** The term "antenna structures" includes the radiating system and its supporting structures.

(c) **Approach Surfaces and Approach Areas.** The approach surface is an imaginary inclined plane through the air space located directly above the approach area. The dimensions of the approach area are measured horizontally. This inclined plane extends upward and outward from the beginning of the approach area starting at the elevation of the runway end.

(1) **Length.**—The approach area has a length of 10,000 feet beginning 200 feet (1,000 feet for regular Department of Defense Air Bases) from the end of each runway and extending outward, ending at a point 10,200 feet (11,000 feet for regular Department of Defense Air Bases) from the end of the runway on the extended center line of the runway. In addition the approach areas of

**Rules Concerning The Construction, Marking and Lighting Of Antenna Towers and Supporting Structures**  
(See separate story this issue)

all runways which may be used for instrument operation shall extend outward an additional 40,000 feet. The approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations and to both ends of such runways.

(2) **Width.**—The approach area is symmetrically located with respect to the extended runway center line, and for all instrument runways has a total width of 1,000 feet (1,500 feet for regular Department of Defense Air Bases) at the end adjacent to the runway. The approach area flares uniformly to a total width of 4,000 feet at the end of the 10,000-foot section and to a total width of 16,000 feet at the end of the additional 40,000-foot section. For all other runways not designated for instrument operation, the approach area has a total width at the end adjacent to the runway, and at the approach end, respectively, as follows: For express air carrier service and larger airports, 500 feet and 2,500 feet; for trunk line air carrier service airports, 400 feet and 2,400 feet; for feeder air carrier service airports, 300 feet and 2,300 feet; for secondary airports, 250 feet and 2,250 feet and for personal airports, 200 feet and 2,200 feet.

(3) **Slope.**—For instrument runways the slope of the approach surface along the runway center line extended is 50:1 (an elevation of 1 foot for each 50 feet of horizontal distance) for the inner 10,000-foot section and 40:1 (an elevation of 1 foot for each 40 feet of horizontal distance) for the outer 40,000-foot section. All other runways, not designated for instrument operation, which meet or exceed the minimum runway length requirements for feeder air carrier service shall have a

slope of 40:1. On airports with shorter runway lengths than those specified for feeder air carrier service, the slope of the approach surface is 20:1 (an elevation of 1 foot for each 20 feet of horizontal distance) for all runways.

(d) **Conical Surface.**—The conical surface is an imaginary surface through the air space extending upward and outward from the periphery of the horizontal surface and having a slope of 20:1 measured in a vertical plane passing through the airport reference point. Measuring radially outward, from the periphery of the horizontal surface, the conical surface extends for a horizontal distance of 7,000 feet for intercontinental express airports, intercontinental airports and Department of Defense Air Bases; and 5,000 feet for continental, express, trunk line and feeder airports, and 3,000 feet for all smaller airports.

(e) **Designated Air Traffic Control Areas.**—Areas established and designated by the Administrator of Civil Aeronautics for air traffic control purposes. Information concerning the location of these areas can be obtained from CAA publications and by contacting the CAA regional office.

(f) **Established Airport Elevation.**—The established elevation of the airport is the elevation of the highest point of the usable landing area.

(g) **Established Coastal Corridors.**—Certain established corridors in which low level flight is required for Department of Defense and Coast Guard air operations conducted from air stations located within 20 statute miles of the Atlantic, Pacific and Gulf Coast. These corridors will be ten miles in width extending from coastal air stations to the nearby sea coast. Information with respect to these established corridors will be published along with the information on civil airways.

(h) **Civil Airways.**—A system of aerial routes designated by the Administrator of Civil Aeronautics for Air Navigation and Traffic Control purposes. Information concerning the location of civil airways can be obtained from aeronautical charts, CAA publications, and by contacting the CAA regional offices.

(i) **Final Approach Minimum Flight Altitude.**—An altitude designated by appropriate federal authority which is normally established from the highest point within five statute miles of the center line of the final approach course of the radio facility used for final let-down for an airport, and extending for a distance of ten statute miles along this course outward from the radio facility. The radio facilities used for final let-down and the final approach minimum flight altitudes are published in Instrument Approach and Landing Charts and the Flight Information Manual.

(j) **Horizontal Surface.**—The horizontal surface is an imaginary plane through the air space, circular in shape, with its height 150 feet above the established airport elevation and having a radius from the airport reference point as indicated in the following table:

Intercontinental express airports and Department of Defense Air Bases	13,000 feet
Intercontinental airports	11,500 feet
Continental Airports	10,000 feet
Express airports	8,500 feet
Trunk Line airports	7,000 feet
Feeder airports	6,000 feet
All smaller airports	5,000 feet

The category of every airport in accordance with the above classification is designated by the Administrator of Civil Aeronautics.

(k) **Instrument Approach Area.**—An approach area where instrument approaches are authorized. The dimensions of the approach area and instrument approach area are contained in Section 17.2 (c).

(1) **Landing Area.**—A landing area means any locality, either of land or water, including airports and intermediate landing fields, which is used, or approved for use<sup>1</sup>, for the landing and take-off of aircraft whether or not facilities are provided for the shelter, servicing, or repair of aircraft, or for receiving or discharging passengers or cargo.

(m) **Minimum Flight Altitude.**—Minimum altitudes designated by the Administrator of Civil Aeronautics to provide aircraft a safe clearance of all obstructions within the area designated. The necessary information concerning the locations of these areas and the established minimum flight altitude can be obtained from the CAA publications and by contacting the CAA regional offices.

(n) **Transitional surfaces.**—The transitional surfaces are imaginary inclined planes through the air space having a slope of 7:1 (an elevation of 1 foot for each 7 feet of horizontal distance) measured upward and outward in a vertical plane at right angles to the axis of the runway. The transitional surfaces, symmetrically located on either side of the runway, extend upward and outward from a line on either side of the runway which is parallel to and level with the runway center line. These parallel lines are at a horizontal distance from the runway center line equal to one-half of the minimum width of the approach area indicated in Section 17.2(c)(2). Transitional surfaces extend from the edges of all approach surfaces upward and outward to the intersection with the horizontal surface or the conical surface. The approach surfaces for instrument runways projecting through and beyond the limits of the conical surface shall have 7:1 transitional surfaces extending a distance of 5,000 feet measured horizontally from the edge of the approach surfaces and at right angles to the runway axis.

**§17.3—Form to be Used to Describe Proposed Antenna Structures.**

All applications for radio facilities shall be accompanied by FCC Form 401A (revised) for services other than broadcast<sup>2</sup> in all cases when:

(1) the antenna structures proposed to be erected will exceed an over-all height of 170 feet above ground level, or

(2) the antenna structures proposed to be erected will exceed an over-all height of one foot above ground for each 200 feet of distance, or fraction thereof, from the nearest boundary of any landing area.

**§17.4—Commission Consideration of Proposed Antenna Structure with respect to possible hazard to air navigation.**

(a) All applications which in the light of the criteria set forth below require aeronautical study will be referred by the Commission through appropriate channels to the Airspace Subcommittee of the Air Coordinating Committee for its recommendation.

(b) All applications which do not require aeronautical study in view of the criteria set forth below will be deemed not to involve a hazard to air navigation and will be considered by the Commission without reference to the Airspace Subcommittee of the Air Coordinating Committee.

(c) Whenever a recommendation for approval of any application that has been submitted to the Airspace Subcommittee of the Air Coordinating Committee has been received from that Committee, the application will be deemed not to involve a hazard to air navigation and will be processed by the Commission accordingly.

(d) Whenever a report recommending denial of any application or any report which indicates a lack of agreement among the members of the Airspace Subcommittee of the Air Coordinating Committee has been received from that Committee, the applicant will be so advised and the Commission will take such further action as might be appropriate.

**SUB-PART B  
ANTENNA CRITERIA**

**§17.11—Antenna Structures over 500 feet in height.**

Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location.

**§17.12—Antenna Structures over 170 feet up to and including 500 feet in height.**

Antenna structures over 170 feet up to and including 500 feet in height above the ground will not require spe-

<sup>1</sup>Consideration to aeronautical facilities not in existence at the time of the filing of the application for radio facilities will be given only when proposed airport construction or improvement plans are on file with the CAA as of the filing date of the application for such radio facilities.

<sup>2</sup>FCC Form 301, Section V-G (antenna) shall be submitted with all broadcast applications.

THE CBS STATIONS

COVERING THE TOP OF THE NATION

Announce

The Appointment of

WEED AND COMPANY

As Exclusive National Representative

Effective January 1, 1951

K C J B - - - K S J B

910 KC-1000W

Minot, N. Dak.

(Studios in Bismarck and Fargo)

Owned and Operated By

JOHN W. BOLER

600 KC-5000W

Jamestown, N. Dak.



cial aeronautical study except:

(a) Where antenna structures less than 500 feet in height would necessitate the raising of the minimum flight altitude within the Civil Airways and designated air traffic control areas in the country.

(b) In areas of established coastal corridors.

(c) Where the antenna structure would project above the landing area, or the limiting heights or surfaces, specified in Section 17.15, of all airports now in existence or provided for in approved plans.

**\$17.13—Antenna Structures 170 feet in height and under.**

Antenna structures 170 feet and under in height above the ground will not require special aeronautical study, except in the areas outlined in Section 17.15.

**\$17.14—Certain Antenna Structures Exempt from special aeronautical study.**

Antenna structures mounted on top of natural formations or existing man-made structures will not require special aeronautical study, if, as a result of such mounting, the over-all height of such natural formations or existing man-made structures has not increased more than 20 feet.

**\$17.15—Antenna Structures in airports and approach areas.**

Antenna structures in the vicinity of airports and approach areas will require aeronautical study if they project above the following heights above ground or surfaces (in case of conflict the lowest height will prevail).

(a) In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three statute miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional statute mile of distance outward from the runway but not to exceed 250 feet within ten miles of the runway end. The approach area requirements for instrument runways shall apply to both ends of such runways.

(b) More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure within three statute miles of the reference point of a feeder or larger class airport and increasing in height above ground in the proportion of 100 feet for each additional statute mile of distance from the airport but not to exceed a maximum of 500 feet above ground.

(c) Antenna structures of an elevation which would increase the final approach minimum flight altitude.

(d) In addition to the requirements mentioned above, antenna structures which project above the landing area or any of the following imaginary surfaces will require special aeronautical study:

- (1) Approach surface
- (2) Horizontal surface
- (3) Conical surface
- (4) Transitional Surface

(e) Under most conditions, the limits prescribed in paragraphs (a), (b) and (c) above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport area, the surfaces specified in paragraph (d) above become a more limiting factor.

\*See footnote 1, under section 17.2 (I).

from the absolute height of requirements.

**\$17.16—Shielded Antenna Structures.**

In any special aeronautical study conducted under the provisions of this Sub-Part, the circumstances that the antenna structure will be shielded by natural formations or existing man-made structures will be taken into account.

**\$17.17—Existing Structures.**

(a) Nothing in these criteria concerning antenna structures or locations shall apply to those structures now existing or to those structures authorized prior to the effective date of these criteria.

(b) No change in any of these criteria or relocation of airports shall at any time impose a new restriction upon any then existing or authorized antenna structure or structures.

#### SUB-PART C ANTENNA MARKING SPECIFICATIONS

**\$17.21—Painting and lighting, when required.**

Antenna structures shall be painted and lighted when:

(a) They require special aeronautical study; or

(b) They exceed 170 feet in height above the ground.

(c) The Commission may modify the above requirement for painting and/or lighting of antenna structures, when it is shown by the applicant that the absence of such marking would not impair the safety of air navigation, or that a lesser marking requirement would insure the safety thereof.

**\$17.22—Particular specifications to be used.**

(a) Where special aeronautical study is not required, the Commission will assign painting and lighting specifications as set forth hereafter.

(b) Where special aeronautical study is required, the Commission will, in so far as is consistent with the safety of life and property in the air, also assign painting and lighting specifications listed hereafter.

(c) However, where antenna installations are of such a nature that their painting and lighting in accordance with these specifications are confusing or endanger rather than assist airmen, the Commission will specify the type of painting and lighting to be used in the individual situation.

**\$17.23—Antenna structures 100 feet and under in height.**

(a) Antenna structures 100 feet and under in height above the ground, located in areas set forth in Section 17.15 of these rules shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half of the width of the international orange bands, provided, the international orange bands shall not be more than 40 feet nor less than 5 feet in width.

(2) The number of bands may be reduced for structures less than 35 feet in height but the minimum width of 5 feet for each international orange

## 'Cisco Kid' in Comics

PRODUCTION of a "Cisco Kid" comic strip by King Features Syndicate has been licensed by Frederic W. Ziv Co. and its affiliate, Cisco Kid Products Inc. Tie-ins with TV, radio and movies, rights to which they also own, are to be arranged. The strip, which it was announced has been sold to 10 newspapers, will appear Jan. 15. Artist will be Jose Luis Salinas of Buenos Aires. John L. Sinn of Ziv and Ward Greene of King Features made the arrangements.

band shall be maintained.

(3) For night marking there shall be installed at the top of the tower two 100 or 111-watt lamps (#100-A21/TS or #111-A21/TS, respectively), enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. The two lights shall burn simultaneously and shall be positioned so as to insure unobstructed visibility of at least one of the lights from aircraft at any angle of approach.

**\$17.24—Antenna structures above 100 feet up to and including 170 feet in height.**

(a) Antenna structures above 100 feet up to and including 170 feet in height above the ground located in areas set forth in Section 17.15 of these rules shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half the width of the international orange bands.

(2) For night marking there shall be installed at the top of the tower at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. The two lights shall burn simultaneously and shall be positioned so as to insure unobstructed visibility of at least one of the lights from aircraft at any angle of approach.

(3) On levels at approximately two-thirds and one-third of the over-all height of the tower, there shall be installed at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light on each level from aircraft at any angle of approach.

**\$17.25—Antenna structures over 170 feet up to and including 400 feet in height.**

(a) Antenna structures over 170 feet up to and including 400 feet in height above the ground shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately one-seventh the height of the structure and the white bands shall be approximately one-half the width of the international orange bands, provided, the international orange bands shall not be more than 40 feet.

(2) For night marking there shall be installed at the top of the structure one 300 m/m electric code beacon equipped with two 500 or 620-watt lamps (PS-40, Code Beacon type), both lamps to burn simultaneously, and equipped with aviation red color filters. Where a rod or other construction of not more than 20 feet in height is incapable of supporting this beacon is mounted on top of the structure and it is determined that this additional construction does not permit unobstructed visibility of the code beacon from aircraft at any angle of approach, there

(Continued on page 45)

# Radio Market Data for Oakland, California

## 1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

## 2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

## 3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

## 4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

## 5. What about KLX results... and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

# KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by  
BURN-SMITH CO., INC.

SO IT'S IMPACT YOU WANT!

➔ See Centerspread This Issue ◀

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



# **THE LATEST WCKY STORY**

**SO IT'S IMPACT YOU WANT**

**WCKY'S JAMBOREE\***

**PULLS**

**55,088 ORDERS**

**IN**

**ONE WEEK**

**THE GREATEST MAIL WEEK IN WCKY HISTORY**

**\*No Mirrors, Cameras, Production Crews, Directors,  
Film or Headaches — JUST WCKY**

**INVEST YOUR AD DOLLAR WCKY'S-LY**



# **THE LATEST WCKY STORY**

## **BMB PROVED IT**

## **NOW MAIL CONFIRMS IT**

WCKY has more families listening 3 to 7 times per week in the 10 Southern States than any other station serving this area.

Let us show you how to get a big IMPACT on a small budget.

***WCKY - on the air everywhere 24 hours a day 7 days a week, 365 days a year, with a 1951 General Electric transmitter.***

*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  
Cincinnati  
Phone: Cherry 6565  
TWX: Ci. 281

*L. B. Wilson*  
**WCKY**  
C I N C I N N A T I

**FIFTY THOUSAND WATTS OF SELLING POWER**





## New Year's, 1951

NEW YEAR'S, 1951, is ushered in on as somber a note as any in the glorious 175-year history of the nation.

For the broadcasting arts—radio and TV—the national welfare has the right of way. Radio simply picks up where it left off in 1945. For TV, it's boot-training, but since TV is largely in the hands of broadcasters who won their chevrons in World War II, the transition shouldn't be tough.

How do the leaders among advertisers, agencies, stations, representatives, researchers, view the national scene as it applies to radio-TV? We rounded up the opinions of nearly 500 of them for the last two issues.

There are horrendous stories about radio and TV being taken over by the military—stories out of whole cloth. The effort is to take steps so that these services can continue operating, but in a manner that will make our shores least susceptible to enemy attack. There were lessons learned in the last war, but modern warfare entails new techniques. You just don't tell your enemies what you're doing.

Certain things are evident in this state of national emergency. First, it's clear that business should be good. That's just one of the paradoxes of this war—or preparing-for-war—business. Radio shouldn't forget the onslaughts of the advertisers trying to beat down costs. But radio can eschew the buck fever that heretofore has permeated its ranks. TV, on the other hand, probably will be hard put to accommodate the business offered.

TV will have other problems. It's doubted whether any substantial number of new outlets will take the air for the foreseeable future. Even if the FCC completes its allocations hearings as scheduled, in April, and proposes to resume licensing in July, chances are that an equipment freeze will be imposed. This would preclude licensing of any new stations, except possibly where there is no contest, and where the applicant has all of his equipment and is ready to go. AM and FM likewise are destined to be caught in an equipment freeze, with new stations or improved facilities to be authorized only where the defense authorities certify the additional service is essential.

The task will be to maintain existing operations by providing adequate allocations of tubes and parts—and of maintaining in the hands of the public an adequate supply of working radio and TV receivers. Even in these times, there are areas where it's difficult to get proper TV service. When the drain on manpower worsens, the problem of TV servicing may become critical.

An indication of the advertiser-agency approach to the radio versus TV dilemma is given by Tom Harrington, partner of Ted Bates. He says that if industry goes full-scale into defense "the day of the 20 million TV receivers may indeed be far off and the scramble to return to radio will be a rout, not a retreat."

The New Year's resolution of the mass broadcast media, then, should be to:

Maintain loyal manpower (screen every employee)

Conserve equipment

Program discreetly

Work closely with federal and local defense authorities, and

Prepare for the day you hope will never come.

## Sports A-Field

STRAWS in the sports show wind:

Movie moguls have set their sights on big spectacle sports events like the World Series and championship boxing bouts to pull more patrons into half-empty theatres. This time they are aiming at television and radio too. They want big screen telecast exclusives.

Commissioner Chandler has sold the radio and television rights to the World Series and All-Star games for the next six years for \$7,370,000. In 1950 combined radio and TV rights for the Series brought \$975,000.

The Big Ten, most professional football and some boxing clubs are restricting or banning telecasts this year—arguing that fans will not come to an exhibition they can see in the comfort of their own homes. Some minor league baseball clubs say it is radio, more than television, that is hurting their gates.

A winning team draws crowds. Losers don't. Radio or TV will not change that fact. Since there must be more losers than winners in the finals, there are always sports promoters looking for an alibi—and it is currently fashionable to turn to TV and radio.

An exhaustive baseball survey by Jerry N. Jordan, author of a sports study last spring [BROADCASTING • TELECASTING, May 15, 1950] was reported in BROADCASTING • TELECASTING Nov. 20. This study showed conclusively that televised baseball clubs had a relatively better attendance than clubs having no TV.

It is true that some fans listen to their radios or watch their TV screens rather than go to a sports event. But it is also true that many others begin listening or looking who seldom, if ever, have gone near a football stadium, a baseball diamond or a boxing ring.

Both radio and TV stimulate interest where none existed before. Big time sports owe their life to publicity. There are no better media for that publicity than radio and TV.

It's a short-sighted sports group that cuts its show from the radio-TV limelight. Once out, it may be hard to get back.

We'll make a long range prediction. When the Gillette-World Series \$7-million-dollar-plus package deal expires six years hence, baseball will be buying its time on both AM and TV.

## It Had to Happen

IT HAD to happen. It did down in Dallas.

"Can you look at television and read at the same time?" The question was posed by the *Dallas Morning News* in a display ad spotted in its classified ad section. And it gave its own answer—a vociferous "No."

"All over the country," said the copy, "television is cutting into the reading time of evening newspapers to such an extent that advertising is seriously affected."

The *Morning News*, a pioneer in radio with WFAA, also has a TV outlet, WFAA-TV. So does its afternoon competitor, the *Times-Herald*, which operates KRLD and KRLD-TV. And there's competition in nearby Fort Worth, where the *Star-Telegram* operates WBAP and WBAP-TV.

As far as we're aware, this is the first "break" on the effect of TV on newspaper readership. A number of confidential surveys in TV markets indicate that afternoon readership has been affected from 20% to 35%.

The question arises as to how long that story will hold. Agencies and advertisers, as well as telecasters, foresee growth in daytime TV that will equal the rapid expansion of nighttime TV last year.

Maybe, with the resurgence of radio, and imminent paper rationing, the newspapers—morning and afternoon—won't covet added circulation or readership anyway.



our respects to:



RICHARD MONROE FAIRBANKS

**R**ICHARD MONROE FAIRBANKS' faith in broadcasting dates back to 1932 when he emerged from Sheffield Scientific School at Yale, but it took him 15 years of involved maneuvering through the intricacies of the newspaper business and the Navy before he "arrived."

When he did arrive it was with a bang. In 1947 he was named to his present position, president of WIBC Indianapolis, and in two years had built and put into operation the only 50 kw operation in Indiana.

In 1932 Mr. Fairbanks spent several months endeavoring to form a group to purchase the then WKBF Indianapolis which was for sale at the time. Fresh from school, he was imbued with the desire to go on his own, and that growing young giant the radio industry was beginning to loom as a great medium of advertising.

His desire to purchase WKBF was thwarted. In the judgment of the parties he had tried to interest in the venture, the young entrepreneur lacked two essentials to the success of the project—money and radio operating experience.

As second choice Mr. Fairbanks accepted a spot as cub reporter on the *Indianapolis News*, progressing through various phases, including copy desk, sports reporting (where he picked up a byline), financial editing, and eventually assistant managing editor. Young Fairbanks, however, never lost his enthusiasm for radio. At every opportunity he urged the management of the *News* to consider the advantages of radio station ownership and management.

His urging bore fruit and during the war, the *News* purchased WIBC. The paper's acquisition of a radio station, although at Mr. Fairbanks' behest, did him little immediate good. By 1941 the direction of his career had changed to the Navy, and right after Pearl Harbor as a Naval Reserve officer he was called to active service. The end of the war found Lt. Col. Dick Fairbanks on Guam as a public relations officer on the staff of Admiral Nimitz. He returned to civilian life in 1945.

Because of his keen interest in radio the *News* management had placed Mr. Fairbanks on the board of directors of WIBC while he was in the Navy. The directorship entailed no special duties in station operation so Mr. Fairbanks forsook Indianapolis for Miami, Fla. He served on the advertising staff of the *Miami Daily News* until 1947, at which time he returned to Indiana when offered the presidency of WIBC.

From then on, as Mr. Fairbanks puts it,

(Continued on page 46)



More Italians\* Listen to

# WOV

than any other  
New York Station

(Network or Independent)

## In The Vital Selling Hours of 9 AM to 7 PM The Fall 1950 Pulse Shows...

WOV's average rating is 10.2,  
a 6% INCREASE over Fall 1949  
—while the nearest competing  
station in the Italian field has  
an average rating of only 3.8,  
a DECREASE of 29%.

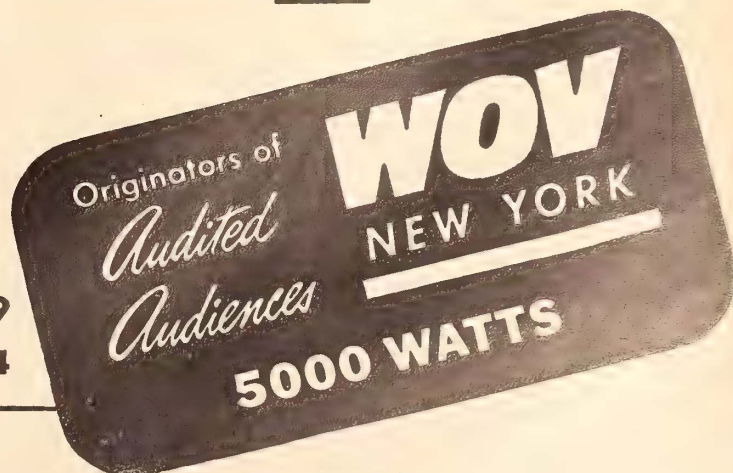
This dominance is firmly  
founded on WOY's unequalled  
Italian language program  
service—providing *network*  
*quality* entertainment and  
news coverage from studios  
both in New York and Rome,  
Italy...with the showmanship  
and drive that sell!

**\*2,100,000**

Italian-Americans Live and Buy in  
the Greater New York area.

730 FIFTH AVE., NEW YORK 19  
ROME STUDIOS: VIA di PORTA PINCIANA 4

National Representative: John E. Pearson Co.

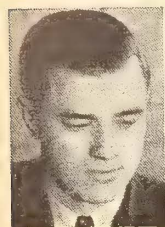




# front office



**JACK HARRIS**, general manager KPRC-AM-TV Houston, elected a director of *Houston Post*, parent company. Col. Harris, former Army Radio Division Chief, joined KPRC in 1947. He had come up through the ranks at WSM Nashville.



Mr. Harris

**RALPH J. CORDINER**, executive vice president General Electric, elected president succeeding **CHARLES E. WILSON** [BROADCASTING • TELECASTING, Dec. 18, 1950].

**ROBERT H. HINCKLEY**, ABC Washington vice president, moves his offices to 1731 L St. N.W.

**RALPH W. NIMMONS**, assistant manager WFAA-AM-TV Dallas, appointed station manager for WFAA-TV. **ALEX KEESE**, regional sales manager, appointed assistant manager; he will continue his duties as regional sales manager. **GEORGE K. UTLEY**, radio sales staff, will replace Mr. Nimmons in radio sales and also continue to handle national sales for station. **BERT MITCHELL** will assist Mr. Nimmons. **HILDA LeBLANC CHASE** and **TOM BROWN** to sales staff.

**JOSEPH GOODFELLOW**, account executive WNBC New York, and **GEORGE DIETRICH**, general manager Radiotime Inc., Chicago, appointed radio account executives for NBC Spot Sales Dept., N. Y. **ROY W. PARKER** appointed sales service representative WJNO West Palm Beach, Fla.

**VANCE HERROLD**, KREI Farmington, Mo., to sales staff WIL St. Louis.

**FRANK CUNNINGHAM** appointed manager KPAS Banning, Calif., replacing **WILLIAM T. SMITH** resigned.

**LARRY ISRAEL**, sale director WDTV (TV) Pittsburgh, appointed director of operations. **JIMIE SPANOS** will assist him in his new duties.

**FRED LeMIEUX** appointed general manager KOGT Orange, Tex.

**BUDDY STARCHER**, WCAU Philadelphia, appointed managing director WAUL Apollo, Pa.

**CKNW** New Westminster, B. C., announces following staff promotions effective today (Jan. 1): **PHIL BALDWIN** appointed national advertising director; **HUGH WALLACE** appointed local sales manager in New Westminster, and **AL KLENMAN** appointed local sales manager in Vancouver office.

**TED SWIFT** appointed general manager WTAO and WXHR (FM) Cambridge, Mass. Was with WEEI Boston, CBS Radio Sales and WNEB Worcester.

**WAYNE J. HATCHETT**, chief engineer KJFJ Webster City, Iowa, appointed general manager.

**JAMES F. McKERNAN**, co-manager and chief engineer WTWN St. Johnsbury, Vt., resigns. **E. DEAN FINNEY**, president and co-manager, appointed general manager and president. **RICHARD M. ADAMS**, salesman, appointed assistant manager.

**HARRIS L. UMSTEAD**, commercial manager WAZF Yazoo City, Miss., appointed station manager.

**ESTEL FREEMAN**, continuity department WFBM Indianapolis, appointed night operations manager for WFBM-AM-TV.

**ROY SINOR**, general manager KROP Brawley, Calif., appointed vice president in charge of sales for Broadcasting Corp. of America and its five Southern California stations.

**WILL DOUGHERTY**, account executive and program consultant WSRS Cleveland, appointed assistant sales manager assuming direction of programs, announcers and traffic.

## Personals . . .

**LEWIS TIERNEY**, president Tierney Co. (WCHS Charleston, W. Va.), appointed chairman of U.S. Treasury's Saving Bond Committee for West Virginia. . . . **MORTIMER HALL**, administrative staff KLAC Los Angeles, and **Ruth Roman**, film actress, announced marriage. Mr. Hall is son of Mrs. Dorothy Schiff, owner KLAC-AM-TV and KYA San Francisco and publisher of *New York Post*. . . . **ROBERT W. CLARK**, manager KNBH (TV) Hollywood, elected secretary-treasurer Society of Television Engineers, effective Jan. 1. . . . **CHARLES BLACK**, account executive KTTV (TV) Los Angeles, and **Shirley Temple**, film actress, announce marriage. . . . **RONNIE PERKS**, Overseas Radiffusion Inc., London, (England representative for All-Canada Radio Facilities Ltd. stations), is making tour of Canadian stations. His firm also represents commercial stations in South Africa and Australia.

## TR BUSINESS

### Eight New Accounts Added

**TIME** purchases by Whitehall Pharmacal Co. and seven other sponsors were announced last week by Transit Radio Inc. Whitehall is sponsoring a full hour daily on Transit outlet WWDC-FM, Washington, beginning Dec. 18 and running for 26 weeks. Whitehall products to be advertised include Anacin, Kolynos toothpaste, Hill's Cold Tablets, Bisodol Roll Mints, Kriptin, Heet liniment and Freezone foot remedies.

Other new national sponsors are Botany Lotions, Grove Labs for Bromo Quinine, Northwest Ford Dealers, Ford Motor Co., Sportsman Products, Rum & Maple cigarettes and Stag Brewing Co. Vice-roy cigarettes completed a 13-week test of Transit Radio in St. Louis and has renewed for 52 weeks effective today (Jan. 1), it was announced.

## Jones Hits Justice

FCC COMR. Robert F. Jones tonight took the Justice Dept. to task, indirectly, for not taking a more active position on alleged anti-trust questions in the field of color television and FM. In oral argument on a common carrier case, Comr. Jones told Lambert S. O'Malley, who represented the Justice Dept., that it was the second instance he could remember where the Justice Dept. had intervened in common carrier matters—where, he said, FCC has broad powers to regulate monopoly—whereas he could remember no similar instance of intervention in cases where FCC has no authority over manufacturers, as in color TV and FM.

## HADACOL SHOW

### First Nationwide Radio Use

**FIRST** venture in network broadcasting will be launched Jan. 12 by the LeBlanc Corp. (Hadacol, a dietary supplement), according to plans by its president, State Sen. Dudley J. LeBlanc. Cost of time and talent for the nationwide half-hour show, which will be aired over MBS, ABC and Liberty networks and some 150 independent outlets, is expected to total \$50,000.

The broadcast, featuring such stars as Judy Garland, Groucho Marx, Vic Damone and Minnie Pearl, will coincide with Hadacol's entry into Los Angeles and West Coast markets, according to the firm. At present, LeBlanc is placing 12 spots daily on 16 stations in the Los Angeles area along with newspaper advertising.

The 9-9:30 p.m. (EST) Friday show will originate from a testimonial dinner feting Sen. LeBlanc in Hollywood. That night, Mutual, Liberty and most of the independents will carry the program which will be rebroadcast by ABC at the same hour the following evening. Hadacol's agency is Majestic of Houston.

Promotion of Hadacol has included the holding of more than 500 Christmas parties with cooperation of some 500 radio stations which carry Hadacol advertising [BROADCASTING • TELECASTING, Dec. 25, Nov. 27, 1950]. Typical of these was the party held by WNOE New Orleans which reports 700 children and 150 parents jamming a downtown theatre for gifts and a three hour show. James E. Gordon, WNOE president, who directed the event, noted that children lined up as far as two city blocks were denied entrance when the theatre filled to capacity.

**SO IT'S IMPACT YOU WANT!**

➔ See Centerspread This Issue ➔

**ON THE AIR EVERYWHERE 24 HOURS A DAY**

*L.B. Wilson*

**WCKY**

CINCINNATI

**50,000 WATTS OF SELLING POWER**



# Construction Rules

(Continued from page 39)

shall be installed two such beacons positioned so as to insure unobstructed visibility of at least one of the beacons from aircraft at any angle of approach. The beacon shall be equipped with a flashing mechanism producing not more than 40 flashes per minute nor less than 12 flashes per minute with a period of darkness equal to 1/2 of the luminous period.

(3) On levels at approximately two-thirds and one-third of the over-all height of the tower there shall be installed at least two 100 or 111-watt lamps (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resisting preferred) obstruction light globes. Each light shall be mounted so as to insure unobstructed visibility of at least one light at each level from aircraft at any angle of approach.

(4) All lights shall burn continuously or shall be controlled by a light sensitive device adjusted so that the lights will be turned on at a north sky light intensity level of about thirty-five foot candles and turned off at a north sky light intensity level of about fifty-eight foot candles.

**§17.26—Antenna structures over 400 feet up to and including 500 feet in height.**

(a) Antenna structures over 400 feet up to and including 500 feet in height above the ground shall be painted and lighted as follows:

(1) The structure shall be painted throughout its height with alternate bands of international orange and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be approximately 40 feet and the width of the white bands shall be approximately 20 feet.

(2) For night marking there shall be installed at the top of the structure one 300 m/m electric code beacon equipped with two 500 or 620-watt lamps (PS-40, Code Beacon type), both lamps to burn simultaneously, and aviation red color filters. Where a rod or other construction of not more than 20 feet in height and incapable of supporting this beacon is mounted on top of the structure and it is determined that this additional construction does not permit unobstructed visibility of the code beacon from aircraft at any angle of approach, there shall be installed two such beacons positioned so as to insure unobstructed visibility of at least one of the beacons from aircraft at any angle of approach. These beacons shall be equipped with a flashing mechanism producing not more than 40 flashes per minute nor less than 12 flashes per minute with a period of darkness equal to 1/2 of the luminous period.

(3) At approximately one-half of the over-all height of the tower, one similar flashing 300 m/m electric code beacon shall be installed in such position within the tower proper that the structural members will not impair the visibility of this beacon from aircraft at any angle of approach.

(4) On levels at approximately three-fourths and one-fourth of the over-all height of the tower, at least one 100 or 111-watt lamp (#100 A21/TS or #111 A21/TS, respectively) enclosed in aviation red Fresnel or prismatic (heat resistant-preferred) obstruction light globe shall be installed on each outside corner of the tower at each level.

(5) All lights shall burn continuously or shall be controlled by a light sensitive device adjusted so that the lights will be turned on at a north sky light intensity level of about thirty-five foot candles and turned off at a north sky light intensity level of about fifty-eight foot candles.

**§17.27—Antenna Structures over 500 feet in height.**

Antenna structures over 500 feet in height above the ground shall be painted and lighted in accordance with specifications to be determined by the Commission after aeronautical study.

**§17.28—Antenna farms and multiple structure antenna arrays.**

In the case of antenna structures which are so grouped as to present a common potential menace to air navigation, the foregoing requirements for painting and lighting may be modified as a result of aeronautical study.

**§17.29—Inspection of Tower Lights and Associated Control Equipment.**

The licensee of any radio station which has an antenna structure requiring illumination pursuant to the provisions of Section 303(q) of the Com-

munications Act of 1934, as amended, as outlined elsewhere in this part:

(a) (1) Shall make an observation of the tower lights at least once each 24 hours either visually or by observing an automatic and properly maintained indicator designed to register any failure of such lights, to insure that all such lights are functioning properly as required; or alternatively,

(a) (2) shall provide and properly maintain an automatic alarm system designed to detect any failure of such lights and to provide indication of such failure to the licensee.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of Civil Aeronautics Administration any observed or otherwise known failure of a code or rotating beacon light or top light not corrected within thirty minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals not to exceed three months all automatic or mechanical control devices, indicators and alarm systems associated with the tower lighting to insure that such apparatus is functioning properly.

**§17.30—Recording of tower light inspections in the Station Record.**

The licensee of any radio station which has an antenna structure requiring illumination shall make the following entries in the station record of the inspections required by Section 17.29:

(a) The time the tower lights are turned on and off each day if manually controlled.

(b) The time the daily check of proper operation of the tower lights was made.

(c) In the event of any observed or otherwise known failure of a tower light:

(1) Nature of such failure.

(2) Date and time the failure was observed, or otherwise noted.

(3) Date, time and nature of the adjustments, repairs, or replacements were made.

(4) Identification of Airways Communication Station (Civil Aeronautics Administration) notified of the failure of any code or rotating beacon light not corrected within thirty minutes, and the date and time such notice was given.

(5) Date and time notice was given to the Airways Communication Station (Civil Aeronautics Administration) that the required illumination was resumed.

(d) Upon completion of the periodic inspection required at least once each three months:

(1) The date of the inspection and the condition of all tower lights and associated tower lighting control devices, indicators and alarm systems.

(2) Any adjustments, replacements, or repairs made to insure compliance with the lighting requirements and the date such adjustments, replacements, or repairs were made.

**§17.31—Cleaning and repainting.**

All towers shall be cleaned or repainted as often as necessary to maintain good visibility.

**§17.32—Time when lights shall be exhibited.**

All lighting shall be exhibited from sunset to sunrise unless otherwise specified.

**§17.33—Spare Lamps.**

A sufficient supply of spare lamps shall be maintained for immediate replacement purposes at all times.

**§17.34—Lighting equipment.**

The lighting equipment, color of filters, and shade of paint referred to in the specifications are further defined in the following government and/or Army-Navy Aeronautical Specifications, Bulletins, and Drawings: (Lamps are referred to by standard numbers.)

## White House Staff

TWO assistant secretaries have been named by Joseph H. Short, new press-radio secretary to President Truman. They are Irving Perlmeter, Bureau of Internal Revenue Officer, and Roger Tubby, executive assistant in the State Dept. press office. Eben Ayers, assistant to the late Charles Ross, becomes a special assistant on the White House staff.

Aviation Red Outside White	Army-Navy Specification Federal Specifications	AN-C-56 TT-P-40, Type 1 or 2	1
International Orange Code Beacon	Federation Specifications CAA Specification	TT-P-59 466 (Sec. II-d-Style 4)	2
100 Watt Lamp		#100 A21/TS	3
111 Watt Lamp		#111 A21/TS (3000 hours)	4
500 Watt Lamp		#500 PS 40/45	5
620 Watt Lamp		#620 PS 40/45 (3000 hours)	6
Obstruction Light Globe, Prismatic	Army-Navy Drawing	AN2541-2	7
Obstruction Light Globe, Fresnel	Army-Navy Drawing	AN2541-12	8
Single Multiple Obstruction Light Fitting Assembly	Army-Navy Drawing	AN2547-2	9
Obstruction Light Fitting Assembly	Army-Navy Drawing	AN2547-4	10

<sup>1</sup> Copies of Army-Navy Specifications or drawings can be obtained by contacting Commanding General, Air Material Command, Wright Field, Dayton, Ohio, or the Bureau of Aeronautics, Navy Department, Washington 25, D. C. Information concerning Army-Navy specifications or drawings can also be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce, Washington 25, D. C.

<sup>2</sup> Copies of this specification can be obtained from the Government Printing Office for 5 cents.

<sup>3</sup> At the Air Routes and Ground Aids

**§17.35—Painting and Lighting Existing Structures.**

Nothing in the criteria set forth in Sections 17.11—17.17 of these rules concerning antenna structures or locations shall apply to painting and lighting those structures authorized prior to the effective date of these criteria, except where lighting and painting requirements are reduced by these criteria, in which case the lesser requirements may apply.

Division Meeting of the International Civil Aviation Organization during November, 1949, the designation "Aviation Surface Orange," was adopted to replace "International Orange."

<sup>4</sup> Copies of this specification can be obtained from the Office of Federal Airways, Civil Aeronautics Administration, Department of Commerce.

<sup>5</sup> It is strongly recommended that the 111-Watt and 620-Watt, 3000 hour lamps, be used instead of the 100-Watt and 500-Watt lamps whenever possible in view of the extended life, lower maintenance cost, and greater safety which they provide.

## KJBC Appoints Bowles

KJBC Midland, Tex., has appointed Bowles & Co., Fort Worth, as its exclusive national representative, it was announced today. KLKC Parsons, Kan., and WJMB Brookhaven, Miss., which have become affiliates of Radio Sales Network, also will be represented by Bowles & Co.



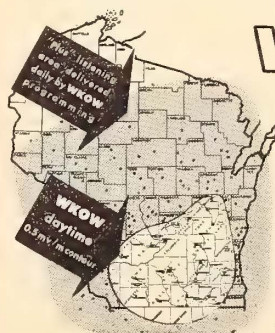
**MILK BUYS YOUR SOAP IN WISCONSIN!**

**WKOW COVERAGE**

**CLEANS UP FOR YOU IN**

**AMERICA'S RICH DAIRY CAPITAL**

Whether people in Wisconsin use bar soap, soap chips, or detergents, chances are that Bossy's "moo-la" paid for it. For milk is Wisconsin's biggest industry, bringing in half a billion dollars yearly for farmers and city folks alike. Only WKOW's big half-million watt area gives you full coverage of the heart of America's Dairyland, where 874,000 people spent 875 million dollars in 1949.



**WKOW-CBS**

**WISCONSIN'S MOST POWERFUL STATION**

Wisconsin's only 10,000 watt signal wraps up 13 lush counties in Southern Wisconsin, PLUS a daily "bonus" of responsive listeners throughout most of the state. Your biggest three-way advertising buy in Wisconsin is WKOW—CBS — 10,000 watts.

**WKOW**

1070 k.c., Madison, Wisconsin  
Represented by Headley-Reed Company



## Langer Charges Denied

CHARGES attacking alleged "errors" by the State Dept. in its participation in foreign frequency allocations and certain programming of the Voice of America have been categorically denied by high department officials.

The charges were raised Dec. 18 by Sen. William Langer (R-N. D.) who accused "somebody in the department" of "conveniently or deliberately" overlooking a conference held in Copenhagen, Denmark, in 1948, for the purpose of reallocating certain European radio frequencies.

As a result, Sen. Langer declared, German listeners today no longer hear American programs, but are deluged, instead, with Russian propaganda.

State Dept. telecommunications officials branded the Langer accusation as false and said the "facts are entirely in variance with his charges." Sen. Langer, they said, is not correctly informed.

An official said that the State Dept. had sent delegates to the convention to present requirements and to draft preliminary plans but asserted they were "summarily dealt with and ignored." The conference subsequently "denuded" Germany of certain frequencies, it was explained.

Officials attributed poor German radio reception to "shared" frequencies and to Russian jamming activities.

"The State Dept. has been anything but dilatory or negligent in this matter," a spokesman asserted, adding that it had sent delegates on at least two other occasions since the Copenhagen conference. Sen. Langer had contended that the U. S. was not represented at the allocations meetings.

In referring to the Copenhagen conference, Sen. Langer noted that the Communists broadcast from stations at Leipzig and other Russian Zone areas, and stated that "to overcome their propaganda our stations must of course be equally powerful or more powerful."

## ARCHIE L. LEE

### D'Arcy Board Chairman Dies

ARCHIE LANEY LEE, 62, chairman of the board of D'Arcy Advertising Co., died of cancer Dec. 22 in St. Louis.

He was also a director of the Coca-Cola Bottling Co. of St. Louis, as well as the Western Coca-Cola Bottling Co. and the Coca-Cola Bottling Plants Inc. in Portland, Me.

Mr. Lee's advertising career began when he interviewed Samuel C. Dobbs, former president of the Coca-Cola Co., for the *Atlanta Georgian* while he was a reporter with that paper. Robert W. Woodruff, chairman of the executive committee of the Coca-Cola Co., has credited Mr. Lee with having done more than any other individual to popularize Coca-Cola.

# air-casters



**DICK ROBBINS** appointed assistant on production of Columbia Pacific Network's *Meet the Missus*, replacing **MAURIE COHEN**, resigned to join Oxarart-Steffner (packaging firm).

**BEN GREER**, WSPA Spartanburg, S. C., to WFMY-TV Greensboro, N. C., as announcer-producer.

**DON OWNES**, star of *Radio Rodeo* on WGAY Silver Springs, Md., and **PERRY WESTLAND** hill-billy singer on show, enter Air Force.



Mr. Greer

**ED FISHER**, announcer WHIZ Zanesville, Ohio, father of boy, Kip Edward.

**GEORGE MOORE**, WKY Oklahoma City, to announcing staff KLRA Little Rock.

**HARRY BABBITT**, CBS singer, named Brentwood, Calif., "Man of the Year" by Brentwood Parent-Teachers Assn., on behalf of his work in community youth activities.

**OSCAR L. GERMAIN**, certified public accountant, appointed assistant treasurer WHLI Hempstead, L. I., N. Y.

**CARL SCHEYING** and **ED LINCOLN** to announcing staff WLAN Lancaster, Pa. Mr. Scheying was with WSNJ Bridgeton, N. J.; Mr. Lincoln was with WNOK Columbia, S. C.

**CHARLES V. (Jughead) HUNTER**, program director WJW Cleveland, father of girl, Jennifer Lea.

**TORA REHM**, Miss Atlanta of 1950, now emceeing daily women's show on WATL-AM-FM Atlanta.

**JOHN B. DuBOIS**, ABC Hollywood assistant sales promotion manager, father of boy, Dec. 16.

**DICK PAINTER**, KRLN Canon City, Col., to KVGB Great Bend, Kan., as announcer.

**BILL DeWITT** to announcing staff WAVE Louisville.

**JOHN NATALE**, NBC Chicago TV technical director, father of girl, Mary Ann, Dec. 18.

**GEORGE PHILLIPS**, WSVS-AM-FM, Crewe, Va., music director, father of boy.

**KEN JOHNSON**, CBR Vancouver, to Royal Canadian Air Force as jet pilot.

**ALFRED LEWIS**, Toronto freelance producer, and Ruby Mann, Miss Toronto 1950, announce their marriage.

**NEIL COPELAND**, continuity editor CKOC Hamilton, to program director. **HAROLD GIBSON**, chief announcer CJOC Lethbridge, appointed CKOC continuity editor.

**JACK VOETH**, stage manager Earl Carroll Theatre, Hollywood, to CBS-TV *Truth or Consequences* as assistant to stage manager. He replaces **RICHARD GOTTLIEB**, transferred to program idea staff.

**DENNY HAYES**, announcer, and **WIP ROBINSON III**, program director, KNUJ New Ulm, Minn., elected president and vice president, respectively, of local branch of NSPEBSSA, barbershop quartet singing group.

**CHARLOTTE SLIFE**, continuity writer KNUJ New Ulm, Minn., and **ROBERT DAHL**, relief engineer there, announce their marriage.

**PROGRESSIVE BROADCASTING SYSTEM** adds following to its station relation field force: **FRANCIS O'DRISCOLL**, **JOSEPH SEIFERTH**, **CHARLES T. MEEHAN**, **LEONARD WAYNE**, **RAY TROTTER**, **TOM TOYE**, **JOEL HOLT**, **HIRAM STRONG**, **CHARLES BERGER** and **CHARLES DERRY**.

## News . . .

**W. W. CHAPLIN**, NBC correspondent, assigned to European headquarters of Gen. Dwight D. Eisenhower, to cover all activities of General, and Supreme Headquarters of Atlantic European Powers.

**BOB NOBLE** to news editor CBH Halifax.

## GENEVA JOB OPEN

### For IFRB Technical Assistant

A VACANCY on the Technical Secretariat of the International Frequency Registration Board in Geneva, Switzerland, is to be filled by April 1 this year. Persons interested in applying for the position of technical assistant are urged to write to Francis Colt de Wolf, Chief, Telecommunications Policy Staff, U. S. Dept. of State, Washington, D. C., for copies of qualifications required and further description of the position.

Qualifications which a candidate for the position (paying from \$2,620 to \$3,960 per year with allowances for expatriation and children of school age) should have, include a degree or diploma in physics or electrical engineering from a university or a recognized technical college or from an equivalent professional body; five years experience with a government organization or private company in the radiocommunications field (a shorter period may be acceptable if the candidate has undertaken special studies in radiocommunications engineering) and a broad knowledge in the field of international regulation of telecommunications.

WPIC-AM-FM Sharon, Pa., and its staff were warmly applauded by *Sharon Herald*, daily newspaper, for their work during recent snow storm emergency. Cartoon on editorial page, headed "Old Faithful," expressed appreciation for station's emergency messages, news, reports on road conditions, helps for people in distress, and "valorous staff service."

## Respects

(Continued from page 42)

his "radio luck turned all good." He was able to secure the services of Ken Church as general manager for the station and the two became the top administrative and operating team for the outlet. Mr. Church had many years of experience in sales and management behind him on such midwest stations as WKRC and WCKY Cincinnati and KMOX St. Louis.

Together they reprogrammed the station from stem to stern, retaining the best features of the old program structure and streamlining the rest according to the likes and dislikes of the Indiana listeners. At the same time they built the station up to the present 50 kw operation.

Mainstay of the programming has been disc jockeys and block programs which have appeal to the large metropolitan audience as well as rural listeners.

With the advent of television, Mr. Fairbanks' faith in AM remains paramount. He is nevertheless prepared to undertake the television venture as soon as it is possible. Details of a TV application filed in January 1948 are locked away in his desk drawer. The plans embrace blueprints for new buildings to house both TV and AM, which Mr. Fairbanks is convinced "will still be paying the bills many years hence."

A native of Indianapolis, Mr. Fairbanks married an Indianapolis girl, Mary Evans Caperton, in April 1933. They have two children, Anthony Caperton Fairbanks III, a sophomore at Westminster School, Simsbury, Conn., and Richard M. Fairbanks III, in grade school.

In addition to Yale, Mr. Fairbanks attended Phillips Academy, Andover, Mass., and the Milford School, Milford, Conn. Tennis was Dick Fairbanks' hobby until an injury forced him to turn to golf, which he plays with "indifferent success." Aside from that, Mr. Fairbanks is a busy man who finds operation of a 50 kw station allows little time for extra-curricular activities.

## Gray Appointed

**GORDON GRAY**, president of the U. of North Carolina and owner of WSJS Winston-Salem, N. C., has accepted an appointment to serve on the Scientific Manpower Advisory Committee of the National Security Resources Board, Chairman W. Stuart Symington has announced. The committee, which comprises representatives of education, industry and science, will examine proposals dealing with use of scientific and technological personnel. Mr. Gray, one of 11 members named to the group, recently resigned as special assistant to President Truman after previous service as Secretary of the Army.