

BROADCASTING TELECASTING

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20TH
Newsweekly
Radio and
television.
year

100 Annually
cents weekly

**RADIO'S
EVER MAGIC
TOUCH**

In 1950 WLS received
1,298,008 LETTERS
from Midwest listeners

1950 — ONE OF THE LARGEST MAIL
YEARS IN WLS HISTORY

Again in 1950, WLS received well over a million letters from loyal listeners throughout the rich four-state Midwest area. The year's total of 1,298,008 represents one of the largest mail responses in the station's history!

WLS has always proved its audience, and the responsiveness of that audience, by letters from listeners. No extraordinary incentives are used . . . only the usual program offers. This response, one of our greatest, proves again that the WLS audience is not being led away — that it continues to listen and to act on what it hears over the 50,000 watt voice of WLS.

This listener loyalty — and acceptance — is a treasured part of our daily operation. WLS programs build listener loyalty . . . advertising results are predicated on listener loyalty.

For case histories on how this responsiveness has produced sales for WLS advertisers over the years, write WLS — or call any John Blair man today!

22 MILLION LETTERS
IN 21 YEARS



The
PRAIRIE
FARMER
STATION

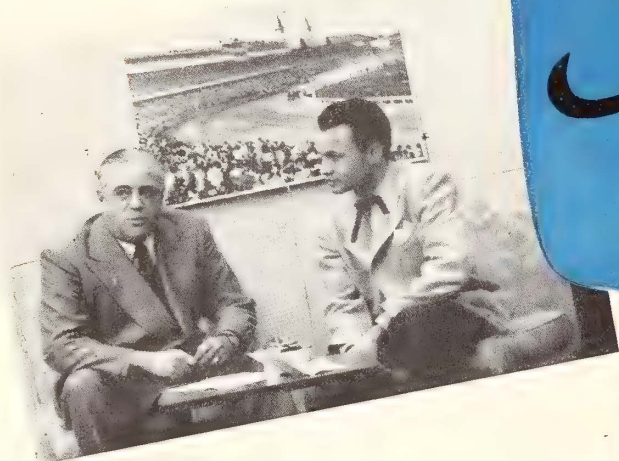
CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

Look at

TV SPORTS IN THE WHAS TRADITION

Phil Sutterfield interviews
Churchill Downs' Bill Corum



PHIL SUTTERFIELD'S *Sportraits* WHAS-TV

**PARTICIPATION
SPOTS AVAILABLE**

**Louisville's only
daily TV sports show**

LOUISVILLE WRESTLING

with WHAS-TV Sports Director Jimmy Finnegan

Louisville's only live TV wrestling is the fast moving weekly feature that earned for Jimmy Finnegan a Bill-board citation for "Network Caliber" wrestling commentary.



KENTUCKY FOOTBALL

Coach Paul Bryant called the plays

This weekly film showing of all Kentucky Wildcat football games was a spectacular sports special in the WHAS tradition. Coach Bryant analyzed each play from season beginning through Sugar Bowl triumph.



Kentuckians, with more than their share of sports winners, take their sports news seriously! "Sportraits" gives Louisville viewers what they want—a rundown of all local and national scores and sports news . . . film briefs of recent sports events . . . and interviews with a steady parade of such sports figures as Pee wee Reese, Mary Hartwick, Happy Chandler, Strangler Lewis, Shorty Jamerson, Betty Rowland.

**Basic CBS
interconnected
Affiliate**



**Serving a market of more than
75,000 television homes**

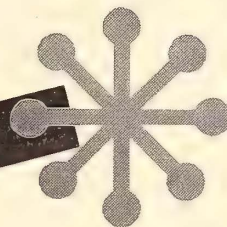
VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

K M P C

**IS THE STATION
THAT COVERS ALL
SOUTHERN CALIFORNIA
LIKE A
38-STATION**

NETWORK



*It is a fact that you could buy 38 stations
in Southern California and not get
the power, the coverage, or the listening
audience that KMPC alone will give you.*

K M P C *Los Angeles • 710 KC*

In KMPC's 50,000-watt half millivolt coverage area are
5,472,411 people; 1,538,533 radio homes; 1,187,088 car radios.
50,000 WATTS DAYTIME, 10,000 WATTS NIGHTTIME.

JOHN F. PATT, President, R. O. REYNOLDS, V.P. & Gen. Mgr.

REPRESENTED BY H-R REPRESENTATIVES

AFFILIATE, LIBERTY BROADCASTING SYSTEM

BROADCASTING TELECASTING



...at deadline

Closed Circuit

BLUE BOOK for TV now looms on FCC horizon. But this time, unlike handling of radio Blue Book in 1946, it appears stations will get chance to speak their piece beforehand. It's understood FCC currently planning to issue temporary extensions to TV stations coming up for renewal Feb. 1, then invite all TV stations to conference on their public service responsibilities. Plans should be announced within 10 days.

NEW SENATE leadership lineup bodes no good for those, inside government and out, who would block communications legislation. With Arizona's Earthy Ernest McFarland as majority leader and Texas' Lyndon B. Johnson as majority whip, Senate's top command embraces tough and knowledgeable brains on radio and regulatory processes. Now Edward Cooper, Senate's communications expert for more than decade, joins Sen. McFarland as chief executive assistant (see story page 26). To insiders that says all.

ON HOUSE side, radio observers are watching closely activities of freshman Rep. Frank T. Bow, Ohio Republican who ran select committee investigation of FCC in 80th Congress. So far Mr. Bow has kept his own counsel as plebe Congressmen usually do, but he's boning up on state of radio nation and is watching particularly overall color situation.

LONG-DELAYED Census Bureau estimates of radio and TV sets by four major divisions, expected in December, can't be finished until spring because bureau is swamped with government demands for quick statistics. Preliminary estimates to be based on samples
(Continued on page 90)

Upcoming

Jan. 22: Educational TV hearing resumes, FCC Rm. 6121, Washington.

Jan. 26: Federal Communications Bar Assn. annual meeting and dinner, Washington.

Jan. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

Jan. 29: NAB Board Finance and By-Laws Committees, Bellevue-Biltmore Hotel, Belleair, Fla.

Jan. 31-Feb. 2: NAB Board meeting, Bellevue-Biltmore Hotel, Belleair, Fla.

(Complete list of Upcomings on page 64)

Bulletins

FEDERAL grand jury investigation of mail-order firms started Friday in Los Angeles to determine if mails were used to defraud in connection with pre-holiday Christmas tree ornaments sold via radio and TV. Number of stations under subpoena as well as heads of mail-order firms, according to U. S. Attorney Ernest A. Tolin. Legal question of station liability for failure to screen copy more carefully is involved, in case of conviction, it was stated.

COY TO TAKE VACATION

WAYNE COY, FCC Chairman, leaves Wednesday with Mrs. Coy on motor tour of Southwest. Chairman called on President Truman Friday noon to ask if White House had any objection to trip. President gave long-delayed vacation his blessing. After visit at Tucson with his mother, Chairman will drive to California. He expects to be back in Washington between March 3-10. Comr. Paul A. Walker will serve as acting chairman of FCC.

Autonomous NAB-TV Voted at Chicago Meeting

FORMATION of "completely autonomous NAB-TV" operating under aegis of NAB, but to act as its own "court of last resort," was unanimously voted late Friday at special meeting of TV licensees at Stevens Hotel, Chicago. Nine television broadcasters were elected to 13-man NAB-TV board created Friday (early story page 23). There were 18 nominations for nine TV broadcaster posts.

New board set April 1 as latest date for formalization of NAB-TV.

There was immediate speculation on selection of general manager for NAB-TV, selected as working title of new organization. There was spontaneous discussion of Leo J. Fitzpatrick, former NAB president, for assignment.

In whirlwind one-day session, nation's telecasters completed consideration of every item on agenda. Judge Justin Miller, president of NAB, kicked off proceedings with exposition of its scope and principles and turned gavel over to Chairman Harold Hough, WBAP-TV Fort Worth, who reminded delegates that "our No. 1 responsibility is to the American home. We must be prepared professionally to meet that responsibility."

E. K. Jett, WMAR-TV Baltimore, nominated early in proceedings, asked that his name be withdrawn because of his preoccupation not

only with *Sunpapers'* TV station but also his duties at Pentagon on international allocations matters which entail three days of work week for next 10 weeks [BROADCASTING • TELECASTING, Jan. 15].

The voting took place after various segments of TV industry—independent operators, networks and those who have TV stations along with sound broadcasting—had agreed with Paul Raibourn, chairman of TBA committee appointed to study feasibility of single trade association under NAB auspices, that "autonomy cannot exist unless each group under NAB is its own court of last resort."

Immediately following formalization of NAB-TV, new autonomous board elected Eugene S. Thomas, WOR-TV New York, as chairman, with Robert D. Swezey, WDSU-TV New Orleans, as vice chairman. Both are members of NAB board and, by virtue of NAB's by-laws, will resign their posts. Successors will be elected, it is indicated, following forthcoming NAB general board meeting in Florida Jan. 31-Feb. 2.

These officers, along with George B. Storer, president, Fort Industry Co., were named coordinating committee to marshal new organization. Board has set as its immediate target such matters as allocations for educational

Business Briefly

MONARCH SEGMENT • Reid-Murdoch Division of Consolidated Grocers Corp., Chicago (Monarch foods), to sponsor 10-10:15 a. segment of *Arthur Godfrey Time* on CH alternate days, effective Feb. 6, sharing with Toni Co. Agency, Weiss & Geller, Chicago.

BOLLING IS CONSULTANT IN PLACING MOHAWK SPOT

MOHAWK CARPETS Inc., New York, preparing spring spot radio campaign buying the quarter-hours per week on radio stations 26 non-television markets for program similar to its three-a-week NBC-TV show starring Roberta Quinlan.

Unique aspect of arrangement is that George W. Bolling Co., station representative, is acting as consultant to Mohawk and placing campaign on 15% commission basis. Both advertiser and Bolling company stressed that business will be placed through national representative of stations and on national time rates.

Board of directors of National Assn. of Radio Station Representatives reported to have advised members to ask their client stations not to accept Mohawk business on grounds Bolling company was acting as advertising agency.

Bolling company asserted it was not acting as agency for Mohawk but rather as consultant in setting station list and organizing campaign which will involve heavy merchandising and promotion efforts.

ZENITH SOUND SCRAMBLE

ZENITH RADIO Corp., testing Phonevision in Chicago, announced it will scramble sound part of signal. Only visual signal jitter thus far, with sound receivable on any set. Zenith said to have 11 different ways of scrambling Phonevision.

stations, ASCAP problem, banning of telecasts by collegiate football and excess profit taxes relief.

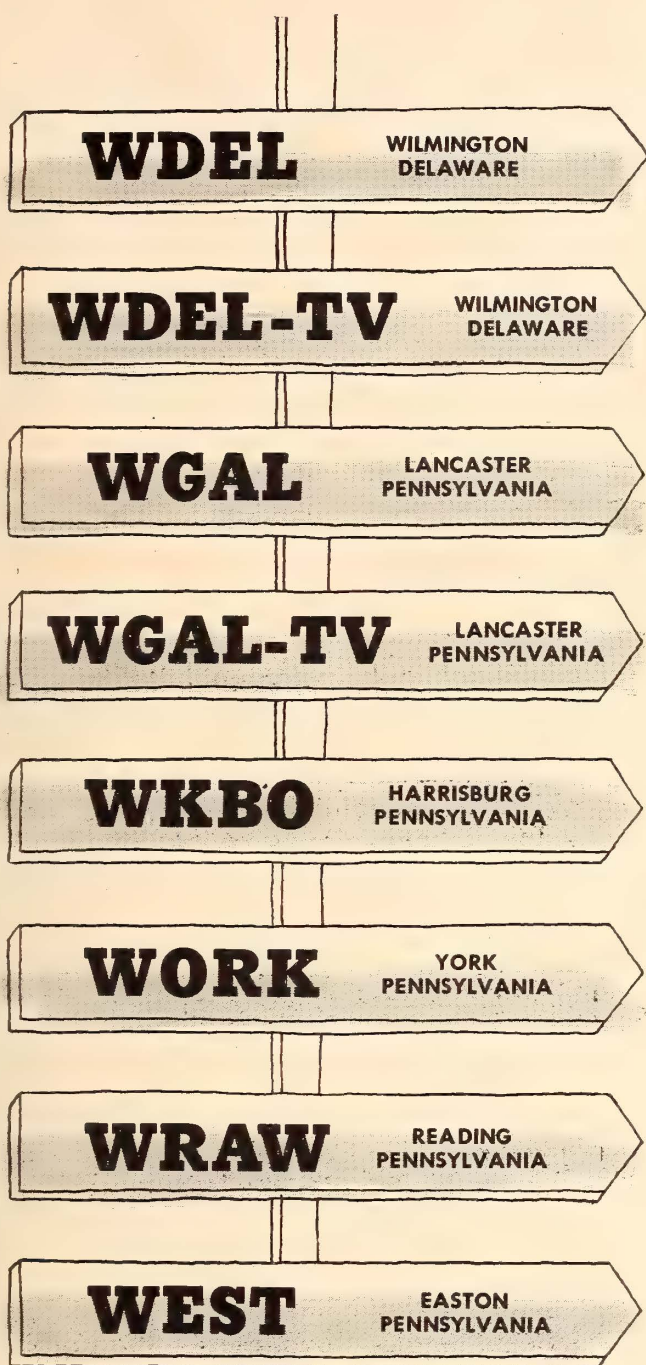
The new three-man steering committee has authority of the board to act and will meet in Miami prior to NAB board sessions.

It is expected that at that time executive coordinating committee will be selected to bridge gap between two autonomous organizations. This group probably will comprise the NAB-AM directors and equal number of TV directors, with President Miller as sever member. New board will hold office until April 1, 1952.

Mr. Raibourn told BROADCASTING • TELECASTING that "having achieved the autonomy desired, TBA will in near future wind up its affairs."

John A. Kennedy, WSAZ-TV Huntington, W. Va., was authorized to continue chairmanship of TBA's voluntary committee on taxation concerned with hearings on Capitol Hill relating to excess profits.

Elected to board of directors were Mr. Raibourn, of KTLA Los Angeles, and W. Rodgers Jr., KEYL San Antonio, representing TV-only stations, and following who are associated with both aural and video operation
(Continued on page 90)



STEINMAN STATIONS
Clair R. McCollough
Gen. Mgr.



this way to profits

advertisers! timebuyers! eight important new business opportunities. Eight ways to augment your sales staff—effectively, economically, quickly. Each station has an interesting record of sales achievement for both local and national advertisers. Each is outstanding in the particular market it serves. All are ready to sell *your* product. Write for information and rates.

Represented by

ROBERT MEEKER Associates
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO





Advertisement

From where I sit by Joe Marsh

Friendship — Four Thousand Miles Apart

Never quite got the hang of how to play chess myself, but I'll say this for the game—it started one of the strongest friendships I know of: between Dad Wilson in our town and a fellow in Sudbury, England.

The two of them have never met or seen each other—but for eight or nine years they've been playing chess by mail together. Dad puzzles over the Englishman's latest letter, takes a couple of days to think it over, and then airmails a chart of his next move.

Dad always thinks best with a mellow glass of beer beside his chessboard. And the fellow in England writes that he does the same. "Almost as if we were in the same room," says Dad contentedly.

From where I sit, you can talk of diplomacy and foreign policy, but it's often little friendly things—like a game of chess or a glass of beer—that make for tolerance and understanding . . . between people of different nations, or folks here at home.

Joe Marsh

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WASHINGTON HEADQUARTERS

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*Reg. U. S. Patent Office

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BROADCASTING • Telecastin

YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—

BUT . . .

YOU NEED THE FETZER STATIONS TO CAPTURE KALAMAZOO-GRAND RAPIDS!



WHETHER you use radio or television, there are very few areas in the U. S. where the choice of the *best stations* is so easy and obvious to make.

WKZO-WJEF, a sure-fire CBS combination, deliver about 57% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet cost 20% less! In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes! *WKZO-WJEF's unduplicated BMB Daytime audience has increased 46.7% over 1946 . . . their Night-*

time audience, 52.8%!

WKZO-TV is Channel 3, the official Basic CBS Outlet for Kalamazoo-Grand Rapids. As of November 1, there were more than 90,000 TV receivers within 50 miles of WKZO-TV—and the number is growing rapidly. *WKZO-TV, a multiple-market station, reaches five Western Michigan and Northern Indiana markets representing a buying income of more than one and a half billion dollars!*

Get all the facts on the job the Fetzer stations can do for you in Western Michigan!

**On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY

(CBS)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

"Batters' Platters"



with
CHARLEY BATTERS

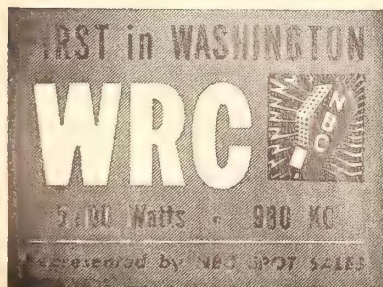
In the field of sales programming, this new and different program offers an unusual time spot backed by a unique personality.

Charley Batters' nightly half hour of disks and easy chatter is drawing a host of listeners . . . potential buyers of your product. "Batters' Platters" is aired nightly, Monday through Friday from 7:00 to 7:30 PM!

This excellent time availability is supported by a strong promotion campaign . . . and the programming "plus" of big time adjacencies.

Participation in this excellent new show will reach a solid, loyal audience. Call WRC, or National Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS



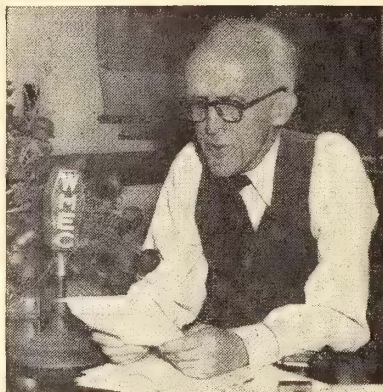
feature of the week

IT'S news when a newscaster happily admits: "Sure, I've got the worst voice on the air." And it's news when a competing station manager says another station's newscaster is the most outstanding radio personality in his city.

That's Al Sigl, popular, folksy commentator on WHEC Rochester—self-styled "worst voice on the air" and the man cited by William Fay, manager of rival WHAM, as Rochester's outstanding radio personality. Mr. Sigl celebrated his 20th year in radio this month.

Al Sigl has become a habit to Rochester area listeners. His gravel-voiced newscasts at 12:15 p.m. and later in the afternoon reportedly draw a bigger Hooperating than any other afternoon local show and compare favorably, rating-wise, with many of the nighttime network shows.

When he first got into radio, it was definitely against his better judgment, Mr. Sigl says. Recently, when he received a crank note which called him a "lowbrow hill-billy" and demanded that the *Rochester Times-Union* throw him "off the air," he reacted in his usual unperturbed manner. He



Al Sigl celebrates 20th year on air.

* * *

read the letter on his program and told his listeners: "You can give me a swell Christmas present by urging our managing editor to do exactly as that letter suggests."

Mr. Sigl's initial apathy toward radio stemmed from a feeling of being in a "goldfish bowl" but, he continues: "Pretty soon I grew amazed at the way people would act on requests I'd made on the air for the unfortunate. It's simply astounding how people will pitch in and take care of others who are in

(Continued on page 75)



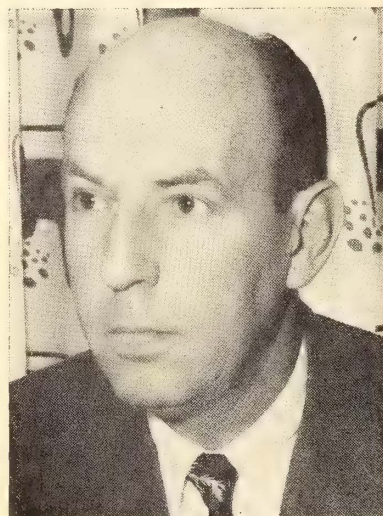
strictly business

GIVE John North a sales job *any* sales job—and he'll chalk up a record performance.

For six years prior to World War II, the now vice president of Radio Representatives Inc. dealt in paper. He won the 1940 "Distinguished Salesman Award" of the St. Louis Chamber of Commerce for his work with Butler Paper Co. there. He won a vice presidency that year with Butler in St. Louis.

In his first two weeks as commercial manager of KANS Wichita, after the war, his rapid-fire sale of Wichita's National Semi-Pro Baseball Tourney to a local water-softening concern was followed closely by his signing of a Chevrolet dealer to sponsor H. V. Kaltenborn across-the-board.

This brand of footwork catapulted John North into the big-time of radio sales within a few months of the spring day in 1946 when he hung up his AAF uniform and joined KANS. He was called by the station's national representatives, Taylor-Howe-Snowden, to be account executive in its Chicago office. His move to vice president and Chicago manager of the newly-formed Radio Representatives Inc.



Mr. NORTH.

* * *

followed in September 1948.

A fast-moving individual whose clipped speech is in the military manner, John Eugene North got that way at St. John's Military Academy, Delafield, Wis. Born in St. Louis Sept. 29, 1906, son of the late Dr. Emmett P. North, famous

(Continued on page 42)

**IF YOU'RE
INTERESTED
IN VALUE...**

**In Milwaukee,
WISN Is the Biggest
VALUE, Because
WISN Gives You
MORE LISTENERS
For LESS MONEY
Than Any Other
Station.**

**Let Your KATZ
Man Show You How
Easily (And Eco-
nomically) WISN
Can Solve Your Mil-
waukee Market
Problem.**

**You'll Like Doing
Business With WISN.**

**IN MILWAUKEE
THEY LIS'N TO**

WISN

5000 WATTS

**Represented by
KATZ Agency**

It's impossible...



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



To sew up the Beeline, make sure you use its *own* stations—the five **BEELINE** stations located right in inland California and western Nevada. Because the Beeline is an *independent* market, well removed from *coastal* California influence. And Beeliners naturally prefer their own, on-the-spot stations to distant Los Angeles and San Francisco stations.

Use all five **BEELINE** stations, and you cover the whole Beeline—a market with more buying power than Detroit... higher total retail sales than Philadelphia.* Choose best availabilities on each station without line

costs or clearance problems. Or use the **BEELINE** stations individually, to blanket a major Beeline trading area. For instance...

KFBK SACRAMENTO

Delivers solid coverage of the whole 19-county billion-dollar Sacramento market. Recent BMB shows KFBK's 1946-49 audience increase as 50.4% daytime, 49.5% at night, with a 32.5% growth in radio families. Affiliated with inland California's leading paper—The Sacramento Bee. Has lowest cost per listener in its area.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK

Sacramento (ABC)
50,000 watts 1530 kc.

KOH

Reno (NBC)
5000 watts, day; 1000 watts, night
630 kc.

KERN

Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

Fresno (NBC)
5000 watts 580 kc.

**ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE**

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

JUST HOW BIG IS A PRIZE-WINNING FISH ?

That depends on what you're fishing for. Is it Blue-fin Tuna at 927 pounds or Wall-Eyed Pike tipping the scales at a husky 22?

Fish or sales campaign, the prize winner for you is the one that matches your own specifications. And whether your budget is modest or mammoth, whether you sell in one market or all markets, Spot radio shapes itself to give you precisely what you need.

Spot does it best, of course, on front rank stations like these. →

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	{ Dallas Ft. Worth }	NBC ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO

Oklahoma City's Only 50,000 Watt Station



MORE THAN CBS!

You get more than CBS and 50 kilowatts when you buy KOMA. You get the results obtainable on a station that maintains **HIGH STANDARDS OF LOCAL OPERATION**. . . The KOMA production department contributes the many professional touches of good radio that keeps a high gloss on our local programming. KOMA talent is of network caliber from Production Manager to announcers. . . An aggressive promotion department keeps KOMA names household in the high-income Oklahoma market. . . And our merchandising efforts follow through on that 50 kilowatt punch to sell them solid! . . . For airchecks, success stories and other data, call an Avery Knodel man or contact

J. J. Bernard
V-P and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery Knodel* INC.



agency

JERRY STOLZOFF, vice president in charge of radio-TV Cramer Krasselt Co., Milwaukee, resigns to join Chicago staff Foo Cone & Belding as radio-TV production supervisor. **ROGER LeGRAND**, associate radio-TV director at Cramer Krasselt, appointed director.



Mr. Stolzoff

H. KENNETH JONES, member of plans board Brook Smith, French & Dorrance, Detroit, appointed vice president. **C. ALLISON MONROE**, account executive N. Y. office of agency, appointed vice president. **ROSITA M. HUMES** to creative staff.

HERBERT W. COHON, in charge of business department Joseph P. Schneider Inc., N. Y., appointed vice president. He will handle planning and administrative duties.

JAMES S. CAMPBELL and **JULIAN PACE**, BBDO, N. Y., to Kenyon Eckhardt, N. Y., in radio and TV commercial department.

MRS. FLORENCE GOLDIN, with Grey Advertising Inc., N. Y., for past 11 years, appointed vice president.



on all accounts

MERLE MYERS, timebuyer at Russel M. Seeds Agency, Chicago, didn't need to lose the eight pounds she dropped during two hectic months of buying \$300,000 worth of time for the American Medical Assn.'s recent campaign. Trim and attractive, Merle *did*, however, need a morale buildup after the AMA siege, so she bought a new fur coat.

The AMA toll was heavy on her agency assistants, too. One loyal worker struggled to work on crutches for three weeks, after spraining an ankle, because she was in the midst of lining up 1,600 stations for the two-week saturation campaign in October. The department worked 10 hours a day, seven days weekly, for about two months. Now, two months later, two assistants are still working full-time on the account.

Merle has been timebuying in Chicago for about 10 years, the last seven at Seeds. She began there as assistant timebuyer in 1943, and was promoted to buying chief two years ago. She was in the timebuying department at the H. W. Kastor & Sons agency, J. Walter Thompson and Ruthrauff & Ryan.

Her first advertising job, at R &

R, was landed through an employment agency. Starting as typist and switchboard operator, Merle was soon promoted into research and then ventured into media advertising.

The switchboard know-how was picked up casually, when she lived in a dormitory at the U. of Illinois in Urbana, and more purposeful later at the Katzinger Co., Chicago, manufacturer of kitchen utensils. "Souvenirs" of the Katzinger era still lurk in the kitchen drawers of her four-room apartment.



MERLE

Her parents and brother live in Chicago, where Merle was born and reared. She and her brother Bill, were graduated from Ser High School, where he was the dramatic star and worked in the trics with Screen Star Hugh Mallowe. Bill was the villain on *Jac*

(Continued on page 44)

beat



ARL K. TESTER, JAY KOUNAL and RAY CLINTON acquire Philip Meany Co., L. A., from **PHILIP J. MEANY**, president-founder, who retires. Mr. Tester, vice president and general manager, elected president. Mr. Kounal, president and art director, will continue in same capacity. Mr. Clinton, vice president in charge of media production, becomes secretary-treasurer, along with other duties. Mr. Meany will continue in advisory capacity on certain account.



Mr. Tester

LYNE SHANNON, timebuyer J. Walter Thompson, N. Y. is in Monroe County General Hospital, East Piquette, Pa., as result of broken leg suffered in falling accident Jan. 13.

ROBERT L. INGOLD, Philadelphia office of Albert Frank-Guenther Law Co., appointed vice president.

EMUS A. HARRIS, account executive Paris & Peart Adv., N. Y., to Liberty, Clifford & Shenfield Inc., N. Y., as account executive in grocery products division.

ENE E. FROMHERZ, former timebuyer Dancer-Fitzgerald-Sample and Walter Thompson agencies in Chicago and well known freelance radio writer, appointed media director Aubrey, Moore & Wallace, Chicago. He succeeds the late **JOHN H. NORTH**.

ERNE LAUSTSEN appointed assistant radio and TV director to **ERALD SEAMAN**, Bert S. Gittins Agency, Milwaukee.

HN M. FLYNN, Huber Hogue & Sons, N. Y., to Federal Adv., N. Y., account executive.

NABELLE SAMSON, timebuyer Honig-Cooper Co., S. F., appointed manager Forjoe & Co. S. F. office.

BURT OLIVER and **STEPHEN R. WILHELM**, co-managers Foote, Cone & Belding's Houston office, appointed vice presidents.

ARNER MICHEL, TV producer CBS-TV, to Kenyon & Eckhardt, N. Y., production staff in radio and TV department.

CK MUNHALL, radio-TV director, Huber, Hoge & Sons, N. Y., to Norton & Bowles, N. Y., publicity department.

ILLIAM L. RECH, copy supervisor Federal Adv., N. Y., appointed vice president and director of copy.

MES W. BRIDGES, manager and account executive in Dayton offices Guenther, Brown & Berne Inc., appointed vice president in charge of that office.



Mr. Bridges

FREDRIC GRAESER, editor and publisher *Montclairion*, Oakland neighborhood paper, copy department Guild, Bascom & Bonfigli, S. F.

A. McKIE DONNAN, vice president and copy chief Brisacher, Wheeler & Staff, S. F., to agency's L. A. office in same capacity. **LESTER FRIEDMAN** appointed copy chief of S. F. office.

ERWIN H. KLAUS, marketing director Buchanan & Co., S. F., resigns. Future plans not announced. Mr. Klaus is Pacific West director of National Management Council.

EDERICK GOLDMAN, Harry Feigenbaum Adv., Phila., to Adrian Bauer Adv., same city, as copy chief. **DORIS SCHEUER** appointed to agency's copy department in charge of radio. She was with Feigenbaum agency. Adrian Bauer has taken additional space at 1528 Walnut St. to accommodate copy and TV staff.

LPH SADLER, vice president and copy chief John Mather Lupton, N. Y., appointed director.

BROADCASTING • Telecasting

Obviously OUTSTANDING



WMBD Dominates the Rich Peoria Area Market

PEOPLE make a basketball team . . . and TEAMWORK makes a winner. So it is with radio . . . and

particularly with WMBD. It's the PEOPLE at WMBD, working as a team, that account for its outstanding dominance in a competitive market.

National CBS shows are popular, of course . . . but it's skillful local programming with widely popular personalities that's responsible for the lion's share of the warm-hearted welcome WMBD receives in this prosperous market.

The latest Hooper radio audience index (Oct.-Nov., 1950) shows WMBD has a phenomenal share of the audience! Mornings, 52.2; afternoons, 46.5; evenings, 54.6. Obviously, WMBD has a greater share of the audience in these periods than ALL OTHER PEORIA STATIONS COMBINED!



BROOKS WATSON, Peoria's favorite newscaster, rounded out in 1950 his 17th CONTINUOUS YEAR of news reporting for Central Illinois' largest furniture store . . . is also sponsored by Standard Oil Co. (Ind.) on another newscast.

Charles C. Caley
Vice Pres. and Gen. Mgr.

Don D. Kynaston
Director of Sales



See Free & Peters

WMBD

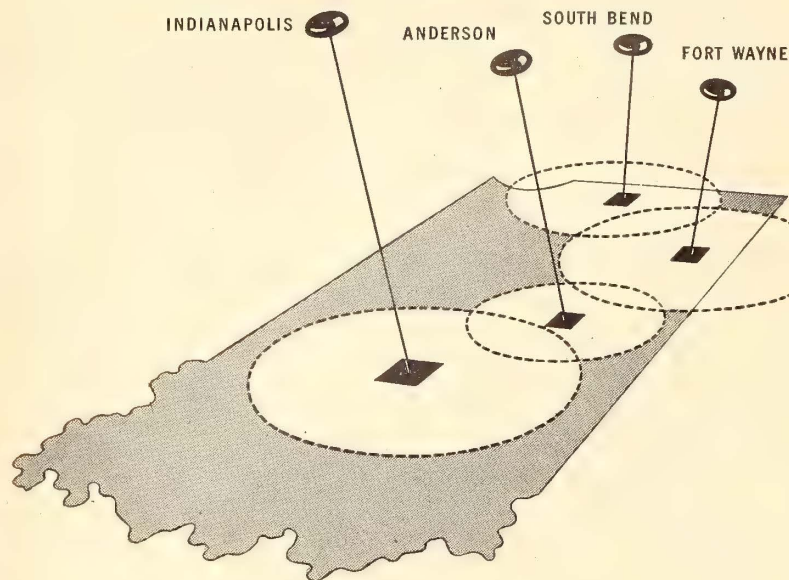
FIRST in the
Heart of Illinois

PEORIA

CBS Affiliate
5000 Watts

Now 4 of Indiana's Key Stations

Representing four top Hoosier markets



offer you this unparalleled program of MERCHANDISING FOLLOW-THROUGH

Local advertisers have come to know that any one of these newly-combined stations will always get solidly behind your campaign with a vigorous "extra" push.

Aggressive merchandising and promotion are a regular day-to-day part of their activities—not just a once-in-a-while "shot in the arm".

Considering their local "know-how" and enthusiastic local acceptance, it's only natural that they can do a much better job for a national advertiser, too. That's why a great many time-buyers already know them as

*"the stations that never outpromise
but always outperform"*

WISH	Indianapolis—ABC	Owned & Operated by Universal Broadcasting Company, Inc.
WHOT	South Bend—ABC	
WANE	Fort Wayne—CBS	
WHBU	Anderson—CBS	

new business



HARRISON PRODUCTS Inc., S. F. (NoDoz Awakeners), appoints Sidney Garfield & Assoc., S. F. for advertising on new Shut-Eye product. Radio will be used; TV, possibly.

MILADY BRASSIERE & CORSET Co., N. Y., (Fruit of the Loom Ladyform Bras and Kling-eez Girdles), names Wextron Co., N. Y., to handle its advertising. Radio will be used.

BELL BROOK DAIRIES Inc., S. F., appoints Botsford, Constantine Gardner, S. F., to handle advertising. Radio and TV will be used.

ERSKIN Mfg. Corp., Erskin, Minn. (snow equipment), appoints Barney Lavin Inc., Fargo N. D., to handle advertising. Radio and other media will be used. Harold Flint and Richard Rosenthal are account executives.

KAYE-HALBERT Corp., L. A. (TV sets), appoints Calkins & Holden Carlock, McClinton & Smith Inc., L. A., to handle advertising.

McCORMICK's Ltd., London, Ont. (biscuits), sponsoring weekly half-hour transcribed *Gracie Field's Show* on a number of Canadian stations for 26 weeks. Agency: Walsh Adv. Co., Toronto.

HALE BROS., S. F. department stores, appoints McCann-Erickson Inc. S. F., to handle advertising. Radio and TV will be used. Burton Graniche is account executive.

SHIRRIFF'S Ltd., Toronto (food products), starts transcribed weekly variety show on 20 Canadian stations. Agency: Cockfield Brown & Co. Toronto.

PHILIP MORRIS & Co., N. Y., adds three additional stations to 31 now carrying TV film version of *Truth or Consequences*. Effective Jan. 3 series starts on KSL-TV Salt Lake City; Feb. 1, KRLD-TV Dallas; Feb. 1, WTVJ(TV) Miami. All contracts 13 weeks. Other stations recently signed by sponsor to carry series are WMCT(TV) Memphis, WSPD-TV Toledo, WKY-TV Oklahoma City, WHBF-TV Binghamton, N. Y., KFME-TV San Diego. Agency: Biow Co. Inc., N. Y.

MAHER SHOE STORES Ltd., Toronto (chain stores), starts transcribed *Henry King Show* on seven Ontario stations. Contract for 52 weeks. Agency: Woodhouse & Hawkins, Toronto.

Network Accounts . . .

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Dental Cream) renews segments of *Howdy Doody*, NBC-TV for 52 weeks. Agency: Te Bates & Co., N. Y. **THE WANDER Co.**, Chicago (Ovaltine), renews segment of show for 26 weeks. Agency: Grant Adv., Chicago.

MUTUAL BENEFIT, HEALTH & ACCIDENT Assn., Omaha, Neb. in addition to its sponsorship of NBC radio program, *On the Line with Bob Considine*, Jan. 20 started TV version of program using same name and featuring Bob Considine, NBC commentator and INS columnist, over NBC-TV, Saturday, 5:45-6 p.m. Effective Jan. 21, radio program move to spot on Sunday, 2:30 p.m. Agency: Bozell & Jacobs Inc., Omaha.

STERLING DRUG CO. Inc., Wheeling, W. Va., renews for third year *Okay Mother*, featuring Dennis James, over eastern leg of DuMont network, Mon.-Fri., 1-1:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

DOUBLEDAY & CO. Inc., N. Y., for its Dollar Book Club yesterday (Sunday) started quarter-hour program featuring Hollywood news commentary of Radie Harris Sunday, 8:45-9 p.m. (PST), over ABC Pacific Coast radio network. Agency: Thwing & Altman Inc., N. Y.

U. S. ARMY and AIR FORCE sponsor 9:30-10 p.m. segment of *Saturday Night at the Garden*, telecasts of Madison Square Garden sport events.

(Continued on page 75)

A WINNING MARKET!

Mr. Harry D. Sims, Jr., of Chandler & Rudd Company, Cleveland, wins the grand prize in the first CBS-WGAR display contest. Sponsors using WGAR reach another winning market in Northern Ohio. Population up 15.4%. Radio homes up 27.8%. And WGAR first with listeners in 29 out of 44 daytime rated quarter-hours . . . *more than all other Cleveland stations combined!*



OPERATION SNOWBOUND!

WGAR dug in as Northern Ohio dug out of the greatest snowstorm in years. What PRICE cooperation? Even Georgie Price, noted comedian in town for an engagement, pitched in with WGAR personnel answering 44,550 telephone distress calls in a three-day period. Letters poured in saying "Thanks for your superb public service!"

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO



MR. MERVIN B. FRANCE (left) president of Society for Savings, Cleveland, has served on committees for the American Bankers Association, National Association of Mutual Savings Banks, and Investment Bankers Association. He is trustee of University Hospital and Mount Union College. Dr. Rudolph Ringwall (right), associate conductor of the Cleveland Orchestra, presents Sunday afternoon recorded concerts for Society for Savings.



NEWS, MUSIC, SPORTS . . .

listeners like all sorts. Take your choice. Jack Dooley reports the news nightly at 11:00 P. M. Paul Wilcox scores with sports at 11:10 P. M. And Morgan's Musical Inn opens at 11:15 P. M. Reach a responsive night-time audience with these wide-awake features.

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR . . . Cleveland . . . 50,000 watts . . . CBS

•

Represented Nationally by Edward Petry & Company

SELL TO SPONSORS

with

The WAYNE KING

...an incomparable



WAYNE KING *a great name in show business*
a great name in radio
an all-time favorite of radio audiences

NOW *the sales-power and* **YOURS**
prestige of this name is

"THE WAYNE KING SERENADE" is a fully scripted show, combining the music that has made Wayne King famous and the personality that has attracted millions of loyal customers for advertisers throughout the nation. The program gives THESAURUS subscribers another exclusive musical package—teeming with sponsor-appeal and constantly refreshed through additional THESAURUS releases.

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

New York Chicago Hollywood Atlanta Dallas

SELL FOR SPONSORS

Serenade

half-hour show

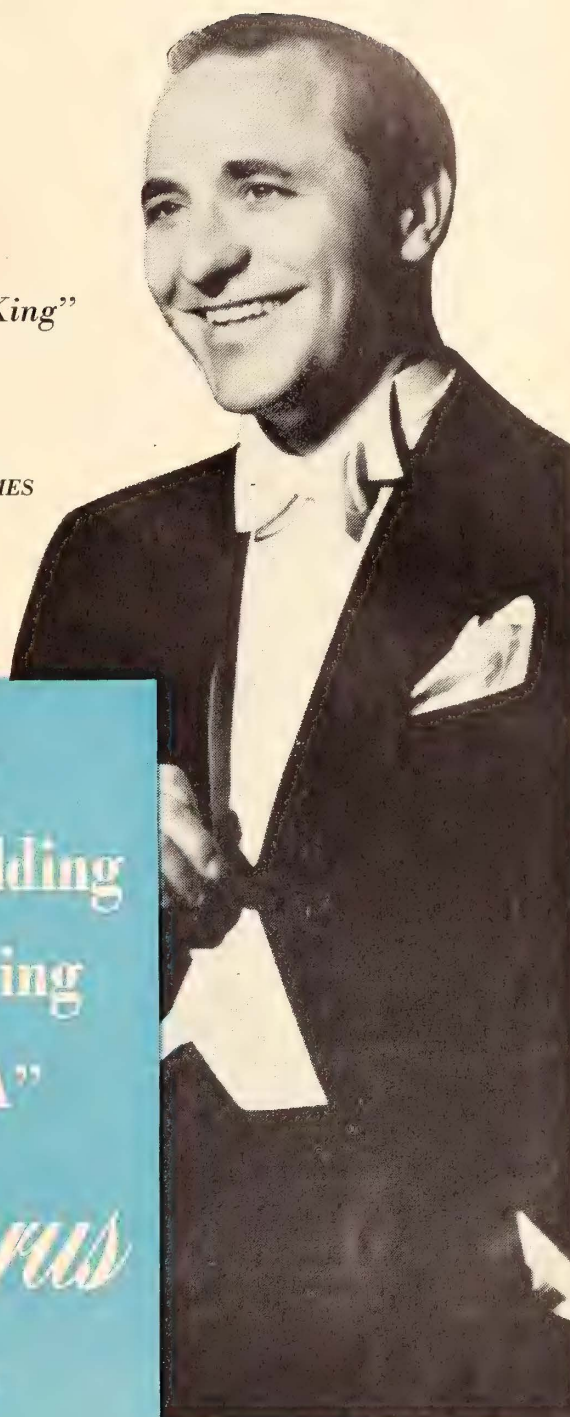
starring "The Waltz King"
and his Orchestra

featuring

HARRY HALL

GLORIA VAN JACQUELINE JAMES

THE WAYNE KING CHORUS



another
audience-building
money-making
"NEW ERA"
Thesaurus
feature

CLIP AND MAIL
THIS COUPON TODAY!

SELL TO SPONSORS

- ... YOUR hard-hitting sponsor-selling brochure
- ... YOUR complete audience-building promotion kit
- ... YOUR convincing sales-clinching audition disc

SELL FOR SPONSORS

- ... YOUR SPONSOR gets product identification at the beginning and end of every program. Wayne King opens and closes each show and introduces featured artists.
- ... YOUR SPONSOR's three full-length commercials are more effective because Wayne King introduces the local announcer on each broadcast.
- ... YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by Wayne King and featured artists.

THESAURUS SALES DEPT.
RCA Recorded Program Services
120 East 23rd Street, New York 10, N. Y.

Send complete information on THESAURUS—with its basic library of over 5000 selections and 50 selections per month—plus its new sponsor-selling feature, "THE WAYNE KING SERENADE."

NAME.....TITLE.....

STATION OR AGENCY.....

ADDRESS.....

**IT'S EASY,
WHEN YOU
KNOW HOW!**

**For every Radio
Family in Shreveport**



**KWKH HAS NINE
ACTUAL "BMB AUDIENCE"
FAMILIES, OUTSIDE!**



SHREVEPORT is the second city in Louisiana and KWKH is way ahead of all other competition here. On Weekday Evenings, for example, Hoopers show that KWKH actually gets 89.7% as many listeners as all other Shreveport stations combined!

But Shreveport alone is no true measure of KWKH. The city itself has 33,280 radio families, whereas KWKH's 1949 BMB Daytime Audience is 303,230 families (and 227,701 of these are "average daily listeners"!)

Let us or The Branham Company give you all the facts about our rich tri-state area and the job that KWKH *know-how* can do for you.

KWKH

SHREVEPORT

Texas

LOUISIANA

Arkansas

The Branham Company
Representatives

Henry Clay, General Manager

50,000 Watts • CBS •

BROADCASTING

TELECASTING

Vol. 40, No. 4

WASHINGTON, D. C., JANUARY 22, 1951

\$7.00 A YEAR—25c A COPY

TIME SALES UP

By RUFUS CRATER & TYLER NOURSE

RADIO and television time sales continued their upward march in 1950 to reach an estimated total well over \$537.3 million, according to the 1951 BROADCASTING • TELECASTING YEARBOOK, which is slated to be mailed to subscribers starting at Feb. 1.

Radio time sales gained 6.6% while TV advertising revenues were tripled to lift the combined total 18.6% above 1949's and put into the \$500 million class for the first time, the YEARBOOK estimates. There were no auditable sales on FM advertising.

More than \$537.3 million in radio-TV total compares with less than \$452.9 million in 1949. The YEARBOOK breaks it down as follows:

Radio—\$453.6 million, compared with \$425.4 million in 1949.

Television—Almost \$83.8 million, compared with \$27.5 million in 1949.

These figures include commissions paid to agencies, representatives, etc., which broadcasters treat as an expense of sale.

Radio's 6.6% increase follows a gain of 2% plus.

At dollar volume, radio gained more than \$28 million while television moved ahead by more than \$10 million. Radio's increase compares with an \$8.6 million advance in 1949, and, coming in the face of approximately \$83.8 million in TV expenditures, may be regarded as a forceful answer to those who feared TV already was making inroads into AM revenues.

Gross Billings Estimate

Radio's gross billings—advertising volume at the one-time rate—estimated at nearly \$676.2 million, against \$629 million in 1949.

Net revenues according to class of business—network, national and local non-network (spot), and local—are shown for radio in Table I, and for television in Table II.

The YEARBOOK figures show that radio advertising strengthened its position as radio's chief source of revenues, while spot business drew most even with national network sales.

Local and spot advertising registered strong gains both percentage-wise and dollarwise. Local business was up \$23.5 million, or 12.9%, bringing the total to \$205.6 million.

1950 Total of Over \$537 Million Estimated

million, or 42.9% of the total, whereas the 1949 figure was almost \$10.8 million, or 39.2% of the total. Revenues from local TV time sales were slightly over \$29.7 million, representing 35.5%, compared with less than \$9.5 million (34.4%) in 1949. Spot TV business was estimated at \$18.1 million (21.6%) as against less than \$7.3 million (26.4%) in 1949.

Talent Expenditures

Even if revenues from sources other than the sale of time—from talent sales, etc.—no more than equalled the 1949 figures of \$38.7 million in radio and over \$10.8 million in TV, gross radio-TV revenues would be considerably beyond \$586.8 million. Additionally, the YEARBOOK estimates that about \$95 million was spent by radio and TV advertisers for talent and programs on their own account, bringing total 1950 expenditures for radio and television advertising to more than \$681.8 million.

The 1950 gains came in a year marked by war jitters and the uncertainties that come with a national rearmament program.

Other media also showed gains. Newspaper lineage figures sup-

plied by Media Records Inc. for the first 11 months of 1950 indicated a 6.1% increase over the same period of the preceding year. An 11-month report of Publishers Information Bureau indicated an overall 4.5% increase for general magazines, farm magazines, and Sunday supplements.

Five product groups once more contributed three-fourths of the radio networks' gross billings in 1950, according to estimates projected from Publishers Information Bureau 10-month figures. Food & Food Products continued in the No. 1 position with an estimated \$44.5 million, representing 24.4% of the total.

Toiletries remained in second place with almost \$25.5 million (14%), while the Drugs & Remedies group moved from fourth to third by virtue of \$3.2 million increase which brought its total to \$24.3 million (13.3%). Smoking Materials took fourth place with almost \$22.7 million (12.5%), and Soaps, Cleansers & Polishes were fifth with \$20.5 million (11.2%).

Other Features

The YEARBOOK also presents a product-group breakdown of estimated gross expenditures (\$32,726,800) for time on ABC-TV, CBS-TV, and NBC-TV. Comparable figures were not available for DuMont Television Network. Even on a three-network basis, the table shows reduced expenditures for only two product groups, and in most instances substantial increases over 1949 four-network totals were recorded.

The business analysis is only one of many features of the 1951 YEARBOOK, whose approximately 580 pages make it the largest ever published.

Many of the directories and compilations have been greatly expanded.

The up-to-date state directory of AM, FM, and TV stations and their key officials, for instance, has been extended to show the names of up to nine executives of each station, including the news, sports, women's, and farm editors wherever possible.

The directories of network, regional and spot radio and TV advertisers are the largest ever published. The station representatives' and advertising agencies' directories have been extended by the ad-

(Continued on page 84)

TABLE I
RADIO NET TIME SALES 1949-1950

Class of Business	1949	% Total	1950 (Estimated)	% Total
National Network	\$128,903,467	30.3	\$121,687,446	26.8
Regional & Misc. Network*	5,994,858	1.4	6,120,750	1.4
National & Regional				
Non-Network	108,314,507	25.5	120,185,348	26.5
Local	182,144,301	42.8	205,612,178	45.3
TOTAL	\$425,357,133	100.0	\$453,605,722	100.0

* Includes miscellaneous network and stations.

TABLE II
TELEVISION ADVERTISING EXPENDITURES, 1949-1950

Class of Business	1949	% Total	1950*	% Total
Network	\$10,795,512	39.2	\$35,908,000	42.9
Spot	7,275,013	26.4	18,109,000	21.6
Local	9,459,608	34.4	29,755,000	35.5
TOTAL	\$27,530,133		\$83,772,000	

* 1950 figures estimated.

KELLOGG BILLINGS UP

Now \$8 Million

KELLOGG Co., Battle Creek, Mich., heavy radio advertiser for the past two decades, has tripled its billing in the past three months in radio and television. Firm is currently spending approximately

\$8 million in both media, marking the largest broadcasting advertising outlay in the history of the company.

In radio, Kellogg is sponsoring a full hour, three times weekly on MBS, divided into three programs, *Mark Trail*, 5-5:30 p.m., through Kenyon & Eckhardt; *Clyde Beatty*, 5:30-5:55 p.m., through Leo Burnett & Co., and *Victor Borge Time*, 5:55-6 p.m., also through K & E. In addition, Leo Burnett has placed a radio spot campaign for the company.

Canada Schedule

In Canada, starting Feb. 5, *Clyde Beatty* and *Mark Trail* will be heard on 14 stations. Another half hour program, *Magic Diamond*, will start Feb. 10 in three cities in French Canadian territory. Latter program is written in French including the commercials. All the Canada business is placed through Kenyon & Eckhardt.

In television, the Kellogg firm,

in the past month, has doubled the number of stations carrying its *Space Cadet* show on ABC-TV and is currently clearing additional stations. On Feb. 3 the television version of the *Victor Borge Show* will start on NBC-TV Saturdays, 7-7:30 p.m., through K & E.

RCA NOTES

\$60 Million Outstanding

RCA PROMISSORY notes totaling \$60 million were outstanding on Dec. 29, 1950, according to information filed with the Securities & Exchange Commission.

This represents an increase of \$20 million over the June 9, 1949, total of \$40 million. The new indebtedness was incurred for "general corporate purposes" with two investors, who advanced the sum without underwriters.

An interest rate of 3% is to apply.



ROBERT E. KINTNER (l), ABC president; Vincent R. Impellitteri, New York City mayor, and George A. Sloan (r), chairman, Board of Metropolitan Opera Assn., meet in the mayor's downtown Manhattan office to discuss National Opera Day, which was held on Jan. 13. Mr. Sloan said the Metropolitan Opera drive for funds had brought 7,000 response from nation-wide radio audience. ABC broadcasts the Metropolitan Opera Saturday afternoons under the sponsorship of the Texas Co.

PEPSI SERIES

Buys Regan Show on NBC

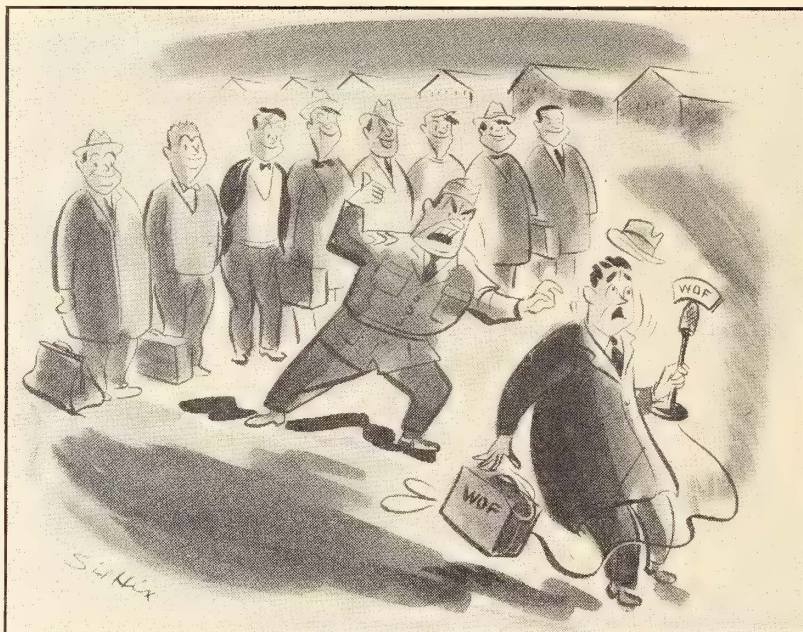
PEPSI-COLA Co., New York, signed Tuesday in Chicago with Singer Phil Regan for sponsorship of an Army camp and defense plant broadcast on NBC each Sunday starting March 4. The 39-week contract, placed through the Biow Co., New York, was signed by Pepsi-Cola President Alfred N. Steele and Mr. Regan during a three-day convention of 1,000 bottlers.

The show, a package created by Mr. Regan, will be aired 7-7:25 p.m. (EST) from a different armed forces camp and defense plant each week. Mr. Regan will conduct talent elimination contests at each broadcast location, with the winner appearing on the next show. Three service winners will compete against each other the fourth week before a defense plant audience, with the grand winner appearing on the broadcast.

Mr. Steele has plans to telecast occasional shows when facilities are available, Mr. Regan said, adding that Class A time will be provided by NBC. Mr. Regan has been sponsored on radio by Robert Burns cigars, Rinso, and Owens-Illinois Glass Co. The first four shows in the Pepsi-Cola series will originate in California.

Duane Jones Elects

THREE executives of Duane Jones Co., New York, have been named vice presidents. They are Robert G. Hughes Jr., in charge of the agency's copy department; Lawrence J. Hubbard, director of the research and merchandising department and Donald G. Gill, contact supervisor.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Okay, Exclusive, come join your playmates. DOUBLEQUICK!"

Chase Named

HOWARD CHASE, public relations director of General Food Corp., was named last week assistant to Charles E. Wilson, director of the Office of Defense Mobilization, to advise on information policies. Mr. Chase has been on loan to the government since November and has been serving as assistant to William H. Harrison, the Defense Production Administration.

Capitol Changes

GLENN WALLICHS, president Capitol Records Inc., Hollywood has taken over administration of the Artists & Repertoire Division of the record firm, absorbing duties of James B. Conkling, who leaves Feb. 1 as vice president in charge of the A & R department to become president of Columbia Records Inc. New York [BROADCASTING • TELECASTING, Jan. 15]. No other changes are expected in the department, it was announced.

It May Come to Jeannie Again, Jimmy AN EDITORIAL

TRUCULENT as ever, Jimmy Petrillo emerges from his musical cloisters, with his ancient war cry of "down with canned music."

With all of his old-time fury, he pontificates that after Jan. 31, when present contracts expire for key network stations in New York, Chicago and Hollywood, they must drop all recorded broadcasts except in the early morning hours from midnight to 8 a.m. In other words, it's the death knell for the disc jockey—and then some.

The negotiations include television as well as radio. There are the usual exorbitant demands for a 50% boost in the present minimum scale—from the Midas mint of \$191.45 for a 25-hour week in New York (slightly less in Chicago and Hollywood); for guaranteed annual employment and "run of show" contracts on commercial series. But these are a

bagatelle in contrast to the demise of the disc jockey and other recorded programs.

Jimmy hits the network keys first as the easy marks. Broadcasters (or telecasters) who have been around awhile can have no doubt as to where he will hit next—if the networks capitulate. They're holding fast now. Jolting Jimmy made the same pitch in 1937. He settled for a half-ransom, getting a guaranteed quota—which the Dept. of Justice later declared illegal. This shake-down didn't work anyway, since Jimmy couldn't supply smaller market stations with musicians good enough to perform. Many stations simply paid their quota money direct to AFM rather than clutter their studios with incompetents. In law, they have another name for it.

Radio is older and wiser. Since Jimmy's 1937 coup, radio has emerged victorious in the

ASCAP fight, wherein "Jeannie With The Light Brown Hair," became the belle of the ether. And BMI thereby was born. (Is CIC listening?)

Jimmy should know now that neither radio nor TV can be bluffed. Broadcasters have learned how to unite, when the chips are down. Radio has no czar of the proportions or arrogance of Petrillo, but it has able leaders.

The record shows that sometime after the 1937 debacle, Jimmy tried to pull the plug on radio. It was while the nation was mobilizing for what became World War II.

We believe the networks will hold fast against this first foray. In this hour of national emergency, broadcasters and musicians alike should be turning their resources to the job at hand. There may be 25-hour days—no weeks—ahead.

AFM DEMANDS STUN NETWORKS

Lengthy Battle Seen

By BRUCE ROBERTSON

ING-DRAWN negotiations, in-
tably extending well beyond
n. 31 when present contracts
ween the key stations of radio
TV networks and AFM locals
New York, Chicago and Holly-
od expire, will be necessary be-
e new contracts can be worked
network executives agreed last
ek.

stunned by the original demands
the musicians union, which they
re attempting to get clarified
week, the network negotiators
e hopeful that an agreement
ld be reached by bargaining.
ey averred, however, that if
M proposals are considered as
demands rather than a start-
place for negotiations, then a
ke is inevitable as "we cannot
sibly accede to these terms and
ain in business."

robably the major point of issue
ween the union and broadcasters
l be the union requirement that
stations eliminate all recorded
grams from their schedules
n 8 a.m. to midnight, which
ld leave only the early morn-
hours from midnight to 8 a.m.
disc jockey shows and all other
grams of phonograph records
transcriptions.

Base Scale Boost

carcely less critical as a matter
debate is the AFM demand for
0% increase in base scale, plus
ands for employment quotas
a for staff musicians and for
se employed on commercial pro-
ms which one network executive
ared "would add up to about a
% increase in program costs."
e minimums are currently
1.45 a week in New York for
hours work out of a 40-hour
od; \$158.70 for a 20-hour work-
k out of 40 hours on the job, or
1.80 for 25 hours work on sus-
ing programs only. The base
mercial scale in Chicago is
7.75 for the 25-hour work-week
in Hollywood \$125.

FM is trying to maintain pres-
quotas for the employment of
f musicians by the stations.
union is also asking that a
nimium instrumentation" sys-
be applied to commercial pro-
ms whose musicians are em-
ed by advertisers or their
ncies. Details of this are some-
t vague but it is understood
a minimum number of musi-
s would be required for each
he various types of programs,
ewhat as the union now varies
requirements for the number of
musicians employed by theatres
n the type of theatrical presen-
ation playing at the time.

another AFM proposal is that
f musicians be employed on an
ual basis, with two-week vaca-
s with pay and other pre-
eratives of regular employes
with eight-week notices re-

quired for dismissal. For musi-
cians on commercial shows the
union is asking "run of show" con-
tracts, said to be an innovation in
radio labor negotiations.

The union is also making another
demand that the stations contribute
to the AFM welfare fund an
amount equal to 3% of their total
expenditures for musicians' sala-
ries. As one network executive
put it, "it all adds up to one hell
of a pill for us to swallow."

Hit Radio and TV

These demands are applied im-
partially to radio and TV network
key stations in the union proposals,
which are currently being handled
on the AFM end by officials of the
union locals in the three cities
where most network programs
originate. If and when problems
of national import arise which can-
not be settled on the local level,
they will doubtless be referred to
AFM President James C. Petrillo
and the AFM International Ex-
ecutive Board for discussion with
network officials—probably on the
top level. For the present, how-
ever, each local is conducting its
own negotiations with the network
stations for all musicians employed
by them for work on either net-
work or local programs.

While the AFM demand for the
discard of recorded programs dur-
ing the major part of the broad-
cast day is believed to be aimed
primarily at local programs of the
disc jockey variety, it would also,
if interpreted literally, bar all
musical syndicated transcribed

programs and all network musical
shows, such as the Bing Crosby
program, which are pre-recorded
on tape for network broadcast. Re-
corded musical bridges and intro-
ductions used in radio serials
would also be prohibited and the
ban might also eliminate any
musical commercials on radio and
TV in which one or more instru-
mentalists are employed.

In an attempt to clarify the
situation, the union and networks
are setting up a subcommittee in
New York to analyze the employ-
ment of musicians at the key sta-
tions, to give a factual basis for
discussions as to future employ-
ment. Committee will include four
representatives of AFM Local 802
(New York) and four network rep-
resentatives, one each from ABC,
CBS, NBC and WOR (MBS key
station in New York). Presum-
ably WABD (TV), New York sta-
tion of the DuMont TV Network,
whose AFM contract also expires
Jan. 31 concurrently with those
of WOR-AM-TV and the network
organizations which all operate
both radio and television networks,
would be represented on this com-
mittee when TV matters are up
for discussion.

Apart from current negotiations,
but almost certain to enter them
before they are over, is the ques-
tion of films made for movie-house
use and subsequently telecast.
Television stations a fortnight ago
received telegraphic warning from
Mr. Petrillo that a section of the
contract under which most such
films are produced prohibits their

being telecast. Due to a "wide-
spread misinterpretation" of the
contract referred to, Mr. Petrillo's
office issues a second announce-
ment last week designed to clarify
the situation.

According to this second an-
nouncement, a basic agreement
with Hollywood motion picture
producers of April 1, 1946, spec-
ified that as to films "heretofore
made or which will be made prior
to the expiration of this agree-
ment" (extended in 1948 and again
in 1949) no television use would
be made or permitted "during the
life of this agreement and there-
after."

Film Application

"Thus, if a film was produced
after April 1, 1946, it is subject to
the agreement," the announcement
continued, "but also—and this is
the point overlooked by many—a
film owned or acquired on or after
April 1, 1946, by a signatory to
the basic agreement, even though
produced prior to 1946, is subject
to the agreement."

Full text of paragraphs (I) and
(J) of the agreement read as fol-
lows:

(I) The producer agrees that he
will not, without the prior written
consent of the federation, license,
lease, lend, give, sell, utilize, or in
any other way whatsoever authorize
the use in whole or in part, of the
music sound track containing the re-
corded music made by members of
the federation, or scenes or shots
containing pictures of members of the
federation performing on musical in-

(Continued on page 83)

NETWORK GROSS

Tops \$15 Million in Nov.

NOVEMBER 1950 gross time sales
totaling \$15,906,296 for the four
radio networks, evidenced a slight
but noteworthy gain over the \$15-
855,787 spent by advertisers in No-
vember, 1949, according to figures
released to BROADCASTING • TELE-
CASTING by Publishers Information
Bureau. The 11-month figure of
\$167,797,824 for Jan.-Nov. 1950,
continued to show a decline in com-
parison to Jan.-Nov. 1949, how-
ever, with last year's cumulative
total for the same 11 months reach-
ing \$171,391,283. (See Table 1).

P&G Still at Top

The long list of programs spon-
sored by Procter & Gamble cost the
soap company \$1,680,669 in gross
time and once more placed them as
the top radio advertiser. General
Foods ran second by spending
\$794,863 and Sterling Drug ranked
third with expenditures of \$662,-
907. Fourth and fifth respectively
were Lever Bros. for \$632,384, and
General Mills for \$604,957 worth of

(Continued on page 74)

TABLE I

GROSS NETWORK TIME SALES FOR NOV. AND JAN.-NOV. 1950
BY PRODUCT GROUPS COMPARED TO NOV. AND JAN.-NOV. 1949

PRODUCT GROUP	Nov. 1950	Jan.-Nov. 1950	Nov. 1949	Jan.-Nov. 1949
Agriculture & Farming	\$ 58,677	\$ 899,380	\$ 93,538	\$ 1,050,737
Apparel, Footwear & Acces.	183,246	1,362,147	100,996	1,174,728
Automotive, Automotive Acces. & Equip.	356,709	4,612,085	462,503	6,270,286
Aviation, Aviation Acces. & Equip.				
Beer, Wine & Liquor	313,201	2,478,375	182,044	1,143,250
Bldg. Mat., Equip. & Fixtures	106,042	1,209,288	103,270	1,178,485
Confectionery & Soft Drinks	375,484	5,738,509	388,619	5,874,708
Consumer Services	151,433	1,731,538	170,734	1,794,236
Drugs & Remedies	2,215,702	22,483,872	1,902,143	19,130,634
Entertainment & Amusements		5,619		5,340
Food & Food Products	3,870,536	41,030,187	4,074,456	40,970,118
Gasoline, Lubricants & Other Fuels	545,098	4,945,428	406,646	5,178,673
Horticulture		105,696		97,642
Household Equip. & Supplies	196,788	2,870,299	298,966	5,795,291
Household Furnishings	53,032	467,753	38,270	856,424
Industrial Materials	174,678	1,944,155	188,745	2,002,083
Insurance	226,802	2,601,734	272,446	3,447,176
Jewelry, Optical Goods & Cameras	179,271	1,416,104	360,613	2,477,101
Office Equip., Writing Supplies & Stationery	88,665	1,211,194	133,752	1,262,973
Political	133,652	281,513	23,869	56,574
Publishing & Media	19,304	645,901	80,580	854,476
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	236,328	1,062,591		731,545
Retail Stores	8,924	37,932		38,472
Smoking Materials	1,781,026	20,691,620	2,088,757	21,452,359
Soaps, Cleansers & Polishes	1,859,601	18,868,743	1,583,110	17,719,446
Sporting Goods		29,614	4,969	67,743
Toiletries & Toilet Goods	2,254,614	23,510,180	2,479,889	26,895,452
Transportation, Travel & Resorts	67,660	802,672	67,668	1,007,501
Miscellaneous	449,823	4,753,695	349,214	2,877,830
TOTAL	\$15,906,296	\$167,797,824	\$15,855,787	\$171,391,283



On the dotted line .

WEEKLY half-hour transcribed series, *Tarzan*, is lined up for a year on the full Don Lee Network by (l to r) Leon Wray, KHJ Hollywood sales manager; C. R. Rothmund, representing *Tarzan* interests; D. B. Lewis, president, Lewis Food Co., sponsor; Walter White Jr., pres. Commodore Productions.



WHILE 100,000 deer hunters invaded Michigan's upper peninsula during 15-day hunting season, Domenic Loia (l), distributor for Bosch Beer in the area, okays contract for daily *Deer Hunters Roundup*, with Northern Network (WSOO Sault Ste. Marie, WDMJ Marquette, WMIQ Iron Mountain), represented by Russell J. Staffeld, network comm. mgr.

FULL year's contract is set by Ben Alexander with KNBC San Francisco for his *Acme Hop* disc jockey program starting Jan. 29, 10:30-12 midnight. Seated are Neil Weeks (l), director of sales and advertising for Acme Breweries, sponsor, and Mr. Alexander. Standing are William Lyddan (l), Foote, Cone & Belding, and George Greaves, KNBC.



CUYAHOGA County Savings & Loan League, Cleveland, Ohio, signs for package show, *M-G-M Theatre of the Air* on WHK Cleveland. Seated (l to r): A. C. Findlay, first v.p. for League; G. E. Hagenbuch, League pres.; W. A. McMillen, chairman, League's Adv. Committee. Standing: Joseph A. Beres, acct. exec., WHK; W. E. Taylor, secy., Security Savings & Loan Co.; Alexander Mintz, pres., Shaker Savings Assn.; and Jack Maurer, WHK sales mgr.

SPONSORING all important Big Ten and Missouri Valley Conference play-by-play basketball coverage over WKMH Dearborn-Detroit, Mich., through March 5 are Chevrolet Dealers of Metropolitan Detroit through Campbell-Ewald Agency. Seated are Don Watrick (l), Chevrolet sportscaster, and Harry Buchanan, chairman of Chevrolet Dealers' Adv. Committee. Standing are Fred Knorr (l), WKMH pres.-gen. mgr.; Tom Adams, Campbell-Ewald.



MAIL ORDER PROBE Postal Inquiry Continues

U. S. POSTAL officials last week probed deeper into mail order firm selling holiday and novelty products through radio stations [BROADCASTING • TELECASTING, Jan. 15, 8, 1].

Attention focused around a "Midland Adv. Agency" in New York alleged to have placed business on a large number of broadcast stations and cited by many stations for purported failure to pay for time. Complaints continued to reach stations from dissatisfied buyers who never got anything for their money.

As evidence of unhappiness among stations and listeners continued to pile up last week, Ira Leslie, of WVOK Birmingham, Ala., supplied typical reaction to the ornament and treasure chest campaigns. Mr. Leslie said:

We are receiving dozens of packages returned and dozens of letters of complaints on both of these items—and for every one we receive there must be dozens more who are too disgusted to write or phone us. We were even sent a sample of the Treasure Chest—but it was not the same item which was sent to the public for a dollar. Our sample contained many cute little toys—not expensive items, but cute enough to thrill a child, and enough of them to be worth a dollar. These packages which are being returned to us and which were shipped to our listeners contain a poor one-third of the items which were in the sample.

To Refund Money

We are listing the names of every complainant and assuring them that their money will be refunded. We have been forced to employ an extra person to write the letters to our listeners.

The ornaments copy states that these ornaments are non-breakable "plastic." No stretch of the imagination could classify thin cardboard as plastic. In the Treasure Chest copy, among other items was "a set of real handcuffs." I have opened and inspected every returned package and have not yet found one single pair of even toy handcuffs.

WVOK made available a caustic letter from a listener describing the Christmas tree ornaments in detail and claiming they were sprayed paper, badly out of register, and lacking ability to glow in the dark. The listener added, "By what I consider false advertising you have lost a listener and a potential customer for any other items you may advertise over your stations."

Newsweek magazine in its Jan. 15 issue extolled sales achievements by Harold Cowan and Ralph Whitmore, "two young veterans in the field of radio advertising and promotion" who are said to have built a \$2 million-a-year business "mixing the electronic miracles of radio and TV with the age-old carnival pitchman's technique." The magazine said 200 radio stations carried a \$1 Christmas tree ornament offer in December, with 250,000 listeners buying. "Next pitch" will be 200 gladiolus bulbs for \$1, it was stated.

WDEM Providence, R. I., said about 100 Christmas tree ornament

orders remain to be filled. With two neighboring stations, Walter Neiman, station manager said WDEM has not been paid for substantial time charges.

WDKD Kingstree, S. C., has not been paid for time contracted on the station by Midland, according to John L. McWhorter, manager. Like many other stations it has refunded money to listeners.

LABOR ISSUE

Baker Warns of Shortage

ACUTE labor shortages may develop at AM and AM-FM stations, especially among engineering and announcing personnel, should the Korean conflict lead to a global war, according to a study by the NAB Research Dept., headed by Dr. Kenneth H. Baker.

Analyzing the draft status of male employees, NAB found the one-fourth—24.6%—of engineering personnel and 37.2% of announcers were in the 17 to 26-year-old age group. Personnel lists were received from 85% of a projectable sampling of the broadcast industry.

Over a fifth—21.4%—of radio male employees fall in the 17 to 26-year-old draft group and 55.9% are World War II veterans, it was found. Of the veterans, 60% of the engineers are ex-GIs, and about the same percentage of announcers. About 5.6% of station employees are in the active reserve and 13.4% hold inactive reserve status.

Most vulnerable group, it was indicated, are employees without child dependents who are members of the active or inactive reserve along with World War II veterans. They comprise a fourth of broadcast's male personnel.

Of licensed operators, it was shown, 22.1% fall in the 17-26 bracket. Over half of technical employees holding tickets—57.4%—are ex-GIs; 17.4% are in the reserves and 7.9% are reservists with no child dependents.

MILLARD CALDWELL

Senate Confirms for C

SENATE last Tuesday confirms the nomination of Millard F. Caldwell Jr. to be Federal Civil Defense Administrator.

As administrator, Mr. Caldwell will head up the defense organization which is being keyed to the "atomic age." The 81st Congress had approved a \$3.1 billion proposal giving the administrator virtually unlimited powers upon proclamation of a civil defense emergency, thus giving legislative teeth to the plan.

AUTONOMOUS VIDEO UNIT

Voted at NAB-TV Meeting

THE NAB-SPONSORED television conference in Chicago last Friday noon-voted unanimously for establishment of a separate TV board organization within the NAB structure.

Details were to be worked out at a meeting Friday afternoon (see story page 4; also, earlier NAB board story below).

The vote, by a show of hands, allowed a three-hour discussion attended by more than 100 persons, including representatives of NAB and Television Broadcasters Assn. member stations as well as unaffiliated stations.

Working out the mechanics of the TV unit, its position in the NAB framework—and the size and membership of the TV board—proved as knotty problems to be solved.

Autonomy Question

The question of preserving autonomy of the TV organization was raised in the morning session. NBC Washington Vice President F. M. Russell suggested that an 11-man board, for instance, might find itself outvoted by the 25-man board representing member radio stations.

Robert D. Swezey, WDSU-TV New Orleans, a member of the special NAB TV Committee, offered assurances that a "two-headed monster" was not contemplated, and that no effort was being made to force the plan upon TV stations. President Joseph H. McConnell of NBC said his network strongly favors an organization which basically represents stations, and that he liked the idea of an autonomous group within the NAB.

Joseph A. McDonald of ABC, which is not an NAB member, expressed pleasure that the meeting was all-inclusive, and urged that a proposed organization not be dominated, as the name "NAB-TV" might suggest. He suggested that there might be a "National Assn. of Television Broadcasters" and a "National Assn. of Radio Broadcasters."

Raibourn's Talk

Paul Raibourn of Paramount Television Productions, chairman of the special TBA committee to consider merger with NAB's TV structure, told the conference that was considering an important step which should be given careful consideration. He paid tribute to the accumulated experience of all segments of the TV broadcasting industry.

At one point Mr. Raibourn asked at his TBA group be allowed to confer privately for a few minutes. The request was not pushed, after sentiment appeared to oppose taking discussions off the floor. Irving Rosenhaus, WATV (TV) Newark, told the conference that it was composed of mature people and that accordingly all objections

and points of view should be heard and discussed openly.

Donald A. Stewart, of Allen B. DuMont Labs' WDTV (TV) Pittsburgh, insisted that stations having no NAB or TBA affiliation should have adequate representation in the organization and direction of the proposed TV unit.

Without committing CBS, which is not an NAB member, Vice President Lawrence Lowman expressed appreciation at being invited to the conference. He pointed out that CBS is a member of TBA, and that a special TBA committee is considering the NAB TV project.

Chris J. Witting, of DuMont Television Network, took a similar position.

Hough Presides

Harold Hough, WBAP-TV Fort Worth, presided over the session, which was the outgrowth of NAB board action last November. Mr. Swezey, NAB board member who submitted the resolution which set the project in motion, outlined background and reviewed the special NAB committee's suggestions.

Campbell Arnoux, WTAR-TV Norfolk, offered the motion for creation of an autonomous NAB TV organization. Earlier, the need for such an organization was recognized by unanimous vote on a motion by R. G. Winnie, WTMJ-TV Milwaukee.

NEW NAB STRUCTURE

By J. FRANK BEATTY

COMPLETE revamping of NAB into some form of two-ply federation consisting of NAB-Radio and NAB-TV will come before the board of directors at its Jan. 31-Feb. 2 meeting in Belleair, Fla.

Drastic changes in NAB's operation and management may develop as the association is rebuilt around the basic aural-station segment and the fast-growing TV industry. The board will be guided to a considerable extent by action taken at the TV convention held Friday in Chicago (see story above).

With Broadcast Advertising Bureau separating from the main NAB structure, NAB members may vote later in the winter on a complete re-writing of the by-laws and charter. Terms of many present board members will expire at the NAB convention in April.

The board faces a long list of knotty problems at its three-day meeting next week. It must work out formulas for a BAB dues structure covering non-NAB stations and other newly eligible interests such as networks, representatives and transcription firms. Then it must review plans for the April convention, which will be a tri-

Advance Registration for Chicago Sessions

Paul Adanti, WHEN Syracuse; C. E. Arney Jr., NAB; Campbell Arnoux, WTAR-TV Norfolk; Ralph Baruch, SESAC, New York; Charles A. Batson, NAB; Charles E. Bell, WBTV (TV) Charlotte; Kenneth Berkeley, WMAL-TV Washington; Harry M. Bitner Jr., WFBM-TV Indianapolis; Milton Blink, United Television Programs, Chicago; R. A. Borel, WBNS-TV Columbus; Otto P. Brandt, ABC, New York; Frank V. Bremer, WATV (TV) Newark; E. H. Bronson, WBNS-TV Columbus; Tom A. Brooks, WBAL-TV Baltimore; Vernon R. Brooks, WGN-TV Chicago; George M. Burbach, KSD-TV St. Louis; Martin Campbell, WFAA-TV Dallas; Roger W. Clipp, WFIL-TV Philadelphia; Walter Compton, WTTG (TV) Washington; Aldo DeDominicis, WNHC-TV New Haven; Ralph Evans, WOC-TV Davenport.

William Fay, WHAM-TV Rochester; John E. Fetzner, WKZO-TV Kalamazoo; Dean Fitzer, WDAF-TV Kansas City; Frank P. Fogarty, WOW-TV Omaha; Helen A. Fruth, NAB; James M. Gaines, NBC, New York; Jack O. Gross, KFMB-TV San Diego; R. B. Hanna, WRGB (TV) Schenectady; Jack Harris, KPRC-TV Houston; John B. Hill, KOTV (TV) Tulsa; Thad Holt, WAFM-TV Birmingham; Harold Hough, WBAP-TV Ft. Worth; Richard B. Hull, WOI-TV Ames; E. K. Jett, WMAR-TV Baltimore; Leslie Johnson, WHBF-TV Rock Island; Gaines Kelley, WFMY-TV Greensboro, N. C.; John A. Kennedy, KFMB-TV San Diego; Harry C. Kopf, NBC, Chicago; G. Bennett Larson, WPIX (TV) New York; U. A. Latham, WKRC-TV Cincinnati; Robert Lemon, WTTV (TV) Bloomington, Ind.; Nathan Lord, WAVE-TV Louisville.

Glenn Marshall Jr., WMBR-TV Jacksonville; Edward W. May, KMTV (TV) Omaha; Herbert Mayer, WXEL (TV) Cleveland; Joseph A. McDonald, ABC,

New York; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Justin Miller, NAB; John H. Mitchell, WBKB (TV) Chicago; Robert Mulhall, WOITV Ames; Dorothy S. Murphy, WKRC-TV Cincinnati; John T. Murphy, WLWT (TV) Cincinnati; W. R. Nichols, KEYL (TV) San Antonio; Sol Paul, BROADCASTING • TELECASTING; Paul H. Raymer, Paul H. Raymer Co., New York; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Clyde W. Rembert, KRLD-TV Dallas; Robert K. Richards, NAB, Washington; Robert B. Ridder, WTCN-TV Minneapolis; W. D. Rogers Jr., KEYL (TV) San Antonio; Marshall Rosene, WSAZ-TV Huntington, W. Va.; Irving P. Rosenhaus, WATV (TV) Newark; B. J. Rowan, WRGB (TV) Schenectady; Frank M. Russell, NBC, Washington; William B. Ryan, NAB, Washington.

Owen Saddler, KMTV (TV) Omaha; Ernest Sanders, WOC-TV Davenport; Frank P. Schreiber, WGN-TV Chicago; Victor A. Sholis, WHAS-TV Louisville; H. W. Slavick, WMCT (TV) Memphis; C. K. Spicer, WBTV (TV) Charlotte; Jack Stapp, WSM-TV Nashville; Donald A. Stewart, WDTV (TV) Pittsburgh; Robert Stone, SESAC, New York; George B. Storer, Fort Industry Co., Birmingham, Mich.; Robert D. Swezey, WDSU-TV New Orleans; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Eugene S. Thomas, WOR-TV New York; C. Robert Thompson, WBEN-TV Buffalo; D. W. Thornburgh, WCAU-TV Philadelphia; E. R. Vadeboncoeur, WSYR-TV Syracuse; Charles Vanda, WCAU-TV Philadelphia; F. Van Konynenburg, WTCN-TV Minneapolis; Lee B. Wailes, Fort Industry Co., Birmingham, Mich.; William D. Wagner, WOC-TV Davenport; Irving C. Waugh, WSM-TV Nashville; H. C. Wilder, WSYR-TV Syracuse; R. G. Winnie, WTMJ-TV Milwaukee; C. J. Witting, WABD (TV) New York.

On Board Agenda

partite management, engineering and television gathering.

Revamping of the budget to accommodate radio and TV segments of the overall NAB will be a major job in itself. In addition, the budget must be redesigned to eliminate BAB's funds, now that BAB faces relative independence starting April 1.

Ryan Successor

Important personnel decisions must be made. Departure of William B. Ryan from the NAB general managership to become BAB president leaves the association without management direction. Mr. Ryan and NAB President Justin Miller agreed that selection of a general manager—acting, interim or actual—should be done with board guidance.

Interwoven into that situation, however, is the suggestion that NAB have high-level officers running each of the proposed radio and TV associations. The top NAB management, for example, might have a president or board chairman, with NAB-Radio and NAB-TV, or whatever names are selected, having their own presidents or vice presidents.

One of the tricky questions re-

volves around the type of board that will run the top NAB and the two association members.

Top policy matters affecting the membership as a whole would be decided by the joint board.

With sweeping changes contemplated, the board has the corollary job of how to pay for NAB—1951 model.

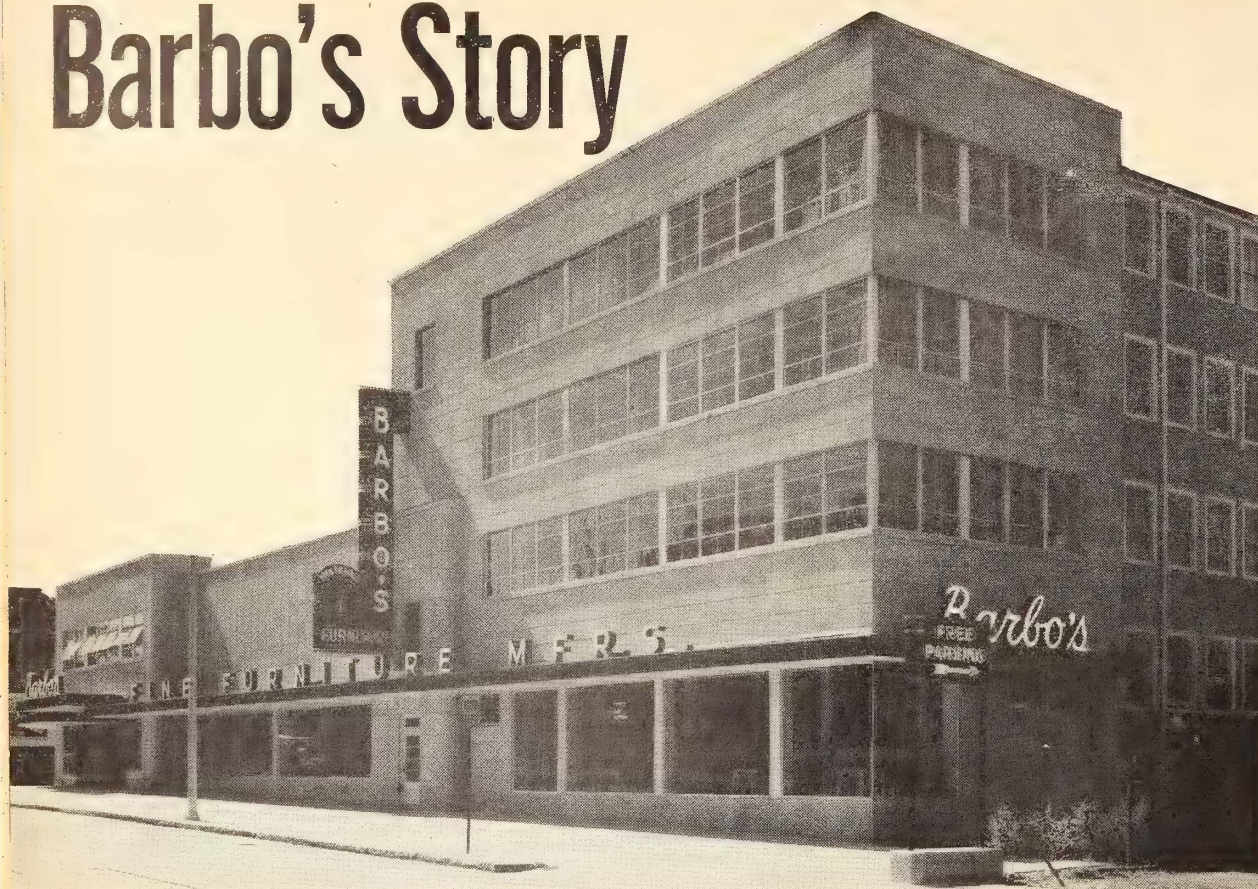
What dues should TV stations pay? Right now practically all of NAB's TV membership, representing more than a third of TV operating stations, pay only nominal dues of \$10 a month because they are adjuncts of AM member stations. Non-NAB TV stations, however, would be billed \$125 a month.

The plan for a NAB-TV, as first proposed by the board last November, specified that the NAB-TV board would set up its own dues structure and allocate part of the dues to NAB overhead.

That plan will run into the overall NAB budgetary situation. Should TV stations decide on a low scale of dues, then the top NAB might feel the video members weren't paying their way. The original NAB-TV dues structure drawn up in 1949 recognized that video stations were operating in

(Continued on page 87)

Barbo's Story



BARBO'S, New England's largest suburban furniture center, is a multi-million dollar business today, thanks to a lot of hard work—and radio spots.

Leo Barbo, general manager and treasurer, and the eldest of six brothers who own the company, is quick to credit radio with a major share in the phenomenal success story of the firm.

Located about 12 miles from Boston, Barbo's dominates the town of Stoneham, Mass. It is the largest furniture store and factory under a single roof in New England and boasts the largest display of all-modern furniture in the area. It has customers in all parts of the country and ships merchandise to every corner of the globe.

"Radio has made us what we are today," says Mr. Barbo, looking back over the years. "It was responsible for our initial success in the early days when newspapers wouldn't take us at the local rate. Their national rates were prohibitive for us, so we turned to radio. Results were so immediate and so astounding in skyrocketing sales that we've thanked the papers ever since for doing us a big favor."

Brothers Advance From Errand Boys

The brothers who speak of their business in million-dollar figures today started as errand boys in a furniture factory in a nearby city. The sons of Italian immigrants who had come to America a few years before, in 1913, the three older brothers, Leo, Charles, and John, were still in their teens. In the years that followed, they learned every phase of the trade until finally, in 1932, finding jobs

scarce during the depression, they decided to set up their own business.

With two associates, they raised borrowed capital of \$1,400, deposited the money in the bank in February 1933, and opened their own furniture factory in Stoneham. One month later, in March, came the Bank Holiday and with it the freezing of their small capital.

To anyone else this might well have meant calamity. But the Barbo brothers substituted diligence for dollars. They worked long and hard, from early in the morning till late at night, turning out quality furniture for leading New England retailers. For a year and a half each took a salary of \$5 a week from the business. Finally, they voted themselves a 100% increase, from \$5 to \$10 a week!

Firm Expands To Larger Store

By 1936 they were able to move to larger quarters, site of the present store, which they managed to purchase two years later. By now, too, three other brothers, Joseph, Salvi, and Albert, and two sisters, Mary and Jennie, had grown up and joined the organization.

Business progressed gradually. They were slowly making headway. And then came the war. Materials became harder and harder to get and the Barbos knew that their only hope for survival lay in purchasing ready-made furniture from other firms, manufacturing as much on their own as conditions allowed, and selling at retail rather than wholesale.

One of the two non-family business associates had already sold

his interest and now the second, discouraged by the prospect of war years, severed his connection.

Nothing daunted, the brothers and sisters and even their elderly father pitched in with characteristic courage and fortitude to make a go of the new venture. It was necessary to remodel the building to make some floors available for retail sales.

Armed with hammers and saws, doing all the work themselves, they put in hundreds of hours at hard labor creating display rooms. Jennie set up a small kitchen on the premises so the family could eat three meals a day there and save precious minutes.

This was the setting in 1942 when the Barbos realized that if they were to sell to a vast new retail trade, the public must first know about them. National newspaper rates which they would have had to pay were too costly. So they turned to the Harry M. Frost Agency of Boston for a radio plan.

Since women make most of the family purchases, it was decided to buy time on the program which reach women as a mass audience. A total of eight one-minute announcements weekly was purchased on women's programs on WEEL, WBZ, and WNAC in Boston.

Results were instant and spectacular.

"Business changed the minute we got into radio," Leo Barbo recalls. "There were thousands of new sales. It was quite evident that people were beginning to know about Barbo's through radio. We soon learned something else important, too. We found that our radio customers kept coming back, that once they became a Barbo

client they remained one.

"There's another significant point to remember also," Barbo's general manager notes. "It was early in the war and we had gas rationing and other restrictions on automobile use. And yet, people who heard about us on the radio found ways to get here and came from all over."

In the years that followed, the furniture company continued to use radio spots as its sole promotion medium, and the sales curve continued to rise.

In 1945, another expansion took place. The Barbo brothers purchased the property adjacent to their building and plans were drawn up for the present new modern store which encompasses more than 130,000 square feet.

Again, all the Barbos pitched in to help with the building, and again they were faced with obstacles. Material and labor shortages, rock ledges, unexpected springs on the land confronted them. They turned architect and painter and carpenter, they planned and constructed, and gradually their dream of a new building of their own became a reality.

Grand Opening Poses Problems

In September of 1947 the structure was ready for the grand opening. But the Barbo brothers were frightened. They had put every cent they had, in addition to a large bank loan, into the building. Suppose the public didn't come. Suppose they didn't buy?

They reckoned without radio. Radio spots were still their sole advertising means. They placed considerable faith in them for the

A Multi-Million Dollar Monument To the Power of Radio

had long ago learned the power of the broadcasting medium. But till, they were using comparatively few announcements and no other form of advertising. Could these spots do the trick? Would they pull the public in?

They needn't have been worried. Even before the doors opened, large throngs had gathered outside. The opening day drew a crowd of 12,000. "The first week hit close to \$100,000 in sales," reports Leo Barbo with enthusiasm and gratitude for the job broadcasting had accomplished. "And results were 100% radio," he states emphatically.

Today, the firm uses 14 spots weekly, all on women's programs, and all with the same women who have faithfully interpreted the store to the public since its earliest days. They are Priscilla Fortescue on WEEL, Louise Morgan on WJAC, Mildred Carlson, WBZ, all Boston, and Polly Huse, WLAW Lawrence.

Barbo's has no plans for sponsoring programs. "We've been so successful with our consistent use of spots there's no need to," their executives say. "Women are 95% of our buyers. The girls are close to the women in the home, they reach tremendous numbers of them, and they talk to them every day. The homemakers feel they know them, they're loyal listeners, and they're faithful to the products the girls advertise."

Barbo's itself has been instrumental in bringing about a close three-way liaison between the women broadcasters, the listeners, and the store. To the Barbo brothers, the Misses Fortescue, Carlson, Morgan, and Huse are "the girls."

The warmth and friendliness and sincerity which the Barbos radiate is reflected in "the girls" reciprocal attitude toward them and is, in turn, expressed in their radio messages to listeners.

Listeners know, too, about the Barbo family's interest in community well-being. They know that when a family was burned out in Stoneham with tragic loss of life, the Barbos gave up their radio time for a campaign to raise money for the survivors and pay funeral expenses.

Polio Victim Becomes Steady Client

Typical of the response created among the radio audience is that of the woman who was stricken with polio several years ago and hospitalized in Boston. Day after day, from her hospital bed, she turned in and heard about Barbo's. When she was finally up, on crutches, she travelled the 12-mile distance on streetcar to the store about which she had heard so much. The daughter of a wealthy Icelandic family, she not only purchased for her own home, but spread the fame of the store in her homeland when she returned. Today, Barbo's ships regularly to Iceland—and when an Icelander visits in the vicinity of

* * *

HARD work and radio, say the Barbo brothers, turned their furniture center in Stoneham, Mass., into a multi-million dollar business. Demonstrating one-half of the success formula, as they did all of the planning and most of the inside construction for their new store, are (l to r): Leo, Salvi, Joseph, Albert, Charles, and John.

Boston, he invariably pays a call at the store, with a recommendation from the now-famous customer that radio made.

The close relationship that characterizes the Barbo-radio listener association is demonstrated in the get-together party the firm threw last winter. Listeners were invited to come down and meet the radio people in person. At tables decorated with false mikes, "the girls" met their listening audience and passed out roses.

"It was the worst night of the season, an ice storm, and yet the store was mobbed," Leo Barbo relates. "You couldn't find an empty space anywhere. Our sales were certainly killed that night because everyone was so busy say-

ing hello and getting acquainted no one paid any attention to buying or selling." He's quick to add, though: "But you should have seen how our sales shot up in the days that followed!"

Other store events always include the women broadcasters. For example, they were guests of honor when Barbo's opened its new all-modern floor in April of 1950 with a party for the country's leading furniture manufacturers. The femme-casters recorded interviews with the manufacturers to acquaint listeners with the latest home-furnishing trends.

Helping to make the affair a long-remembered one was the burning of the mortgage on the new
(Continued on page 73)



COMMUNICATION POSTS

Set on Hill

KEY COMMUNICATIONS assignments on Capitol Hill appeared settled last week with a shift underway in the Senate Interstate & Foreign Commerce Committee that will send its veteran communications specialist, Edward Cooper, to the staff of Senate Majority Leader Ernest W. McFarland (D-Ariz.) on Feb. 1.

Nicholas Zapple, a committee counsel, will assume Mr. Cooper's duties on the Senate committee with full responsibility for communications matters.

The committee itself meanwhile was realigned with the ratio of Democrats to Republicans changed from 8-5, the apportionment in the last Congress, to 7-6. Sen. Ed C. Johnson (D-Col.), Congress' spur on broadcast activities, continues as committee chairman.

Although the committee is still in the stage of organizing, it is generally understood that Sen. McFarland, who chairmanned the group's radio subcommittee in the last Congress, would continue in that capacity.

In the House, total membership of the Interstate & Foreign Commerce Committee has been increased from 28 to 30 with the

party ratio now set at 17 Democrats to 13 Republicans. Rep. Robert Crosser (D-Ohio) again is chairman.

Significant changes in the House group's makeup included the switch of Rep. Harris Ellsworth (R-Ore.), who holds part interest in KRNR Roseburg, Ore., to the House Rules Committee and the addition of Rep. Richard W. Hoffman (R-Ill.), owner of WHFC and WEHS-FM Cicero (Chicago), who was on the House Veterans Committee during the last Congress [CLOSED CIRCUIT, Jan. 15]. According to a Capitol source, Rep. Hoffman bid for the committee post because of an interest in radio legislation.

The number of Democrats on the Senate committee was reduced when former Sen. Francis J. Myers of Pennsylvania was defeated in the fall election and not replaced. However, a Republican, Sen. James P. Kem of Missouri, was added to the committee.

Here are the new lineups of the Senate and House Commerce Committees:

SENATE: Democrats — Johnson, chairman; McFarland, Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Connor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.). Republicans — Charles Tobey (N. H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio), John J. Williams (Del.), Kem (Mo.).

HOUSE: Democrats — Reps. Crosser, chairman; Lindley Beckworth (Tex.), J. Percy Priest (Tenn.), Oren Harris (Ark.), Dwight L. Rogers (Fla.), probable chairman of radio subcommittee; Arthur G. Klein (N. Y.), Thomas B. Stanley (Va.), John B. Sullivan (Mo.), William T. Granahan (Pa.), John A. McGuire (Conn.), Tom R. Underwood (Ky.), F. Ertel Carlyle (N. C.), John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), Homer Thornberry (Tex.).

Louis B. Heller (N. Y.), Kenneth A. Roberts (Ala.).

Republicans — Charles A. Wolverton (N. J.), Carl Hinshaw (Calif.), Leonard W. Hall (N. Y.), Joseph P. O'Hara (Minn.), Wilson D. Gillette (Pa.), Robert Hale (Me.), James I. Dolliver (Iowa), John W. Heselton (Mass.), Hugh D. Scott Jr. (Pa.), John B. Bennett (Mich.), Hoffman, J. Edgar Chenoweth (Col.), John V. Beamer (Ind.).

Mr. Cooper has been associated with the Commerce committee since 1938 when he joined the professional staff under the then chairman, Burton K. Wheeler of Montana. In his new position, Mr. Cooper, it is understood, will have the formal title of staff director of the Senate Majority Policy Committee.

Communications Expert

A Montanan since childhood, Mr. Cooper was a newspaperman before joining the committee staff. He conducted a two year investigation of the domestic telegraph companies, supervising Capitol hearings and preparing official reports and recommendations for a special Commerce subcommittee.

After that stint and service in the Navy where he worked with communications, Mr. Cooper became a professional staff member, specializing in the broad field of communications, a relation which brought him into direct contact with the problems of legislation and government regulation affecting radio and television broadcasting activities.

As a legislative expert on communications, Mr. Cooper has been closely associated with Sen. Johnson on the full committee and Sen. McFarland's work on the radio subcommittee. Sen. McFarland has been active in all phases of communications, including his proposal



Deeply engrossed in committee work are Edward Cooper (l), newly appointed assistant to Sen. Ernest W. McFarland, and Nicholas Zapple, who is succeeding Mr. Cooper as communications specialist on the Senate Commerce Committee staff.

* * *

to reorganize the FCC along procedural lines, while Sen. Johnson is generally regarded as the key senator concerned with radio and TV.

Mr. Zapple was an attorney with the Civil Aeronautics Board before becoming a staff member on the committee. His field with CAB was communications as related to aviation. During the war, Mr. Zapple was District Law Officer and Hearing Officer in the U. S. Coast Guard, touching upon all legal matters. He was an adviser for the various divisions of the Coast Guard, including the Communications Division.

The 35-year-old communications expert gained additional experience with all facets of communications, including radar, television and radio, while on board ship and while at the Coast Guard Academy.

Mr. Zapple already has taken over a number of assignments previously handled by Mr. Cooper, it was understood. Since the time that Sens. Johnson and McFarland have arranged the changeover, both Messrs. Cooper and Zapple have been working very closely on communications affairs.



TAKING time out from discussing national matters at the Seventh White House Conference of the Advertising Council, held in Washington a fortnight ago [BROADCASTING • TELECASTING, Jan. 15], Comdr. Mortimer Loewi (l), director of the DuMont Network, enjoys a joke with Frank M. Folsom, president of RCA.

* * *



CHATTING informally during the Seventh White House Conference of the Advertising Council are Frank White (r), MBS president, and Brig. Gen. A. Robert Ginsburgh, USAF, Office of the Secretary of Defense.

FCC BUDGET

PRESIDENT TRUMAN last week asked Congress for a 3.4% boost in FCC's overall budget but a corresponding 1.4% decrease in funds earmarked for broadcast activities.

The requested appropriation is for fiscal 1952, totalling \$6,850,000. FCC received \$6,625,000 for fiscal 1951, spending \$1,077,187 for broadcast activities as against \$1,062,038 now recommended by the President.

In his message, the Chief Executive explained that the "estimated reduction in these [broadcasts] activities is based on the assumption that the expanding defense program will reduce workloads." He included AM-FM-TV in this category.

Referring to applied technical research and frequency allocation for which an increase from \$376,856 to \$405,473 is indicated, the President's message pointed out:

"Increased demand for assignment of frequencies, occasioned by

development of new uses of radio, necessitates more intensive technical research to assure the best possible utilization of the available radio spectrum. The small increase estimated for 1952 is primarily for additional research

equipment, and frequency assignment work."

In the budget breakdown, common carrier activities would be increased from \$816,377 to \$836,445; field engineering and monitoring, from \$2,361,292 to \$2,534,280 to "provide for continuous 24 hour watch at all monitoring stations"; safety and special radio services from \$620,635 to \$638,000.

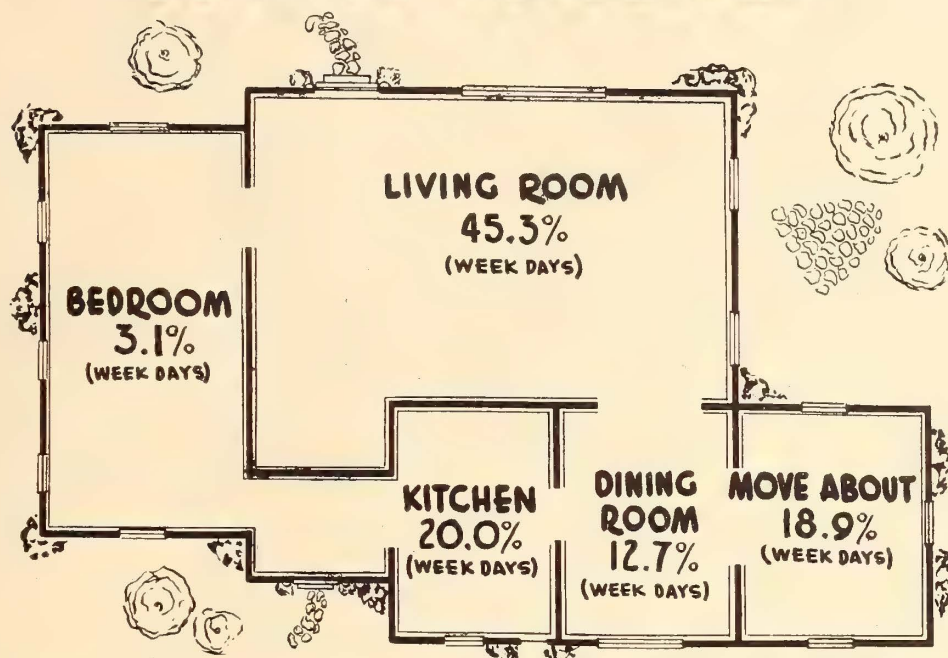
(Continued on page 74)

PROPOSED FCC BUDGET FOR 1951

OBLIGATIONS BY ACTIVITIES

	1950 Actual	1951 Estimate	1952 Estimate
1. Common carrier activities	\$ 868,191	\$ 816,377	\$ 836,445
2. Applied technical research and frequency allocation	366,972	376,856	405,473
3. Field engineering and monitoring	2,471,698	2,361,292	2,534,280
4. Safety and special radio services	644,352	620,635	638,000
5. Broadcast activities	1,092,522	1,077,187	1,062,038
6. Executive, staff, and service activities	1,285,596	1,322,653	1,373,358
Total Obligations	\$6,729,331	\$6,575,000	\$6,850,000

IOWA PEOPLE LIVE WITH RADIO!



ONE of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people live with radio. The 1950 Iowa Radio Audience Survey* reveals that except for Sundays, *less than half of all Iowa home listening takes place in the living room!* Here are all the figures:

Proportion of Listening
Done With—

	Weekdays	Saturdays	Sundays
Living Room Set	45.3%	48.9%	55.1%
Dining Room Set	12.7	11.9	9.4
Kitchen Set	20.0	19.4	18.1
Bed Room Set	3.1	4.2	5.5
"Move About" or "Other"	18.9	15.6	11.9

Extra sets help explain this "all-over-the-house" listening; *48.8% of Iowa's radio-equipped homes now have two or more sets!* The chart in the next column (from the 1950 Survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 "listener hours", weekdays . . . 15.59 "listener hours", Saturdays . . . and 13.52 "listener hours", Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America's great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

DAILY USE OF SETS LOCATED IN DIFFERENT ROOMS	
(Percentages based on number of sets located in type of room named)	
TYPICAL WEEKDAY	ALL DIARY FAMILIES
Percentage of Sets Used at Some Time during Day	
If located in Living Room	95.0%
If located in Dining Room	99.0%
If located in Kitchen	95.8%
If located in Bed Room	75.5%
If "Moved About" or "Other"	91.5%

*The 1950 Edition of the Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 families and diary records kept at the time of listening by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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



FREE & PETERS, INC.
National Representatives

WAGE FREEZE

WAGE FREEZE could affect employees of radio and television stations, the Economic Stabilization Agency told BROADCASTING • TELECASTING last week.

However, ESA qualified its statement by adding, "Whether such authority might in the future be exercised is undetermined and for future consideration of the Administrator, after consultation with the Wage Stabilization Board."

The opinion on the applicability of wage stabilization to radio-TV stations was sought in light of exemption of radio time rates from price control under the Defense Production Act [BROADCASTING • TELECASTING, Jan. 1]. It had been explained that the exemption still was in effect even though President Truman had declared a na-

tional emergency after the act was signed.

It had been learned earlier that both Capitol Hill legal interpretation and an industry legal source had observed that although price and wage controls generally go hand in hand, in certain instances they might be imposed separately.

Wording of the Act does not mention wages although it specifically exempts prices from control for radio and TV.

Full Control Seen

It appeared likely last week that the government was heading toward imposition of full wage and price control. Speculation to the timing of the order centered on Feb. 1, although some observers set sights on a couple of weeks later.

This tip-off came from Charles

Could Apply to Radio

E. Wilson, the defense mobilization chief, in a Philadelphia address before the Poor Richard Club, in which he indicated voluntary economic controls are unworkable.

Instead, Mr. Wilson said they must be replaced soon by wage, price and material controls of a mandatory sort, backed by "the power of the law."

It was indicated by government officials that the price freeze may entail a "rollback" to the Jan. 1 level.

Manpower controls were generally indicated to be in the mill by President Truman at his news conference last Thursday. The President issued a general policy statement on national manpower mobilization in which he said he would ask Congress for legislation whenever such authorization is needed

to make the most effective use of manpower resources.

As outlined by the Chief Executive, controls would be invoked to apply to employers, or to workers or to both, with these possibilities (1) Restrictions on the right of workers to change jobs; (2) limitations on number of persons working for an employer, or on the number of men in particular skills, (3) federal control of hiring, (4) enforcement of standards to obtain full use of women, handicapped workers and minority groups.

In other developments:

Sen. John J. Sparkman (D-Ala.) chairman of the Senate Small Business Committee, said black markets in critically short defense materials were "springing to life fast" throughout the country. His statement was made at a hearing held last Thursday by the committee during which Mr. Wilson, Defense Production Administrator William H. Harrison, General Services Administrator Jess Larson and Chairman John D. Small of the Munitions Board, testified.

Mobilization chief Wilson said a "controlled materials plan" which was in effect during World War I may be restored possibly by June. He said he did not think consumer rationing was needed in the near future.

Meanwhile, the Senate Banking Committee approved the appointment of Gen. Harrison to be National Production Administrator. The Senate must confirm the nomination.

a half million Nebraska Farmers can't be wrong

They are the owners of the new

KRVN

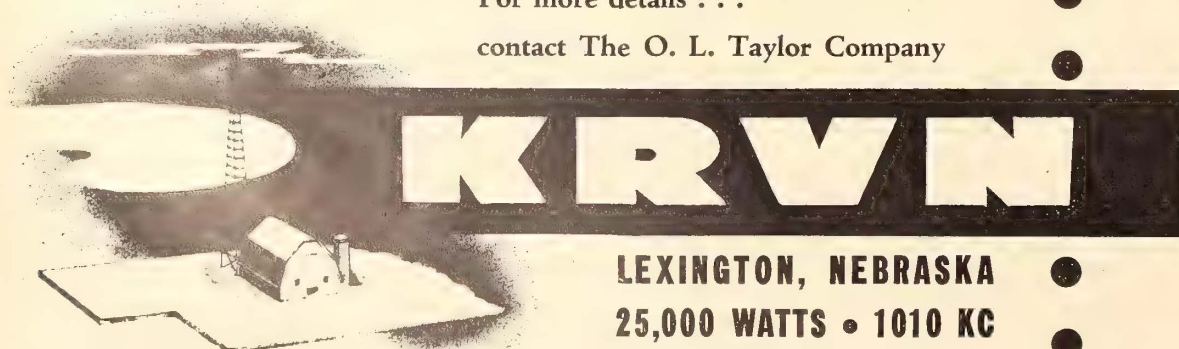
The 25,000 watt clear channel station

On the air effective January 27, 1951

K R V N will reach every farm home in Nebraska. K R V N is owned by, and operated for, the Nebraska farmers. These guaranteed listeners will hear your message on K R V N. K R V N brings to you all the Nebraska farm homes in one complete package.

For more details . . .

contact The O. L. Taylor Company



LEXINGTON, NEBRASKA

25,000 WATTS • 1010 KC

Max Brown, Manager

New York • Chicago • Dallas • Los Angeles • San Francisco • Portland

SAWYER NAMES

Three to Advisory Group

SECRETARY of Commerce Charles Sawyer last Wednesday announced appointment of additional industry members to his Advertising Advisory Committee, now a year old.

Those named included L. N. Brockway, executive vice president Young & Rubicam, New York; Edgar Kobak, business consultant and former president of MBS; and Harold Ryan, vice president of Fort Industry Co., operator of the George B. Storer radio and TV stations.

In announcing the appointment Secretary Sawyer stated, "In its first year, the Advertising Advisory Committee has proved by its notable contributions not only that the idea of such a committee was basically sound but also that advertising is increasingly important to the national economy. I foresee a vital role for advertising in the mobilization of business and industry for defense."

During the past year a subcommittee under the leadership of Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has been making an extensive survey of the service facilities and publications of the Dept. of Commerce as they relate to the needs of the advertising industry.



You get a lot for a little*

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

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



IN BALTIMORE

NBC PROGRESS IN '50

"RADIO broadcasting continued in 1950 as the nation's number one information and entertainment medium," according to an NBC year-end report released last week in New York. "With the outbreak of the Korean conflict, radio listenership increased sharply, pointing up the fact that only through a combination of radio and television can the government reach

virtually all American homes during a state of national emergency," the report said.

Reviewing the year at NBC, President Joseph H. McConnell said: "Our pride in our accomplishments during the past year is tempered by our awareness of the critical days which lie ahead. I know I speak for every single employee and official of NBC when I

say that our tremendous facilities, our technical know-how, our skill in communications, the vast experience we gained during World War II in covering world-wide news for the American public—all these are dedicated to the service of our government and the American people in the days to come."

NBC's combined radio and television gross billings in 1950 were

15% greater than in 1949, the report said. Although a breakdown for the full year is not available, Publishers Information Bureau figures show that for the first 11 months (Jan.-Nov.) NBC gross radio billings were \$56,445,724 for 1950, as compared to \$58,381,653 for Jan.-Nov. 1949; and its gross TV billings were \$17,910,935 for Jan.-Nov. 1950, as compared with \$5,473,738 for the same period of 1949.

"NBC television again made an unprecedented increase in all

(Continued on page 72)

WELCOMING Charles C. Bevis Jr. (center) to Denver and new post as general manager of NBC's KOA there are (l to r): Robert Owen, KOA assistant manager; Mrs. Owen; Mrs. Lloyd E. Yoder, and Mr. Yoder, former KOA chief who becomes general manager of KNBC San Francisco. Mr. Bevis has been executive assistant to James Gaines, NBC vice president in charge of NBC owned-and-operated stations.



"GIMME A DOZEN OF THE BLACK ORCHIDS!"



FLOWERS, frozen foods or furniture, our Red River Valley farmers can afford to buy anything they want, because their Effective Buying Income is far above the national average!

WDAY, Fargo, is 'way above the national average as a radio buy, too. Fargo-Moorhead Hoopers show that for Total Rated Periods (Dec. '49—Apr. '50) WDAY got a 63.5%

Share of Audience, as against only 16.0% for Station B! A 1950 survey by students at North Dakota Agricultural College proves that WDAY is the 17-to-1 favorite among rural families in the 22-county area studied—the 3-to-1 favorite over all other stations combined!

Let us or Free & Peters give you all the dope. It's really something!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives

CALL 2 STRIKES

Walk Out at WJW, WAGA

UNION employes struck last week at two stations—AFRA announcers at WJW Cleveland and NABET engineers at WAGA-AM TV Atlanta. NABET engineer refused to cross the AFRA picket lines at WJW.

In both cities the stations suffered only brief interruptions in service.

According to WAGA officials the NABET strike started Sunday while the station was negotiating in good faith with Timothy O'Sullivan, NABET representative and two engineers. Mr. O'Sullivan is said to have interrupted negotiations when a group of technicians entered the conference room saying they were invited to take part.

When Ralph Williams, WAGA attorney, welcomed the technicians to the conference, James E. Bailey, WAGA vice president and general manager, noticed some of the men were supposed to be on duty at the time. Mr. Bailey asked if the stations were on the air and was told they were not.

Mr. Bailey and Rudolph Spivey, AM chief engineer, put the AM and FM stations back on the air in 25 minutes, according to the station. George B. Storer Jr., TV station manager, and Paul J. Cram, TV chief engineer, who also had been taking part in the negotiations, managed to get the TV station operating in three hours despite the fact that old tubes had been substituted and equipment maladjusted, according to Mr. Bailey. Refinements were made later in adjustments of AM, FM and TV equipment.

Full schedules are being maintained at all three stations, Mr. Bailey said. No network time was lost and the men are being replaced.

WJW reported it was back to normal operations Monday after losing about three hours time. AFRA picket lines were set up at WJW's downtown studio and the North Royalton transmitter.

AFRA's strike was called by Tom Smoot, Cleveland executive secretary, according to a union announcement. The union charged unfair labor practices, refusal to grant wage increases for two years and refusal to consider contractual fees.



Detroit's new voice of the night....

'Tween the wee hours of 2 A.M. and 6 A.M. on WWJ, a new feminine disc jockey is riding the crest of popularity in Detroit.

It is the winsome voice of one who signs herself "Lovingly Yours, Laura." With her charming and intimate "mike-side manner" she has captured an admiring audience.

Laura passes the time of night by having chummy chats via phone with news editors and night chefs, waitresses and the weatherman . . . ex-

changing friendly notes with truck drivers and cab drivers, late workers and early risers . . . and giving hourly news reports.

With Detroit's plants scheduled for 'round the clock production of goods for peace and for preparedness in 1951, Laura's listeners will be legion. In her own sweet, soft-spoken way, Laura can do a persuasive selling job for many types of products. Why not let Laura use her feminine wiles to give *your* product story a firm, but gentle, push in the Detroit market?

FIRST IN DETROIT

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

CHARGE COTTONE 'BIAS' *In Richards Case*

COUNSEL for G. A. (Dick) Richards last week accused FCC General Counsel Benedict P. Cottone of "bias" in the hearing on Mr. Richards' news policies, and called upon the Commission to say whether it supports Mr. Cottone's "interpretation" of the issues.

The charge was made in a reply to the General Counsel's opposition to a petition asking FCC to reconsider and grant the license-renewal applications of the three Richards stations, or, alternatively, to base its decision on their performance since their last renewals [BROADCASTING • TELECASTING, Jan. 15].

Attorneys Hugh Fulton and Joseph W. Burns, chief trial counsel for Mr. Richards, said in their reply that Mr. Cottone's brief—in which he accused them of making "scandalous and scurrilous charges" designed to becloud the

issues of the case—failed "completely" to answer any of their contentions.

"The evidence of bias on the part of General Counsel and his failure to answer the questions raised in applicants' brief indicate strongly the necessity for the Commission reconsidering the order now," Messrs. Fulton and Burns asserted, referring to reconsideration of the FCC order designating the renewal applications for hearing.

Ask for Statement

"The Commission should determine whether a prejudiced report by its staff resulted in its ordering a hearing where one was not justified," they claimed. "It should state whether it supports the interpretation of the issues presented by the General Counsel."

Mr. Richards is principal owner

of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. The hearing involves charges that he ordered newsmen to slant newscasts according to his views.

Counsel for the station owner contended that "the question before the Commission is whether the renewal of the licenses of these three stations is in the public interest." They claimed Mr. Cottone did not contradict testimony that KMPC and WJR "had outstanding records of superiority in public service and programming," and said "the record of WGAR was conceded, as no evidence at all was introduced by General Counsel with respect to that station."

Declaring that FCC "purports" to act solely in the public interest and that accordingly "the judgment of the public with respect to the programming of these stations is

of paramount importance," they continued:

The testimony of the excellent reputations of the stations constitutes a verdict of the people served by these great stations in favor of the stations and their continued existence and the continuation of their splendid services.

Stations that have carried such a splendid reputation in their communities should not be required to engage in a life and death struggle to prove their right to exist. And Mr. Richards, under whose aegis such stations were built from tiny beginnings and under whom they created such an outstanding reputation, should not be required to prove he is a fit character to own stock of radio stations.

Their reply noted that the hearing on KMPC alone lasted from June 14 to Dec. 4, 1950. With the hearing now completed, they expected that preparation of proposed findings would require "several months" and that Examiner James D. Cunningham, who conducted the hearing, would then need "several months" more to prepare an initial decision.

Messrs. Fulton and Burns recalled that they had accused Mr. Cottone of "suppressing evidence favorable to applicants," and said he had never answered the charge except to say that accusations of improper conduct will be shown false at "the appropriate time."

They suggested that "at such time, he should also make an appropriate showing under oath that Sec. 605 of the Communications Act was not violated in his search for evidence against these stations." (Sec. 605 covers unauthorized publication of communications.)

Questions which they said Mr. Cottone's handling of the case had raised, but which his brief did not answer, included:

Whether FCC claims the power to control the content of all programs; whether FCC thinks all programs must be "balanced"; whether it feels that broadcasting a program to promote basic Constitutional freedoms requires a station to "broadcast views of those opposing such freedoms"; whether a broadcast by the President requires a station to seek out and present an opposition point of view; whether a station owner "may not decide what type of music will be played," and whether he may not discuss his private political, social, and economic views with his employees; and whether FCC claims the power to determine whether news broadcasts are biased or impartial.

"Those are issues which have been presented by General Counsel," Messrs. Fulton and Burns asserted. "If the Commission is not contending it has the authority which General Counsel is contending for, it should state so now without requiring the applicants to incur further expense of litigation."

Sterling Buys News

STERLING Drug Inc., New York (Phillips toothpaste), will sponsor *Bill Shadel and the News* on NBC Sundays, 3-3:15 p.m., effective Feb. 4. Dancer-Fitzgerald-Sample New York, is agency.

**32%
MORE WAGES
IN FLINT**

Sell where the money is — FLINT



910 KC

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY
THE KATZ AGENCY

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

These high wages, plus a willingness to spend (\$288 million last year) makes FLINT a must on every advertising schedule. Tell YOUR sales story in the rich FLINT market... and tell it over FLINT'S first station! Buy WFDF* where the money is... in FLINT!

* See your latest Hooper

MEMO

from: ARTHUR GODFREY

TO: W. S. Paley, F. Stanton

January 18, 1951

Dear Bill and Frank:

This is the most expensive inter-office memo I have ever dispatched, but there has been a lot of confusion lately about my plans.

January 15 marked seventeen years for me with CBS. We've had a lot of laughs and headaches together, sure, but we've made a couple of bucks, together, too. Rinso, Toni, Pillsbury, Nabisco, Chesterfield, Lipton, and all the others have been swell sponsors. Thanks to all—but I'm going to work for a couple of weeks down at Pensacola, Florida for the greatest sponsor of 'em all—Uncle Sam's Navy. He can pick up my option any time.

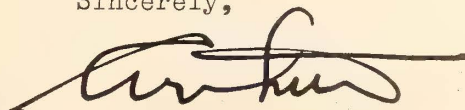
Why? Well, last September I won the golden wings of a Naval Aviator at Pensacola. I had coveted those wings ever since I first held the controls of a plane in my hands 31 years ago. I was never able to make the grade because I was crippled up pretty badly in an automobile accident back in 1931. But after 21 years of flying my own and everybody else's airplanes, and accumulating something in excess of 4,000 hours of flying time, Vice Admiral John Dale Price, USN (bless his heart!) gave me the chance to earn my wings at the school at Pensacola.

Now, those wings and the 3 full stripes of my Commander's rank, USNR, make a very pretty picture, but that isn't what I got 'em for. Now that I have won them I want to continue to be worthy of them. So, I am going on active duty again for 2 weeks to learn to fly Navy Jets and to take a refresher course in instrument procedure.

After which, be the good Lord willing, I shall return to my programs on the air February 5th, and on week ends you will find me flying with the Naval Air Reserve Weekend Warriors at Floyd Bennett Field.

Until then, the shows are all in capable hands, and I'll be seein' you.

Sincerely,



SIGNAL CONTROLS

Defense Bills Introduced

DEFENSE Dept.-backed plan to extend executive power over radio, television and other "electromagnetic radiations" was introduced in both chambers of Congress late last week. Hearings on the measure are expected to be held in the near future.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, who introduced the Senate bill (S 537) at Defense Dept. request, said Friday that his committee will hold comprehensive hearings because at this time the legislation appeared to be "drastic."

Introduction of the identical bills starts the legislative machinery rolling and Capitol Hill indications were that the post-hearings bill will modify the sweeping powers asked by the military.

The plan [BROADCASTING • TELECASTING, Jan. 15, 8, 1, Dec. 25] is advocated by the Dept. of Defense "for the greater security and defense of the United States against attack, and for other purposes."

Military men fear that AM, FM and TV signals could be used by an enemy for "homing" aircraft or guided missiles.

The proposed bills clearly would enable the President to impose radio and TV silence as one means of meeting such a threat. Many experts, however, protest that so stringent an approach is both undesirable and unnecessary.

Communications Stressed

They emphasize also the essential nature of the communications facilities in keeping the public informed, bolstering morale,

and sounding alarm in time of attack.

On this point FCC and the Continental Air Command are known to be developing a plan designed to permit broadcasting stations to continue in operation during attacks without lending themselves to use by enemy homing devices.

The proposed measures would be an extension of Sec. 606 (c) of the Communications Act, which gives the President, in times of proclaimed emergency, the power to silence or take over, or to suspend or amend the rules applicable to existing radio communications facilities.

The new bill would grant the President power to apply controls in time of war, national emergency, or whenever he deems it advisable in the interest of national security.

Missing from the bills introduced Wednesday was the wording that controls could be applied in times of "strained international relationships" which stirred up anxiety throughout electronics industries when the Defense Dept. approached Congress in December.

In answer to a query about the present strained international climate, a Defense Dept. attorney said the proposed legislation could be applied to the present situation, but probably wouldn't be [BROADCASTING • TELECASTING, Jan. 15].

Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, also by request, introduced the measure in the House. The bill (HR 1643) will be either assigned to a subcommittee or there will be hearings before the full Armed Services Committee.

Meanwhile, Sen. Johnson is known to be dubious about giving the military the carte blanche asked. His committee on Friday mailed out the bill with an explanatory letter to all interested government agencies. And, in what was considered an unusual move, the letter requested agencies to "expedite" their replies.

Sen. Johnson is anxious that all interested parties, governmental or civilian, appear at the hearings. Exact date for the hearings has not been set but it is expected to be announced shortly.

In a letter to Sen. Johnson, dated Jan. 16, Marx Leva, Assistant Defense Secretary, requested that "further justification for the urgent necessity of this legislation be given to you in secret session." Probably, the military would get this opportunity during an executive session of the regular hearings.

CORRESPONDENTS

Radio Group Cancels Dinner

ANNUAL dinner of the Radio Correspondents Assn., scheduled Feb. 3, was cancelled last week following a series of behind-the-scenes maneuvers growing out of cancellation of similar dinners by White House Correspondents Assn. and White House Photographers Assn.

The White House correspondents and photographers dinners were said to have been called off due to cost of booking suitable talent. Official reason given in both cases was based on the national emergency.

The radio announcement stated: "The Radio Correspondents Assn. regrettably announces the cancellation of the Ninth Annual Dinner in honor of the President of the United States, Feb. 3 at the Hotel Statler, Washington, since the President now finds he will be unable to attend."

THEODORE COTT, managing director of NBC radio and TV programs, spoke on "Impact of War on Radio and Television" at Advertising and Sales Club of North Jersey, Jan. 18, held in Paterson.



Hooper Proves IT IS BIG TOO!

market? **MASON CITY IOWA** Northern Iowa — Southern Minn. are wealthiest (per capita) markets in U. S.

station? **kglo** 1300 KC, 5000 Watts full time — CBS affiliate.

coverage? **kglo** Check Hooper below — KGLO dominates with twice as many listeners as all other stations combined.

HOOPER RADIO AUDIENCE INDEX
City: Mason City, Iowa • Total Coincidental Calls This Period: 6,217 • Period: Fall, 1950
SHARE OF RADIO AUDIENCE

TIME	RADIO SETS IN USE	KGLO (CBS)	A	B	C	D	E	OTHER AM&FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M. — 10:00 A.M.	23.5	65.7	18.0	*	7.1	2.9	3.3	2.9	1,258
MON. THRU FRI. 10:00 A.M. — 12:00 N.	17.4	80.6	8.8	0.6	4.1	2.4	2.4	1.2	1,275
MON. THRU FRI. 8:00 A.M. — 12:00 N.	20.5	71.9	14.2	0.2	5.9	2.7	2.9	2.2	2,533
MON. THRU FRI. 12:00 N. — 3:00 P.M.	26.5	77.9	9.6	*	5.8	2.4	2.9	1.4	949
MON. THRU FRI. 3:00 P.M. — 6:00 P.M.	20.1	72.3	14.8	*	(8.2)	0.6	2.6	3.2	958
MON. THRU FRI. 12:00 N. — 6:00 P.M.	23.3	75.5	11.8	*	(6.7)	1.7	2.8	2.2	1,907
SUN. THRU SAT. 6:00 P.M. — 8:00 P.M.	41.7	70.2	13.6	2.0		2.6	10.3	1.3	876
SUN. THRU SAT. 8:00 P.M. — 10:00 P.M.	35.6	67.2	16.4	*		0.4	13.8	2.2	901
SUN. THRU SAT. 6:00 P.M. — 10:00 P.M.	38.5	68.8	14.9	1.1		1.6	11.9	1.8	1,777

* No listeners found in sample.

kglo

Lee STATIONS

IN ITS 15TH YEAR OF SERVING AND SELLING

Affiliated with WTAD, Quincy, Illinois — Represented by Weed & Company

"SHARE OF RADIO AUDIENCE" represents the proportion of the total radio audience listening to a particular station. Base for "RADIO SETS IN USE" is "Total Homes Called."
COPYRIGHT 1950, C. E. HOOPER, INC.

For availabilities write or call
Walter Rothschild, Nat'l. Sales Mgr.
Lee Stations, Quincy, Illinois

the **TOUR TEST** *proves*

KGW THE ONLY STATION-
WHICH GIVES THE ADVERTISER
COMPREHENSIVE COVERAGE

.....in the **OREGON MARKET**



Cooperation is the keystone in the success of Mt. Angel's economic history. Five farmer-owned co-operative organizations—a creamery, hop-producing co-op, flax plant, oil co-op and a co-operative warehouse and grain elevator—have strengthened and stabilized the prosperity of this Oregon community. Mt. Angel's cheeses are world-famous...a Mt. Angel dairy cow recently set a world's record for butterfat production. KGW's COMPREHENSIVE COVERAGE of this healthy, growing market was proven by a recent Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by Mayor Jacob Berchtold of Mt. Angel. KGW delivers Mt. Angel, as it deliver the rest of the nation's fastest-growing market!

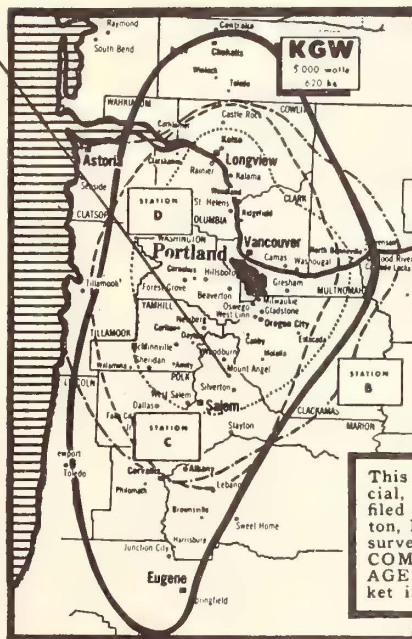


BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and South-western Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



BASEBALL HARMONY

NAB Plan Accepted

CLOSER working relationship between baseball and radio-television stations and networks was set up last week by representatives of NAB, Radio-Television Mfrs. Assn. and National Assn. of Professional Baseball Leagues.

Working in harmony for their mutual benefit, as contrasted with the partial TV ban adopted the week before by the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, Jan. 15], the professional baseball officials accepted a promotional plan offered by NAB.

Under this plan NAB will prepare a promotional package of ideas and suggestions to be used by minor league clubs in boosting baseball attendance through radio and other means. The package will be distributed to minor league clubs at their seven regional meetings to be held during February, according to George M. Trautman, NAPBL president.

NAB and RTMA spokesmen met last Monday with baseball officials at Mr. Trautman's office. He called the meeting after conferring in December with C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, and his son, Jerry Jordan, who has produced extensive research material on the effect of TV on gate receipts.

Mr. Trautman said Monday he

did not concur with extremist views that baseball broadcasts were ruining or entirely to blame for loss in attendance last year.

William B. Ryan, NAB general manager, outlined NAB's promotion plan to promote attendance in minor league areas. He said he was confident stations will cooperate. James D. Secrest, RTMA general manager, promised cooperation of the manufacturing industry.

The promotion plan ties into the 1951 Golden Anniversary of the American League and Diamond Jubilee of the National League.

NAB and RTMA agreed to consult NAPBL if the latter decides to conduct a research project to find the causes of decline in minor league attendance. Major league spokesmen agreed to maintain more strict supervision of major league game broadcasts in order to eliminate local friction with minor league clubs.

Meeting Participants

Also taking part in the meeting were Ben Halpin, RCA, and Dave Davis, General Electric Co., for RTMA; Justin Miller, NAB president; Charles Segar, National League Service Bureau; Lou Carroll, National League attorney; L. C. McEvoy, American League Broadcasting Dept.; Ben Fiery,

American League attorney; Philip Piton, Robert Fuch, of Mr. Trautman's office.

Status of college football telecasts was uncertain last week following the Jan. 12 decision of National Collegiate Athletic Assn. to declare a partial and controlled moratorium on football telecasts.

The NCAA TV Committee, whose recommendation was adopted by the full association, was reappointed. Tom Hamilton, U. of Pittsburgh, is chairman. Other members are Ralph Furey, Columbia U., and Willis Hunter, UCLA.

A TV Steering Committee is to be named.

"We have a splendid base for future relationships with the TV industry," Mr. Hamilton told BROADCASTING • TELECASTING. He voiced surprise that so little opposition to the TV resolution had developed on the convention floor.

During the floor discussion Bernie Moore, of the Southeastern Conference, reminded that Georgia Tech contended its attendance had been affected "very little" by television, with no effect on small colleges or high schools.

Suggestion was heard in many quarters after the convention that some colleges, perhaps many, will be willing or anxious to have their games telecast. The NCAA reso-

lution carries no means of enforcement.

Text of the formal resolution:

WHEREAS, there is positive evidence that live television broadcasts have an adverse effect on attendance at college football games, and

WHEREAS, the future growth and further expansion of the television industry indicate that this adverse effect on attendance will become increasingly greater, and

WHEREAS, television has spread across sectional lines and involves colleges in all parts of the country necessitating collective action and agreement, and

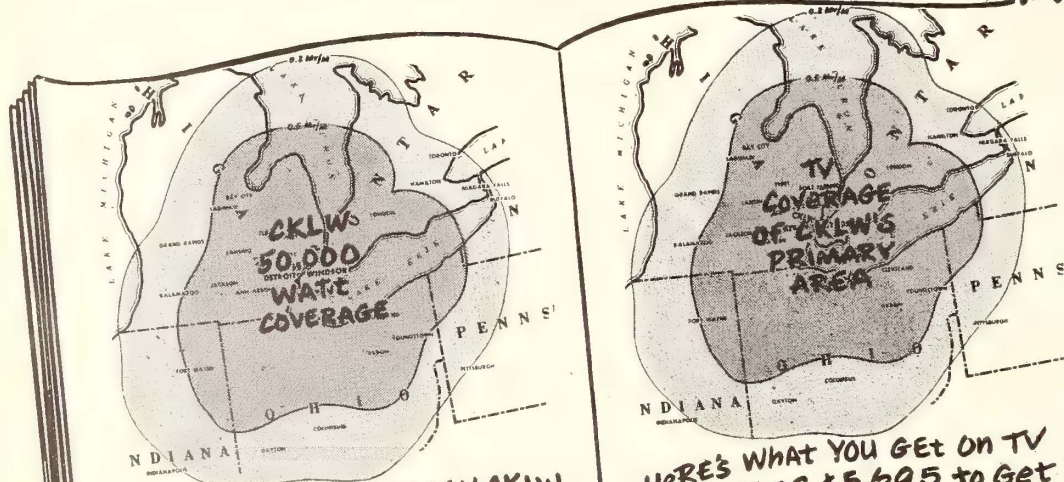
WHEREAS, loss of football gate receipts from drop in attendance threatens the economic structure of college athletics and the necessary support for essential physical training programs;

It is resolved that the members of the NCAA agree to declare a moratorium on live telecasting of college football games for 1951, and

It is further resolved that members will cooperate with the NCAA and the television industry to experiment with all types of television broadcasting to include such methods as delayed showing of films, use of highlights and special features, Phonovision, Skiatron, theatre television, special controlled live telecasts, and any other methods which may be developed.

It is further recommended that a committee consisting of one member from each NCAA District be appointed by the Executive Committee to work on and direct this project of the NCAA.

PRIMER—FOR TIME BUYERS



HERE'S WHAT YOU GET ON CKLW
\$1,000 = 17 CLASS "A" SPOT
ANNOUNCEMENTS
COVERING 2638,456
RADIO HOMES IN CKLW'S
PRIMARY AREA ONLY*

HERE'S WHAT YOU GET ON TV
IT TAKES \$5,695 TO GET
17 CLASS "A" SPOT
ANNOUNCEMENTS
COVERING ONLY 555,974
TV HOMES IN
CKLW'S PRIMARY AREA*

Using 17 spot announcements it costs over 5 times more to use TV than it does to use CKLW's dominant 50,000 watt coverage. * . . . and . . . using CKLW you reach over 5 times more homes than you reach by using TV. Which means . . . in this area it costs over 25 times more to reach one TV home than it does to reach one radio home when you use CKLW.

For more facts and figures on the sales impact of CKLW write today for the "Primer". A complete 8 page booklet that every time buyer will want to read before dealing with clients.

50,000 WATTS • 800 KC

Adam J. Young Jr., Inc.
National Rep.

CKLW

GUARDIAN BUILDING • DETROIT 26

* Cuyahoga County, Ohio not included!

FOR **COVERAGE** WITH A **+**

REGIONALLY

WGY and only WGY with its powerful 50,000 watts serves 53 counties in 5 northeastern states. Included in this tremendous coverage picture are 21 major metropolitan markets each with 25,000 or more people within its retail trading area.

HOOPER SHOWED IT BMB PROVED IT
HERE THEY ARE

NEW YORK

ALBANY
AMSTERDAM
GLENS FALLS
GLOVERSVILLE

HUDSON
JOHNSTOWN
KINGSTON

NORWICH
ONEONTA
ROME

SARATOGA
SCHENECTADY
TROY
UTICA

MASSACHUSETTS

ADAMS
NORTH ADAMS

PITTSFIELD

VERMONT

BARRE
BENNINGTON

RUTLAND
BURLINGTON

. . . add to this the home **counties** in which these 21 **cities** are located and you have a richly concentrated market of 2,980,000 people with spendable incomes in excess of 3 **billion** dollars

LOCALLY

In the 11 county area recognized by the Commerce Department of the State of New York as "The Capital District", the actual BMB **county** by **county** breakdown showing the percentage of radio families comprising a station's weekly nighttime audience is as follows:

COUNTY	WGY	STATION A	STATION B	STATION C
ALBANY	90%	82%	63%	67%
COLUMBIA	84%	32%	25%	35%
FULTON	87%	22%	14%	22%
GREENE	87%	19%	29%	36%
MONTGOMERY	96%	31%	16%	21%
RENSSELAER	88%	88%	53%	55%
SARATOGA	96%	57%	45%	45%
SCHENECTADY	91%	77%	54%	52%
SCHOHARIE	97%	43%	—	16%
WARREN	91%	—	19%	18%
WASHINGTON	93%	32%	30%	29%

With a BMB average of 90% WGY leads its closest competitor by more than 45% for the combined 11 counties of New York State's Capital District. In no instance does **any** area radio station surpass WGY in the number of nighttime listeners—even in **home counties**. In daytime listening one station enjoys a slight margin in only **one** county. Here is the actual **station by station** comparison

	TOTAL WEEKLY AUDIENCE	
	DAY	NIGHT
STATION WGY (50,000 W)	428,160	451,230
STATION A (5,000 W)	163,910	171,940
STATION B (10,000 W)	107,910	113,360
STATION C (1-5,000 W)	115,510	121,220

So remember, for complete **coverage** of a vast 53 county area **plus** concentrated coverage of New York State's 3rd market, the Capital District, your best radio buy is **WGY**.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Represented Nationally by NBC Spot Sales

WAVE DOESN'T TRAP BEAR (Ky.)!

Since the great Dan'l Boone's day, almost the only Bear in our State is a little town down deep in Kentucky's wooded area — and this one is too far away for WAVE to trap!

Instead of mama, papa and baby Bear, however, WAVE does snare the people in the populous Louisville Trading Area. They buy and sell at a rate 41% above the combined average of all the people (and Bears) outside our 21-county broadcast zone. They are the biggest "game" in these parts!

If you're hunting sales, you don't want Bear. Let us or Free & Peters show you some real shootin'!

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

BBC MONOPOLY STILL

Commercials
Rejected

PROPOSALS for commercial broadcasting and telecasting in England were rejected last week by a government committee which recommended BBC should keep its monopoly of non-commercial radio and TV programs in British homes.

The suggestion was made, however, that commercial organizations should be allowed to produce their own television service for showing in movie theatres. The committee saw little immediate danger from commercial stations in Luxembourg, France and Ireland whose programs are beamed into England, provided they avoid "political propaganda and other even less desirable things."

Possibility of an American invasion of the European airwaves also was seen, but the committee assumed the Americans would agree to avoid the same so-called undesirable programming.

The committee, which has held more than 60 meetings since mid-1949, is composed of 12 members with Lord Beveridge, the 71-year old Liberal reformer, as its chairman. The members represent the three political parties and also include a trade union delegate, industrialists and educators.

The committee's 900-page report

AGENCY GAIN

Census Study Shows 306%

FINAL figures released by the Bureau of the Census show that U. S. advertising agencies reported receipts of \$395 million in 1948, according to the "Announcement of 1948 Census of Business—Area Bulletins." The agency total showed a 306% gain over the 1939 figure of \$97 million.

Total number of agencies increased from 1,628 in 1939 to 3,279 in 1948, representing an increase of 101%. Average agency gross receipts amounted to \$120,425 in 1948, as compared to an average gross of \$59,811 in 1939.

Employment in agencies increased 129% in the period 1939-48, from 16,936 to 38,739, figures computed for the workweek ending nearest Nov. 15 in both census years. The annual pay roll more than tripled, increasing from \$54 million in 1939 to \$194 million in 1948, reflecting an increase in the average annual wage (full and partweek combined) of from \$3,162 FINAL figures released by the to \$5,017.

Six states, New York, Illinois, Michigan, California, Pennsylvania and Ohio, accounted for 81% of the total dollar volume. The number of agencies increased in New York by 120%, in California by 107% and in Michigan by 100%.

Data for cities, counties, metropolitan areas and states for advertising agencies and other service businesses, and for retail and wholesale trades, are being issued in a series of 1948 Census of Business Area Bulletins which may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

★ said BBC should remain a single, independent body under the direction of its governors, but it should progress towards "greater decentralization, devolution and diversity." It proposed the establishment of broadcasting commissions in Scotland, Northern Ireland and Wales to safeguard against "Londonization."

Among the report's 100 recommendations were proposals for: Renewal of the BBC charter indefinitely, with review of its operation every five years; increase in the number of governors from seven to nine, with all serving on part-time basis; development of VHF radio in order to permit allocation of more local stations; greater independence for TV; consideration of large-screen TV for schools; more local news.

Selwyn Lloyd, a Conservative member of the committee who differed with the majority report, objected to the BBC monopoly. Three others felt advertising might be included in the BBC programs.

The majority rejected sponsored shows outright on the grounds this "puts the control of broadcasting ultimately in the hands of people whose interests is not broadcasting but in selling of some other goods or services or the propagation of particular ideas." Similarly, the majority felt commercial TV should not be allowed in the home.

Safeguards Needed

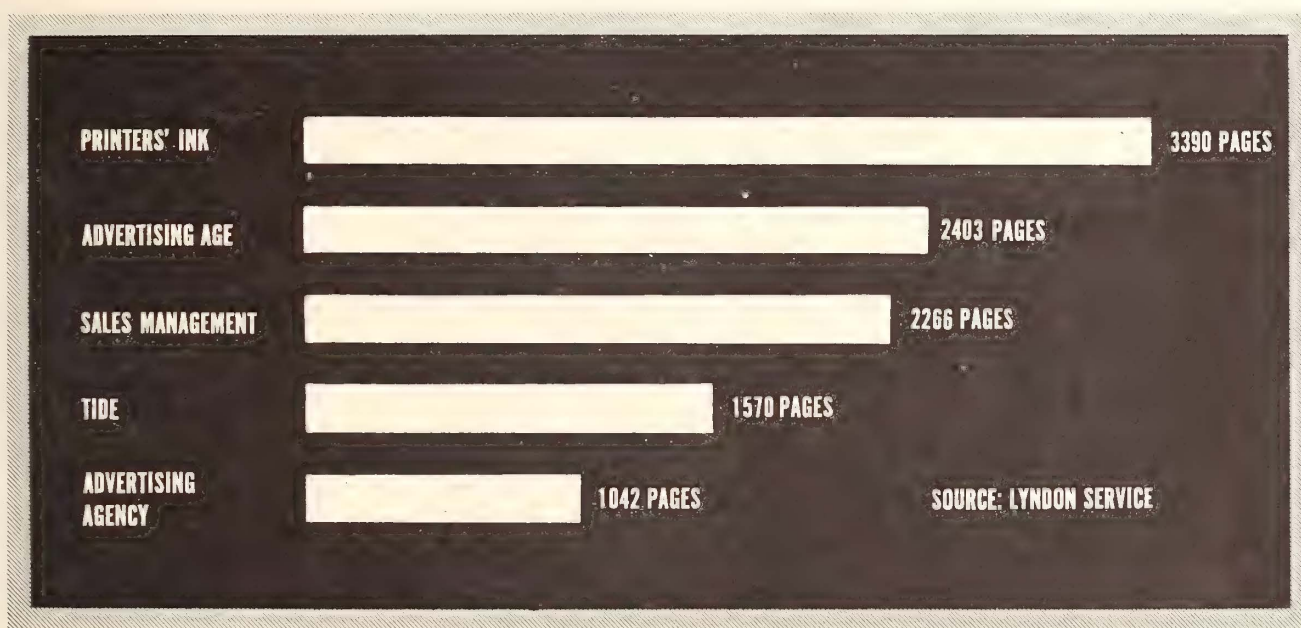
The committee also felt safeguards should be found to prevent the commercial television organizations getting a monopoly right to sports events and other "spectacles" and such rights should be made equally available to BBC.

The Beveridge group, however, indicated it was aware of the dangers of monopoly control by such an organization as BBC. The group said that "when a sense of mission such as animates the BBC is combined with security of office it may grow into a sense of divine right." It was expressed there should be more opportunity for suggestion from outside the BBC.

Governors of BBC and not political parties should have the ultimate responsibility of deciding who should make controversial broadcasts, the committee stated, expressing hope there would be no recurrence of "anything comparable to what happened between the wars when Mr. Winston Churchill by desire of the party leaders, was denied the opportunity of broadcasting on India."

The committee illustrated the impact of radio by stating three out of every four adults at any given time on a winter's evening are listening to BBC.

again in **1950**,
Printers' Ink carried more
pages of advertising than
any competing publication

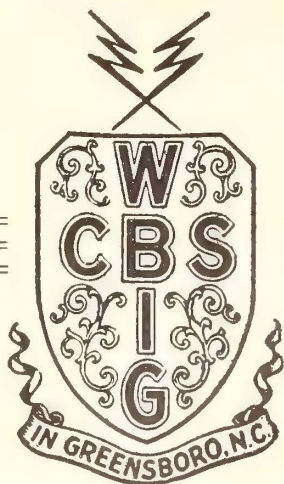


Printers' Ink carried:

987 or 41.07% more pages than ADVERTISING AGE
 1124 or 49.60% more pages than SALES MANAGEMENT
 1820 or 115.92% more pages than TIDE
 2348 or 225.34% more pages than ADVERTISING AGENCY

Printers' Ink

THE MAGAZINE OF MARKETING FOR ADVERTISERS
 AND FOR ADVERTISING TO ADVERTISERS *in 1951*



"The Prestige Station of the Carolinas"

HOOPER RADIO AUDIENCE INDEX

FALL 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	W BIG	STATION "B"	STATION "C"
8:00 A.M.—12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.—6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.—10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

W BIG

Gilbert M. Hutchison, President

CBS Affiliate

5000 watts

EST. 1926

represented by Hollingbery

AWRT MEETING

First Convention April 6-8

AMERICAN Women in Radio & Television, successor to NAB's Assn. of Women Broadcasters, has a nucleus of 50 members who have pledged to pay dues and take active part in the first convention, to be held April 6-8 at the Hotel Astor, New York.

Plans for a national membership campaign have been drawn up by Dorothy Spicer, organizing director who is temporarily headquartering at NAB's Washington office. Former AWB district chairmen will head the drive in each area.

Doris Corwith, of NBC, New York district chairman, reviewed objectives of the association at a Jan. 11 meeting of organizers. These are: To provide a medium of exchange of ideas which will help women become greater commercial assets to their stations and networks; to encourage greater cooperation between women in radio and television and those in closely allied fields; to increase women's opportunities to be of service to the broadcasting industry as a whole.

Changes in Requisites

Membership qualifications have been broadened to include as active members professional women broadcasters employed by radio or television stations or networks in executive or creative positions. Active members will pay dues of \$12 per year. The two types of associate members are women employed in radio or television by commercial organizations such as advertising and publicity agencies, trade associations, transcription companies and package program producers, who will pay \$25 dues; and women employed in radio or television by non-commercial organizations such as government, educational and religious institutions, who will pay \$15 dues.

A tea for former AWB members was held Jan. 17 in Washington. A two-day conference for Michigan and Indiana AWB members will be held Feb. 10-11 in Detroit with Bess Wright, WKMH Dearborn, Mich., and WWJ-TV Detroit, as chairman. Miss Spicer will address the Feb. 11 luncheon at Detroit.

Edythe Meserand, WOR New York, is chairman of the April convention committee, with Miss Corwith vice president. Margaret Cuthbert, NBC, heads the nominating committee. Dorothy Kemble, MBS, replaces Linnea Nelson, J. Walter Thompson Co., as code committee chairman.

WSFL Now WJKO

CHANGE of call letters of WSFL to WJKO Springfield, Mass., as of yesterday (Jan. 21) was announced by C. M. Manitsas, general manager. He added that WSFL-FM has also changed to WJKO-FM.

Buys Rival's Time

THE GOLDEN Rule seemed to be working in Omaha, Neb., last week as it was announced that WOW-AM-TV Omaha was buying daily rush-hour spots on a competing Omaha station, Transit Radio outlet KBON-FM, to plug specific nighttime radio and TV shows carried by the WOW outlets.

WJMR's STAND

Replies to Royal Request

WJMR New Orleans last week contended FCC does not have authority to dismiss its application for a change in facilities as requested a fortnight ago by Royal Broadcasting Corp., competitive applicant [BROADCASTING • TELECASTING, Jan. 15].

WJMR won out over Royal Broadcasting and another applicant, Gretna and Lower Coast Radio and Broadcasting Corp., in a hearing examiner's proposed ruling to grant the station change from 250 w daytime on 990 kc to 250 w fulltime on 1450 kc. Royal Broadcasting charged the WJMR bid should be dismissed on grounds changes in officers and proposed stock transfers disqualify it.

WJMR told the Commission in its reply that a dismissal would have the same effect as denying the application without affording the right to hearing. The station also pointed out it has filed no petition to amend its application. FCC's alternatives, WJMR said, are (1) to proceed to final action upon the record before it, or (2) to set aside the initial ruling, remand it to the hearing examiner, and reopen the record to receive added data on ownership changes.

CANADA RATINGS

U.S. Shows Lead Top 10

ONE CANADIAN show made the first 10 evening shows in December in the national rating report of Elliott Haynes Ltd., Toronto. Leading 10 of 36 evening shows were *Charlie McCarthy* with rating 35.4, *Amos 'n' Andy* 30.7, *Radio Theatre* 30.7, *Our Miss Brooks* 27.9, *My Friend Irma* 21.3, *Suspense* 20.6, *My Favorite Husband* 20.5, *Twenty Questions* 20.4, *Boston Blackie* 19.7 and *Your Host* (Canadian show) tied with *Aldrich Family* 19.2 rating.

Daytime network programs, 20 in all, were led by *Ma Perkins* 15.8, *Big Sister* 14.7, *Pepper Young's Family* 14.6, *Right to Happiness* 13.6, and *Kate Aitken* (Canadian show) 12.7.

Of the 26 French-language evening shows, the leading five were *Un Homme et Son Peche* 34.2, *Radio Carabin* 30.7, *Metropole* 28.3, *Le Cure de Village* 26.5 and *Tentez Votre Chance* 25. Daytime there were 16 French-language programs, led by *Jeunesse Doree* 24.9, *Rue Principale* 24.5, *Grande Soeur* 22.9, *Maman Jeanne* 22.9, and *A l'Enseigne des Fins Gourmets* 22.4.

How to solve your tower problems

Specify Blaw-Knox

You can be sure of maximum radiating efficiency and tower strength when you specify guyed or self-supporting Blaw-Knox towers... for AM, FM or TV.

Blaw-Knox engineers and Graybar are familiar with your tower requirements... whether they are problems presented by extreme wind velocities, heavy ice and snow loads or difficult terrain. They've solved them in hundreds of tower installations—they can solve yours.

Take advantage of Graybar service

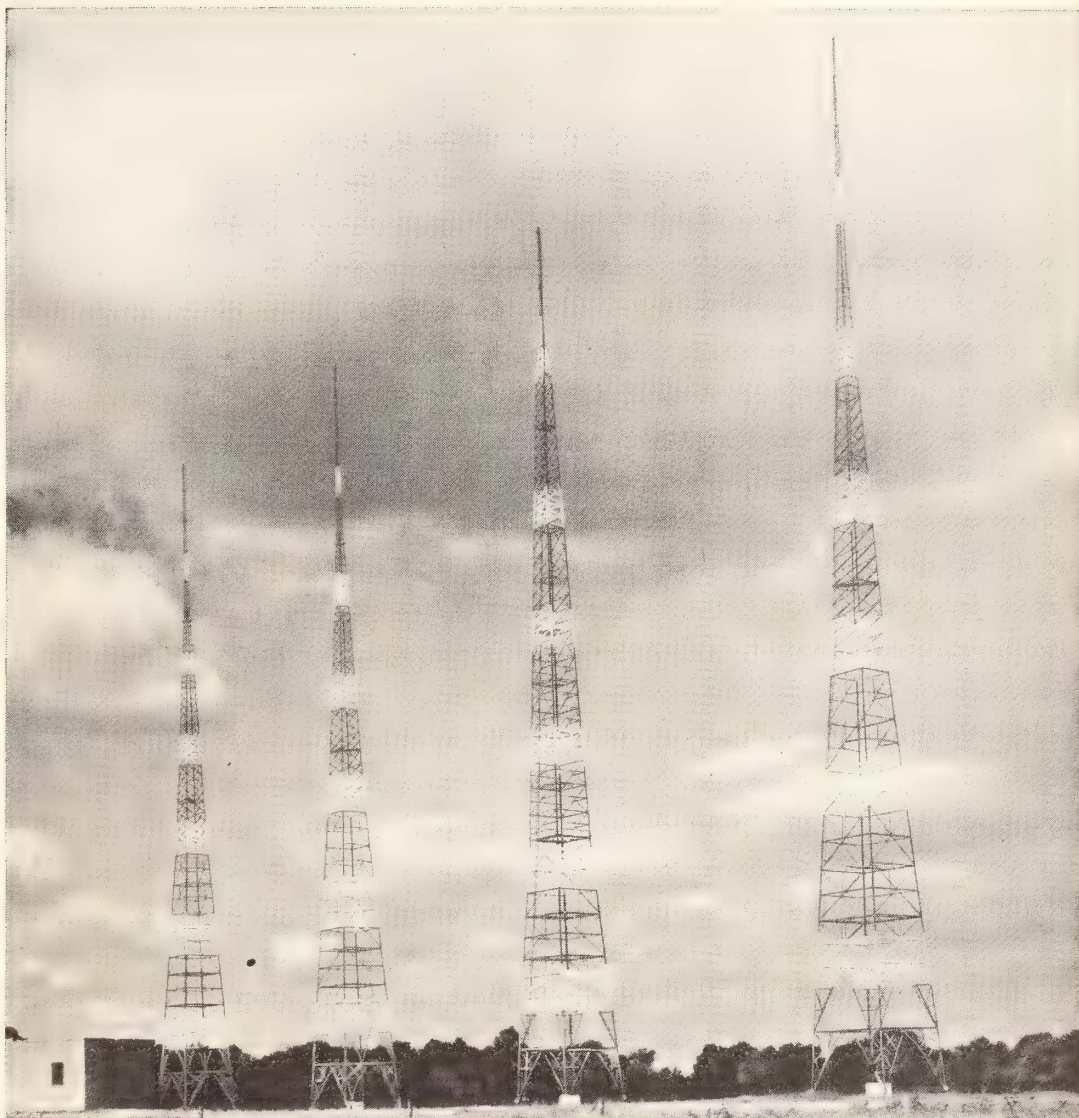
Blaw-Knox towers—in fact, *all* of your broadcast equipment needs—are available through your near-by Graybar office.

Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, of transmitter and studio expansion or modernization.

Remember, too, that Graybar distributes everything you need in wiring, ventilating, signaling, and lighting equipment... maintains a nation-wide warehouse system to help you get deliveries on schedule. Graybar Electric Co., Inc.: Executive offices: Graybar Building, New York 17, N. Y.

5110

Distributor of *Western Electric* products



Four self-supporting Blaw-Knox towers beam clear, strong signals the year round to Station WERE's audience in the Cleveland area—a typical Graybar job.



EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best...

Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By...

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Free, Geneva 1621
NEW YORK
J. J. Connolly, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700



THIS Task Group of the Radio, Television and Household Appliance Wholesale Advisory Committee of the National Production Authority has recommended a program to conserve supply of materials for maintenance and repair of radio and television sets and household electrical appliances [BROADCASTING • TELECASTING, Jan. 15]. L. to r.: Sam Rosenthal, Hyland Electric Co., Chicago; K. G. Gillespie, Jenkins Music Co., Kansas City, Mo.; Lealis L.

Hale, Hale & McNeil, Monroe, La.; W. G. Peirce, Peirce-Phelps Inc., Philadelphia; Harry E. Williamson, Williamson & Davis Co., Washington; Leslie P. Doidge, National Production Authority; James H. Simon, chairman, Simon Distributing Corp., Washington; Benjamin Gross, Gross Distributors Inc., New York; George N. Tobias, Radio Distributing Co., Detroit, and Marvin N. Bray, General Appliance Storage Co., Alexandria, Va.

KIXL CHANGES Elects New Board, Adds Stock

REORGANIZATION of the Variety Broadcasting Co., owner of KIXL Dallas, Tex., was announced a fortnight ago by Lee Segall, president of the firm, after a meeting of the stockholders. Four new directors were elected and the authorized capitalization of the firm

was increased from \$125,000 to \$175,000.

New directors elected were Julius Schepps, Julian Bobo, Robert Strauss and Henry Pearlstone. Mr. Segall was re-elected to the board and to the presidency. The new board of directors also elected Ted Strauss, vice president, and Tom Massey, secretary-treasurer.

Stockholders include Actors

Tyrone Power, Robert Taylor and William Holden, among others. Proceeds from sale of the newly authorized stock, upon which present members have an option, will be used in the purchase of the studio building at 1401 South Akard which KIXL has been using since its founding in 1947.

REP. RATLIFF

KDWT Owner in Texas House

DOWN in the Lone Star State, David W. Ratliff, owner-manager of KDWT Stamford, Tex. was elected to the Texas House of Representatives last year. He was sworn in this Jan. 8 at the opening session.

When the 52d session of the legislature convened, Rep. Ratliff was appointed to the Aeronautics Appropriations, Common Carriers and Labor committees. He also was named vice chairman of the committee on Interstate Cooperation. Appointments were made by House Speaker Reuben Senterfitt, who warned that this session faced some of the hardest problems ever presented to the Texas legislature.

Mr. Ratliff's station took the air in April 1947. He now represents the 115th district in the Texas House, comprising Jones and Shackelford Counties.

KGGF Increases Power

KGGF, ABC affiliate in Coffeyville, Kan., began fulltime operation Jan. 14 with increased power of 10 kw day, 5 kw night. Station formerly operated with 1 kw day, 500 w night. KGGF had been operating with 10 kw daytime for two months under test authority from FCC but did not expand night power until Jan. 14. Construction and installation work was supervised by J. S. Jaminet, KGGF chief engineer. Robert L. Pratt is station manager.

Strictly Business

(Continued from page 8)

eye surgeon and one-time president of the American Medical Assn., he was raised in fashionable La Due in suburban St. Louis County. He attended St. Louis Country Day School as a boy, and returned to his native state after military school to pursue a pre-medical course at the U. of Missouri. Mr. North had shifted to Arts and Sciences by the time he took his B.A. degree in 1929.

His first contact with the business world was as a bulk plant supervisor for Roxana Petroleum Corp. (now Shell) in St. Louis. He held this position for seven years, joining the big Butler Paper organization in 1936. At the Chamber of Commerce dinner where the distinguished salesman award was announced, Mr. North was cited by Butler as having done "as creditable a job as any salesman we have ever had."

In 1942, when wartime paper allocations went into effect, John North went to Jefferson Barracks and enlisted in the Army Air Force. He spent nine months at training camps in this country, and 32 months overseas as a master sergeant in Ninth Air Force Intelligence. He was decorated with the bronze star. After his discharge, he went to Wichita and KANS.

"I have often regretted that I didn't get into radio 10 years sooner," he says. "The industry has a great future, especially in the national spot field."

Decries 'Waste'

When John North pulls out all the stops for national spot radio, advertisers usually succumb to his tune. He loudly deplores the waste circulation of network radio "which offers no flexibility, forcing an advertiser to accept a fixed combination of stations and markets."

He played an important part in Radio Representatives most successful invasion of the station representative field two years ago, teaming up with Peggy Stone of New York, also formerly with Taylor-Howe-Snowden, and Tracy Moore, RR's Pacific Coast manager, to put the new company "in the black" within six months. Last fall, RR-Chicago marked its second anniversary by opening enlarged, and resplendent, quarters at 75 East Wacker Drive.

In 1946, Mr. North married Shirley Lord of Kenilworth, Ill., whose father is Carroll J. Lord, prominent Chicago attorney. The Norths live at the Town and Garden Apartments on the outskirts of Chicago's loop. Both are sports-minded—Shirley as a swimmer and equestrienne, John as a deep sea fisherman and duck hunter.

Mr. North is a member of the Chicago Radio Management Club. He is a 32d degree Mason and a member of Moolah Temple of the Shrine, St. Louis. His college fraternity is Sigma Alpha Epsilon.

In
NEW ORLEANS
TODAY
it's

WBOK

- **BEAMED TO THE MASSES . . .** features tops in Hill-billy, Race and popular DJ Shows . . . **OK!**
- **TOPS IN PERSONALITIES . . .** nationally famous disc jockeys . . . Earle "Gran'pappy" Davis . . . "Okey Dokey" * . . Bob Murphey . . . **OK!**
- **BIG COVERAGE . . . LOW COST . . .** 1000 watts concentrated coverage in rich 100-mile New Orleans area . . . **OK!**
- **... plus FULL MERCHANDISING AND PROMOTIONAL SUPPORT FOR YOUR PRODUCT . . .** **OK!**

* copyright WBOK, 1950.

WBOK

INCORPORATED

"NEW ORLEANS' **OK** STATION"

Stanley W. Ray, Jr., Gen. Mgr.

REPRESENTED NATIONALLY BY FORJOE & CO.

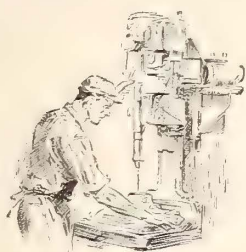
1000 WATTS

800 ON YOUR DIAL

[We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!]

6 things that must be done if we want to check inflation

Inflation can wreck our vital defense program. But the threat of this Sixth Column Enemy can be checked if these six things are done:



1. We must increase production in order to meet defense needs and, at the same time, provide civilian necessities. Up to now peacetime demands have kept production at full blast. Of course, we've got to reduce civilian demands. Even then, it is *only* through increased production that we can meet this double need and also help keep prices from rising. *Government, business and labor should discourage wage and profit increases which primarily increase prices without increasing production.*

2. We must support increased taxes to put our government, as nearly as possible, on a "pay-as-you-go" basis. Paying higher taxes is not only cheaper for all of us in the long run but it helps to hold down prices now.

3. We must insist that our government cut non-military expenditures to the bone. Every dollar so cut is an added dollar for the defense effort without extra taxes or borrowing.

4. We must accept curbs on credit. Credit restrictions help assure the supply of materials needed for defense, and help keep prices down, by reducing competition for these materials.

5. We must increase our savings. When we put money into savings or life insurance, we cut the demand for civilian goods and make that money available for investment so businesses and factories can increase production. This helps check inflation. When we lend our savings to the Government, to that degree we make it unnecessary for the Government to borrow from the banks, and that kind of borrowing is inflationary.

6. We must buy only what we need, using credit as sparingly as possible. Otherwise we bid against ourselves for

scarce goods, and that pushes prices up.

These things won't be easy for any of us to do. But sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—*Inflation*—from bleeding our economy.

★ ★ ★ ★ ★

This message is brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—*Inflation*—by doing your part and by letting your representatives in Government know that you support action they take along these lines.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

The Obsolete Map

EDITOR:

Just took off my glasses this morning and got a better look at a map hanging in the office and saw that it said across the top "CITIES WITH STANDARD RADIO BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA—1949!"

Please send along the latest of these that you have gotten out.

Larry Parke
Director, Radio & TV
Pearson Adv. Agency
New York

[EDITOR'S NOTE: The latest BROADCASTING • TELECASTING maps are available for \$1.00 each, with a quantity discount. Yours is on its way, Mr. Parke.]

'Professional' Coverage

EDITOR:

This is a belated but enthusiastic thanks for the excellent article you published on *Leave It To the Girls* [BROADCASTING • TELECASTING, Dec. 18, 1950]. Much has been written about this popular show, but I believe BROADCASTING • TELECASTING covered the story more professionally than anything to date.

Thayer Ridgway
Exec. Vice President
Brooke, Smith, French &
Dorrance
New York

open mike



'Well-Reasoned'

EDITOR:

Congratulations on the excellent and constructive article on "Sports Threat" in the Jan. 8 BROADCASTING • TELECASTING. This was a fine and well-reasoned presentation and I wish that everyone in Dallas had a chance to see it just as it was written.

C. L. Jordan
Executive Vice President
N. W. Ayer & Son
Philadelphia

the needle to the admiral for inability to turn the dial instead of to radio which seems to be in competition with Mr. Luce. . . .

Frank E. Shaffer
General Manager
WJER Dover, Ohio

Program Credits

EDITOR:

I was pleased and flattered by your generous review of my program, *You Can Survive an Atomic Attack* featuring Dr. Richard Gerstell [BROADCASTING • TELECASTING, Jan. 8]. However, I was disappointed that no reference was made to its producer or the station of its origin. WCFM in Washington, D. C., made the original two-hour recording. I edited it to a half hour, wrote the commentary and presented it over WCFM on my weekly program, *Capital Events*. Please . . . we live by publicity.

Jean Putnam
Program Director
Cooperative Broadcasting
Assn.
WCFM (FM) Washington

Island, Ga., the Georgia Junior Chamber of Commerce held its Distinguished Service Awards Banquet at which time we honored Georgia's Five Outstanding Young Men of 1950. At this banquet it was our pleasure to award a DSA Key and Certificate to Mr. Carl Collins, general manager of Radio Station WCOH Newnan, Ga.

The Distinguished Service Award is the highest award of the Junior Chamber of Commerce and the certificate, signed by Richard Kemler, president, United States Junior Chamber of Commerce, read "for outstanding community service during the calendar year of 1950."

While we realize it is common for broadcast people to take the lead in their community life we think this case is interesting in as much as he was recommended for this award by Mr. James Thomasson, publisher, *Newnan Times-Herald*.

Reeve Owen
Chairman, Distinguished
Service Awards
Georgia Junior Chamber of
Commerce
Columbus, Ga.

'Time's' Needles

EDITOR:

Time magazine has developed a neat style of news writing which includes rhyming names, asterisks, italics and phrases in parenthesis. *Time* needle on page 44 of the Dec. 25 issue should have included a footnote totalling the number of radio stations in the Washington area the ailing rear admiral could have turned to when he became disgusted with soap operas.

This would, of course, have given

On All Accounts

(Continued from page 12)

Armstrong for a long stretch.

Merle's main interest in radio and television, however, has been a mathematical one as a buyer of time. Her high school and college training in math, accounting, statistics and commerce courses prepared her for the demanding figure work of a timebuying job.

Her timebuying duties also involve these accounts: Brown & Williamson Tobacco Corp. (Raleigh and Wings cigarettes and Tube Rose Snuff), which sponsors *People Are Funny* on NBC-AM and national TV spot; Fitzpatrick Bros. (Kitchen Klenzer), TV and AM spot; W. A. Schaeffer Pen Co., which has used TV spot; Pinex Co. (cough syrup), AM spot, and Princeton Farms, popcorn, AM and TV spot.

Merle is a member of the Chicago Radio Management Club and the Chicago Television Council.

Boston U. Conference

CONFERENCE on audio-visual education, on both the public school and college level, was held Friday and Saturday (Jan. 19-20) at Boston U. under sponsorship of its public relations and communications school and the Massachusetts Teaching Aid Society. Friday evening, John E. Marshall, administrator, Massachusetts School Building Commission, described the commission's program and its provisions for radio, television and audio-visual education. Representatives of Massachusetts school systems and 14 New England colleges and state departments of education attended.

Mail Order Case

EDITOR:

Ref: BROADCASTING, Jan. 8, '51, page 26, "Mail Order Case."

Add another sucker to the list. Since "misery loves company," I would like to know how many other stations were "taken." Jett (of Midland Adv. Agency) told me on the phone that the offer was running on over 400 stations.

I should also like very much to know what course of action these stations are taking.* Our account with the Midland Advertising Agency was turned over to Dun & Bradstreet, as I imagine several others were, and should we hear anything, naturally we will keep you posted. I assume that the FTC and the Postal Inspector have been notified; at any rate that's what we are doing. Please keep us posted on what's happening in this case.

Thanks to BROADCASTING • TELECASTING for a publication that is not only informative, but protective.

William E. Stamps
General Manager
WHIN Gallatin, Tenn.

*EDITOR'S NOTE: U.S. Post Office Dept. is investigating [BROADCASTING • TELECASTING, Jan. 15.]

Awards Made

EDITOR:

On Jan. 14, 1951, at the King and Prince Hotel, St. Simons

as well as for
For Vital News... entertainment —

**Central New Yorkers Have Learned
to Listen to**

WSYR

ACUSE
AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York
NBC AFFILIATE • Headley-Reed, National Representatives

FAYETTEVILLE HIGH SCHOOL
FAYETTEVILLE, NEW YORK
RAYMOND VAN GIESEN
SUPERVISING PRINCIPAL
December 8, 1950

W S Y R Broadcasting Station
Syracuse-Kemper Building
Syracuse, New York
Gentlemen:

"I should like to thank you for your splendid cooperation during the recent storm when our power was off and we needed your services to close and open school. We certainly enjoyed the wholehearted and enthusiastic way in which you accepted the rather difficult assignment and the speed and completeness with which you broadcasted the information."

Very sincerely yours,
Raymond Van Giesen
Raymond Van Giesen
Supervising Principal

RVG: pw

...Public service that assures an
Interested Audience for Your Show

ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine

FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.



New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.



New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radionics Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS



You can't catch Tuna

Tuna, like po

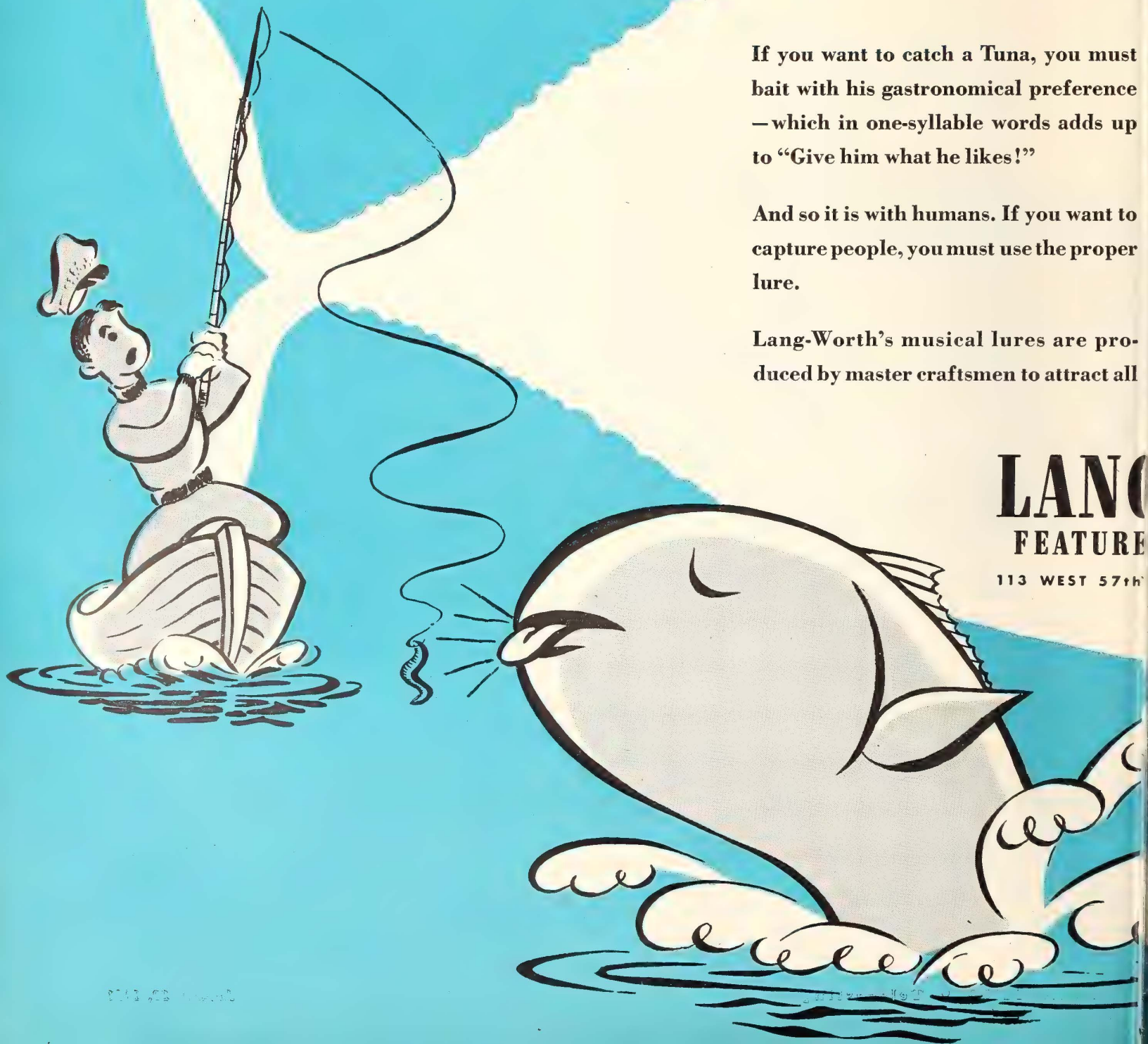
If you want to catch a Tuna, you must bait with his gastronomical preference — which in one-syllable words adds up to “Give him what he likes!”

And so it is with humans. If you want to capture people, you must use the proper lure.

Lang-Worth's musical lures are produced by master craftsmen to attract all

LANC
FEATURE

113 WEST 57th



with Angleworms!

A FEW TYPES OF HUMAN FISH FOUND IN THE RADIO SEA

...pole, will only

...RIKE on bait they LIKE

types of people...solid plus forties and starry-eyed newlyweds...Mayflower descendants and foreign born...teen-agers and glamour gals.

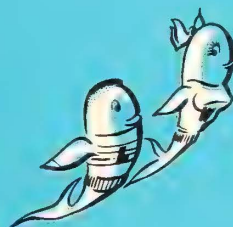
Send today for the booklet, "Luring with Lang-Worth." It illustrates the many specialized Lang-Worth lures and tells what bait to use for each type of human fish in the radio sea.

LANG-WORTH

LANG-WORTH LURES, Inc.

1574 10th Ave., New York 19, N. Y.

THE TEEN-AGERS:



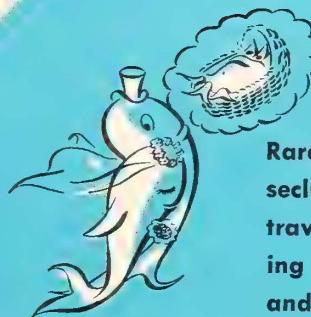
Very agile and wary—they travel mostly in "schools" and frequently influence the feeding habits of other fish. Lang-Worth Lure No. 4.

THE SOLID PLUS FORTIES:

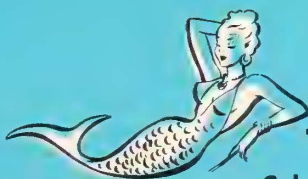


Biggest and most sought-after fish in the Radio Sea—prized for his rich flesh and the sport of landing. Lang-Worth Lures No. 1 and No. 2.

THE NEWLYWEDS:



Rarely found in open water—prefer secluded coves and shaded inlets—travel in pairs—most prevalent during June. Lang-Worth Lures No. 5 and 8.



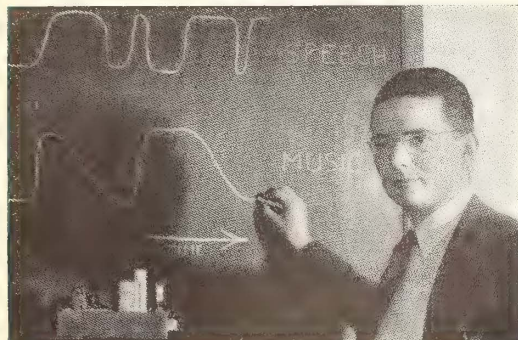
THE GLAMOUR GALS:

Colorful and fast—natural prey of the "Solid Plus Forties" but often lead him to his doom. Nocturnal fishing recommended. Lang-Worth Lure No. 11.



Luce Thinking

FORTUNE, the Tiffany of the Henry Luce publications, in this month's issue publishes this picture in its New Products feature:



To silence radio commercials automatically, R. C. Jones, above, of Polaroid Corp., has invented an attachment that discriminates between speech and music.

* * *

It's another Luce slam at commercial radio, probably stemming from competitive anguish and his own frustrations in attempting to buy into network radio (he once owned 25% of the Blue, now ABC).

What the cut-line on Mr. Jones' neat little invention that silences radio commercials does not say is that:

"Speech" includes all emergency announcements . . . air-raid warnings for instance. Since radio is the only means with which to reach practically everybody at once, Mr. Jones' invention would seem to be a remarkably effective answer to the enemy's prayer.

TV's Talent Travail

JAMES H. S. ELLIS, president of the Kudner Agency, has a point, we think, in criticizing television networks for engaging in such fierce bidding for stars as to inflate talent prices beyond sensible levels.

There is no doubt, as Mr. Ellis said in his speech a fortnight ago before the Detroit Ad-craft Club, that soaring talent costs are bound to price advertisers out of television.

But we must disagree with Mr. Ellis' condemnation of the principle of networks' owning their own shows, which in his view is the source of the rising talent prices. To Mr. Ellis the fact that NBC-TV owns 50% of the programs on its air and CBS-TV owns 70% of its programming constitutes an undesirable trend toward network control of "editorial content of the air."

It seems to us that the more programs a network owns, the more it fulfills its fundamental responsibilities as a licensee of its owned-and-operated stations and as a program source for its affiliates. The responsibility to broadcast the best programs it can devise is one that no network can conscientiously abdicate in favor of an advertising agency or an advertiser.

So the principle is commendable. It is in the practice that Mr. Ellis can find justifiable fault.

A lot of sensible observers questioned the wisdom of the talent raids which began in radio two years ago and which established the undesirable precedent of a network buying a star for a large salary and selling his services to an advertiser at a loss. As Mr. Ellis said,

the purpose behind these raids was to improve quantitative audience ratings. The question now comes home to plague the networks. How much is an increase in rating points worth?

Certainly it is not worth the alienation of advertisers. And if Mr. Ellis, who speaks as one of TV's biggest customers, is right, advertisers are beginning to feel that their interests have been ignored.

Mr. Ellis pointed out that these days individual stars are being paid as much as \$40,000 for one TV performance and that program costs run as much as \$75,000 an hour. "If this has been done in a two-year period," he asked, "where do we go from here?"

The answer could be that advertisers will go to other media unless some equilibrium is restored. After all, TV has proved a bonanza for talent. Networks and talent alike should recognize this.

In Jumbo Type

There's nothing wrong with the radio picture that good salesmanship can't cure

NOTHING very profound about that quote. It appeared in our Christmas Day issue when the AM "rate adjustment" fervor was at its peak. The thesis of that editorial was that radio needed salesmen—not rate adjustments. Since then—and without benefit of rate-tampering—the major networks have sold more than 16 hours of regularly scheduled time, plus a multiplicity of short-term campaigns. Moreover the renewal rate has been above normal.

To say that this resurgence, wreathing network sales countenances in smiles, is a result of a sudden burst of hard selling, would be stretching it. The answer is that the bluff was called. Preferred positions and desirable adjacencies might be lost to advertisers. So advertisers and agencies buttoned up fast. They were mindful also of what happened in the last lamented emergency when both time and space were at a premium.

So obituaries for radio have gone back to the files. But they are the *pending* files. Radio has a breathing spell. For the nonce, advertisers and agencies have diverted their fire to the high cost of TV, stemming from the crazy bidding among the TV networks for top talent.

And this activity has galvanized the unions into action, resulting in inflated costs. Even jolting Jimmy Petrillo, quiescent for lo these many months, into breaking out in a new place—threatening TV with mayhem or worse.

One has but to talk with network prospects to ascertain what has transpired in radio selling—or the lack of it. Take the airlines case. TWA, which started the *Mr. and Mrs. Blandings* program on NBC yesterday (Sunday) broke the ice and thus opened a new sales vista for the networks.

Mr. Sam J. Henry, director of advertising media of TWA, and an old-hand at radio, tells that story in a letter to this editor:

"Congratulations on the 'sales' editorials you have published in recent issues," he writes. "Recent events more and more bear out the accuracy of your statements." He continues:

I hate to say this about old friends and associates, but in the five years I have been in my present position (more or less responsible for TWA's media advertising) not more than three or four salesmen have called on, phoned, or even written me. Yet in this time, TWA has expended several hundred thousands of dollars in radio and TV. During this same period, salesmen from other media have been knocking on our door with amazing persistence and the usual good results. What's wrong with radio selling?

We suggest that, for the duration, those excerpts be placed on the bulletin board of every network and station sales department—and in jumbo type.



our respects to:



HOWARD PHINEAS ABRAHAMS

ONE of the important requisites of being a good advertising man is to say the right thing at the right time. Howard Phineas Abrahams, manager of the Sales Promotion Division of the National Retail Dry Goods Assn., has been doing that for many years. In his present position, he is also advising others how to do it, telling member-stores all over the country how they can best use radio-TV and other media to advantage.

When he worked in the advertising departments of such stores as Rothschild Bros., Ithaca, N. Y., and Bloomingdale's, New York, Mr. Abrahams occasionally would be confronted by an irate buyer, waving an ad proof in his hand, shouting, not too gently: "It stinks!" Sometimes the buyer would go so far as to say: "I could write a better advertisement myself!"

Howard Abrahams had a special technique for such cases. He said the right thing at the right time—in the right way. "Sit down and calm down," he would say in a friendly manner. "Let me tell you about the experience of my father when he was an accountant for a famous circus." The buyer would usually comply, probably a little surprised at the turn in the conversation.

"This circus was going rapidly bankrupt," Mr. Abrahams would continue, "when a brilliant idea hit him. If he could collect all the animal manure and sell it for fertilizer, my father thought he would accumulate enough money to put the circus into the profit side of the ledger. And that is exactly what he did, because guess Mr. Buyer, how much money the circus took in in one year from the sale of manure."

At this, the buyer would usually bend forward eagerly with a cautious estimate of the product's value. No matter what the answer, whether it was \$10,000 or 25 cents, Mr. Abrahams would exclaim: "Right! Right on the nose—which shows that you know more about horse manure than you know about advertising."

Born July 12, 1904, in Yonkers, N. Y., Mr. Abrahams got his first advertising experience in 1926 with the Rothschild Bros. Dept. Store in Ithaca, N. Y., one year after graduating from Cornell U. there with a B.S. degree. His title was advertising manager, but his duties included tacking up the advertisements on store bulletin boards and taking a frequent turn at filling in for salesmen, floor managers and

(Continued on page 82)

A TOWER OF STRENGTH FOR FREEDOM!

Standing as living, functional monuments to the voice of American radio are the thousands of transmitter towers rising above city and plain from one end of our country to the other. Reaching far into the sky, these structural steel giants are working symbols of the power and force of freedom . . . for the voice of American radio is the voice of freedom! WJR takes great pride in being a leader in this vast system, for radio, and radio alone, is equipped to carry to a troubled world the message of hope and peace—the message of a free America!

WJR

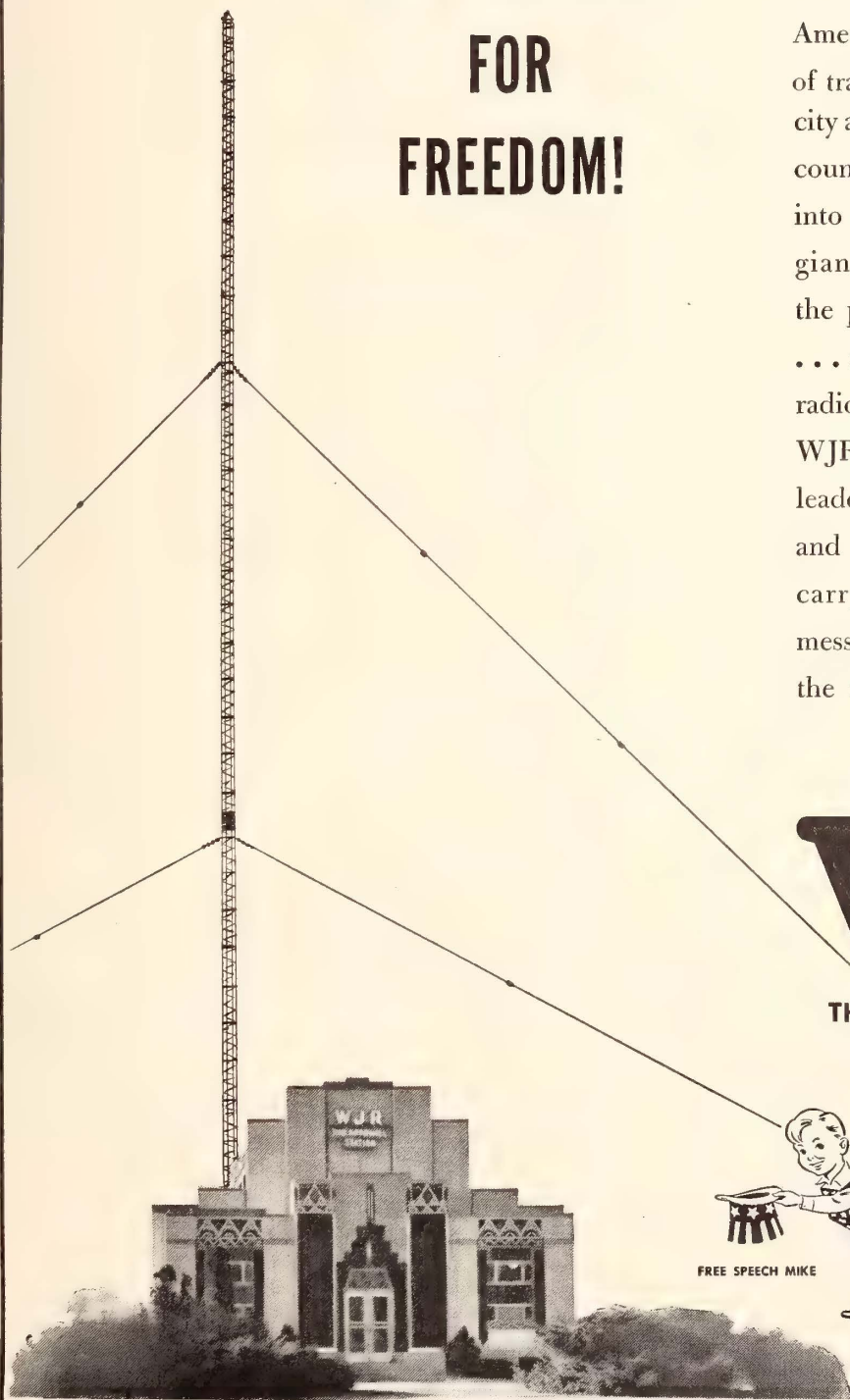
THE GOODWILL STATION, INC.

FISHER BLDG., DETROIT

CBS
50,000
WATTS



*Radio—America's Greatest
Public Service Medium*



front office



HERBERT L. KRUEGER, commercial manager WTAG-AM-FM Worcester, Mass., appointed station manager. He succeeds late E. E. (Ted) HILL [BROADCASTING • TELECASTING, Jan. 8]. ROBERT J. BROWN, manager of local sales, succeeds him as commercial manager. RICHARD L. GRAVEL, local sales staff, appointed local sales manager.



Mr. Krueger

SAM M. FEIGENBAUM, account executive WARM Scranton, Pa., appointed sales manager, succeeding WILLIAM M. DAWSON, appointed general manager in October.

BILL BATES, program director WDAF-TV Kansas City, Mo. appointed station manager. VIC PECK appointed assistant to manager.

MARTIN L. LEICH, operations manager On The Air Inc. (WGBF, WMLL (FM), Evansville, Ind.; WTMV-AM-FM East St. Louis, Ill.; WBOW-AM-FM Terre Haute, Ind.), appointed general manager WGBF and WMLL. He succeeds CLARENCE LEICH, his father, who was secretary-treasurer and director. Elder Mr. Leich will continue as consultant for company.

GEORGE MOONEY, sports director and salesman WHHM Memphis, appointed commercial manager.

ARTHUR CORNWALL, program director WGCD Chester, S. C., named manager. He replaces CHARLES A. THOMAN, who reports for active duty with Air Force.

GEORGE MOSKOVICS, manager of sales development CBS-TV, New York, appointed executive assistant to MERLE S. JONES, general manager CBS Pacific Network, KNX-KTSL (TV) Hollywood.

ABC-TV owned-and-operated TV stations appoint HORACE N. STOVIN Co., Toronto, as Canadian TV sales representative.

JOHN F. CARLSON appointed commercial manager KWLK Longview, Wash. Was with KTBI Tacoma, Wash.

ALFRED LARSON, sales representative WDRC Hartford, recalled to Navy.

WALBERG L. BROWN, music director WTAM-AM-FM Cleveland, to WDOK same city as vice president and general manager.

CHARLES JOHNSON, KVSM San Mateo, to KGO San Francisco sales department.

LAVELLE W. HUGHES, chief FCC Minute Branch, Bureau of Secretary, chosen for Civil Service internship program.

STEPHEN B. LABUNSKI appointed to AM sales staff KCMO Kansas City, Mo. He has acted as Congressional assistant in Washington.

LON KING, KNBC San Francisco salesman, to Free & Peters, S. F., as TV representative for Pacific Coast.

HARVEY STRUTHERS, account executive CBS Radio Sales-TV, New York, appointed assistant general manager WEEI Boston. He replaces WILBUR EDWARDS, who was appointed director KNX Los Angeles and Columbia Pacific Network operations.



Mr. Struthers

WILLIAM B. MURPHY, manager KSUE Susanville, Calif., appointed station manager KULA Honolulu.



Mr. Edwards

E. HAROLD KEOWN appointed manager WHBS-AM-FM Huntsville, Ala. Was with Frederic W. Ziv Co., Oklahoma City, and was manager KRCT Baytown, Tex.

BUDDY STARCHER, WCAU Philadelphia, appointed managing director WAVL Apollo, Pa.

DOUGLAS FLEMING, general and commercial manager KCFH Cuero, Tex., to KABC San Antonio as sales promotion and merchandising manager.

WORL Boston appoints The Bolling Co., N. Y., as national representative.

EDWIN C. DERRYBERRY and STUART D. ALLEN to WTVJ (TV) Miami as account executives. Mr. Derryberry was promotion and commercial manager WWPB same city. Mr. Allen was account executive at same station.

Personals . . .

E. J. HUBER, general manager of KTRI Sioux City, Iowa, appointed radio chairman for Brotherhood Week in state. . . . KEN CRAIG, executive assistant to H. LESLIE ATLASS, CBS Central Division vice president, being treated for pneumonia at Lutheran Deaconess Hospital, Chicago. . . . JUDITH WALLER, director of education and public affairs NBC Chicago, will discuss "An Evaluation of Present Religious Programs" at Butler U. Religious Radio Workshop in Indianapolis today and tomorrow (Mon.-Tues.).

RALPH J. SHADE, account executive WTMA Charleston, S. C., appointed assistant chief air raid warden for Charleston County. . . . R. MAIN MORRIS, assistant manager KLZ Denver, appointed public relations and publicity chairman of Denver Kiwanis Club for 1951. . . . WALTER J. DAMM, vice president and general manager WTMJ-AM-TV Milwaukee, landed seven-foot sailfish on fishing trip in Florida.

HAROLD E. FELLOWS, executive vice president WEEI Boston, to deliver keynote address in city's observance of Printing and Publishing Week. . . . WILLIAM R. McANDREWS, general manager WRC-AM-FM and WNBW(TV) Washington, father of boy, Jan. 12. . . . ROBERT R. TICHNER, general manager WNAX Yankton, S. D., appointed to Legislative Commission of South Dakota Education Assn.

EDDIE WHITLOCK, general manager WRNL Richmond, and GRAEME ZIMMER, vice president WXGI same city, appointed to head-up Red Cross drive in city.

CLEVELAND'S Chief STATION • WJW • CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION



CHIEF SAYS:

"Chief been keeping ear to ground
Heap good news for you he tells
Advertisers wise have found
Cleveland's strongest signal SELLS"

CHIEF STATION RINGS SALES BELL

Profit by using WJW — Northeast Ohio's
most merchandising-minded,
promotion-minded station.

BILL O'NEIL
PRESIDENT



REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

CLEVELAND'S Strongest SIGNAL • WJW • CLEVELAND'S Chief STATION

BUILDING BAN

No Radio-TV Affect—NPA

LATEST ban on commercial construction "is not intended" to affect radio and television stations, a National Production Authority spokesman said last week.

NPA has tightened restrictions on commercial building including that of outdoor advertising signs and certain printing establishments. The move was made last Monday to conserve metals, cement and other materials needed for the defense effort. According to the order, no such construction, except "emergency cases," can be started before Feb. 15.

After that date, builders must get a license from NPA before beginning work on new commercial construction. Small commercial buildings, costing less than \$5,000, are not covered by the regulation nor are alterations to existing structures costing less than that figure over a 12-month period.

The new order was seen as a continuation of the NPA stand announced last October which banned new construction for amusement, recreational or entertainment purposes [BROADCASTING • TELECASTING, Oct. 30].

It is apparent that the new order would not affect manufacturing establishments such as electronic manufacturing firms. Under the order, where there is doubt as to whether a building has been legally started, a builder may apply for exemption from the regulation as can those builders claiming "unreasonable hardship."

WEPM Joins Liberty

WEPM Martinsburg, W. Va., has announced that it will become an affiliate of the Liberty Broadcasting System Feb. 1. C. Leslie Golliway, WEPM general manager, said the station has programmed independently since beginning broadcast operations Oct. 13, 1946, and that acquisition of the LBS affiliation will broaden the variety of programming. WEPM also operates WEPM-FM which duplicates AM programs.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DECEMBER 3-9, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %	Current Rank	Previous Rank	Programs	Current Rating Homes %
1	1	EVENING, ONCE A WEEK (Average For All Programs)	(9.6)	5	4	Arthur Godfrey (Nabisco) (CBS)	9.0
2	2	Lux Radio Theatre (CBS)	22.1	6	8	Wendy Warren and the News (CBS)	8.9
3	7	Jack Benny Show (CBS)	21.1	7	5	Challenge of the Yukon (MBS)	8.9
4	3	Walter Winchell (ABC)	18.3	8	9	Big Sister (CBS)	8.8
5	5	Charlie McCarthy Show (CBS)	17.7	9	12	Pepper Young's Family (NBC)	8.4
6	6	Godfrey's Talent Scouts (CBS)	17.3	10	17	Right to Happiness (NBC)	8.4
7	4	My Friend Irma (CBS)	16.7	DAY, SUNDAY (Average For All Programs)			(3.6)
8	16	Amos 'n' Andy (CBS)	16.6	1	1	True Detective Mysteries (MBS)	9.3
9	8	Fibber McGee & Molly (NBC)	15.2	2	2	Shadow (MBS)	9.3
10	47	Red Skelton (CBS)	14.8	3	3	Martin Kane, Private Eye (MBS)	8.0
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.9)	DAY, SATURDAY (Average For All Programs)			(5.8)
1	1	Beulah (CBS)	12.2	1	3	Stars Over Hollywood (CBS)	9.2
2	3	Oxydol Show (CBS)	11.0	2	1	Armstrong Theatre (CBS)	8.7
3	5	Lowell Thomas (CBS)	9.7	3	4	Give and Take (CBS)	8.1
WEEKDAY (Average For All Programs)			(5.9)	NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.			
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	10.7	(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.			
2	3	Our Gal, Sunday (CBS)	9.7	Copyright 1951 by A. C. NIELSEN COMPANY			
3	6	Ma Perkins (CBS)	9.5				
4	2	Romance of Helen Trent (CBS)	9.3				

SCRIPT CONTEST

PRC Again Offers Award

PROTESTANT Radio Commission announced last week it will again join in sponsorship of the national script contest of the Assn. for Education by Radio by offering \$100 for the best religious radio scripts for 1951.

PRC was a sponsor last year. The contest is being supported for the fourth year by World Book Encyclopedia and Audio Devices Inc. Prizes for winning scripts will exceed \$1,000. Students enrolled in radio-TV college classes are eligible. Radio stations and others interested in the contest as a promotional method by offering cash prizes in their area should address inquiries to Dr. Sherman P. Lawton, U. of Oklahoma, who is the contest chairman.

WLPO OWNERSHIP

Involved in Miller Divorce

MRS. RUTH McCORMICK MILLER, publisher of the Washington, D. C., *Times-Herald*, relinquishes her part ownership in WLPO La Salle, Ill., under terms of a divorce granted last week from Peter Miller Jr. on cruelty grounds by Ottawa, Ill., Circuit Judge Louis Zearing.

Mrs. Miller waived alimony under a property settlement in which she gave Mr. Miller all her stock in the *LaSalle News-Tribune* and LaSalle County Broadcasting Corp., licensee of WLPO. The station is a 250-w daytimer on 1220

kc. Transfer of the WLPO stock is subject to FCC approval since Mrs. Miller owns 897 of the 1,020 shares outstanding, a majority interest. Mr. Miller holds the remaining 123 shares.

Mr. and Mrs. Miller have been co-publishers of the *News-Tribune*, Mrs. Miller as president and Mr. Miller as publisher. Mrs. Miller also has been president of WLPO.

Mrs. Miller is the daughter of the late Rep. Ruth Hanna McCormick Sims and the late Sen. Medill McCormick of Illinois. She is the niece of Col. Robert R. McCormick, publisher of the *Chicago Tribune* (WGN, WGNB (FM) and WGN-TV).

'CHEF'S SAW'

Firm To Honor Requests

ALL listeners who have sent in 50 cents for a "chef's saw" promoted by Thomas J. Lipton Inc. on the Arthur Godfrey *Talent Scouts* show on CBS-TV will receive them, William Sullivan, president of True, Sullivan & Neibert, Long Island City, a mailing firm, told BROADCASTING • TELECASTING.

Query arose with the arrest of Paul Neil Lewis, an employee, who was apprehended in Palm Springs, Calif., on charges of forgery and embezzlement of \$82,000.

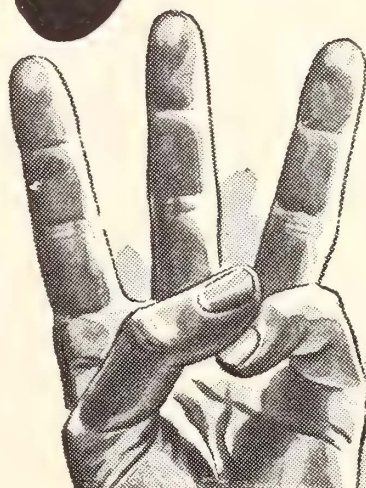
The money reportedly represented fifty-cent pieces sent in by listeners with a Lipton label, which supposedly went into a special account in the Corn Exchange Bank & Trust Co. in New York set up by the True organization for the Lipton Co.

According to police, Mr. Lewis opened a fictitious account in the name of "Keith Ward" in a branch of the same bank. They alleged he deposited in the account checks drawn to the order of J. Scott Hornsby of the Hornsby & McKinley Co., Hollywood, Calif., manufacturer of the saw, then made systematic withdrawals by checks made out to cash or to himself until he had drained the account of \$82,000.

3

GOOD REASONS!

WHY MORE NATIONAL ADVERTISERS ARE SELLING THE CENTRAL PENNSYLVANIA MARKET THROUGH WVAM IN 1951



* WVAM, the Altoona area's only full time 1000 watt station, means greater coverage — more homes reached per dollar.

* WVAM's lineup of top-rated CBS shows means better entertainment.

* WVAM—the leader in original local programs produced on a personality basis—means more listeners, day and night.

WARD
JOHNSTOWN



WVAM
ALTOONA

Represented by Weed and Company

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

\$15,326,000 IN
FURNITURE-HOUSEHOLD-
AND RADIO SALES*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

THOMAS FOY, assistant purchasing agent ABC, appointed purchasing agent.

CATHERINE ALICE WOODRUFF appointed continuity director KECK Odessa, Tex. Was with WNOE and WWL New Orleans.

GLORIA BATTERN appointed assistant to promotion director WDGy Minneapolis-St. Paul.

RANDALL JESSEE appointed program director WDAF-TV Kansas City, Mo. He replaces **BILL BATES** (see Front Office). **BOB DICKHOUSE** appointed film room supervisor.

JOEL CHASEMAN, public relations and publicity director WAAM (TV) Baltimore, appointed public service director. He will also continue with his present duties.

PEARL HUMMELL, chief accountant WTAM-AM-FM and WNBK (TV) Cleveland, resigns. She will open own public accounting firm.

BILL NEWMAN returns to WXGI Richmond as staff announcer, replacing **JOHN DRIVER**, who joins Air Force.

BILL SHEEHAN, announcer WDRC Hartford, assigned to moderate weekly *Parade of Youth* forums, featuring Connecticut high school pupils.

BOB DeBARDELABEN, staff announcer WCOG Greensboro, N. C., and Jean Tucker were married Jan. 6.

GEORGE SNADER, KFVD Los Angeles; **DICK BRUCE**, WDSU New Orleans; **REX DALE**, WCKY Cincinnati; **ROBIN SEYMOUR**, WKMH Dearborn, Mich., and **ED TUCHOLKA**, WEBR Buffalo, selected five top disc jockeys in country by *Movie Stars Parade* magazine.

air-casters



WALTER RANEY, staff announcer WMCA New York, to WABD (TV) New York in same capacity.

CLATE HOLM, program director-chief announcer KOVE Lander, Wyo., recalled to active duty with Navy. **JACK BREECE**, announcer-engineer, to report for duty with Army.

VICTOR B. LINDSEY, KSEK Pittsburg, Kan., to KGGF Coffeyville, Kan., on announcing staff. **JEANNE WILSON** appointed to continuity staff. **PAT ADAMS**, mail clerk KGGF Coffeyville, Kan., and Robert Cole announce marriage.

JIMMY LEWIS, Houston night club entertainer, to KNUZ Houston as singing disc jockey, replacing **PAUL BERLIN**, who enters Air Force. **MAXINE DICKEY**, new to radio, appointed station receptionist. **GUY GARDNER**, KLPR Oklahoma City, to announcing staff. **ALMA TAYLOR**, Houston *Shopping News*, appointed assistant accountant.

CARLTON ADAIR, director of programs and public service Mutual-Don Lee, Hollywood, to represent radio and TV on promotion committee of annual Boy Scouts Circus this spring.

FREDDIE BARTHOLOMEW, film star and TV narrator, appointed associate director WPIX (TV) New York.

ROBERT V. BROWN, program manager KNBH (TV) Hollywood; **DON LAURITZEN**, president Rockett-Lauritzen, Los Angeles; **ALAN YOUNG**, star of CBS-TV *Alan Young Show*, elected directors-at-large for Academy of Television Arts & Sciences.

MICHAEL GRAY to WHBI Newark, N. J., as announcer and director. Was with WSSB Durham and WKWK Wheeling, W. Va.

CONNIE RIORDAN, formerly with NBC, to KCBS San Francisco program department.

DAVE BROWN appointed director of *Wayne King Show* on NBC-TV from Chicago.

WILLIAM V. RAY, production manager KFWB Hollywood, and Loraine Dreiske married Jan. 7.

MARILYN JEAN ROHAN, continuity staff KSTL St. Louis, to WIL St. Louis in same capacity.

RODDY McDOWALL starts five-weekly, quarter-hour *Chris Conway, Rocket Ranger* on Progressive Broadcasting System.

LLOYD H. PETTIT to announcing staff WTMJ-AM-TV Milwaukee after graduation from Northwestern U.

ALAN COURTNEY, director public affairs NBC Hollywood and chairman education committee, Southern California Broadcasters Assn., named to represent SCBA on "Brotherhood At Home and Abroad" institute being presented March 15 by National Conference of Christians and Jews at U. of Southern Calif., L. A. Mr. Courtney has also been chosen to represent SCBA Education Committee on panel discussion of effect of TV on children Jan. 25 at Mingay School, Burbank, Calif.

LEE BOWMAN succeeds the late **RICHARD HART** as star on *The Adventures of Ellery Queen* telecast on DuMont. Mr. Hart died Jan. 2 as result of coronary occlusion.

ALBERTA HACKETT, assistant program director KTTV (TV) Hollywood, and **PHILIPPE de LACY**, station staff director, appointed to newly-created positions of executive directors. Miss Hackett will supervise daytime programs to 6:30 p.m.; Mr. de Lacy evening programs. Full duties involve exercising of budget control, assisting staff directors operationally and creatively, and acting as liaison between directors and clients, program office, sales, etc.

ARCHIE SCOTT, contact producer NBC *\$64 Question*, *Halls of Ivy* and *Dragnet*, recovering following arm fracture suffered in fall.

EDWARD P. RODEN, program manager WHEN (TV) Syracuse, to KTTV (TV) Hollywood as staff director. Prior to WHEN affiliation he was director WBKB (TV) Chicago.

RAY O'CONNELL, charge of audience promotion NBC-TV network, appointed to network's station relations department for television.

ART BARTICK, floor manager KECA-TV Hollywood, and Donna Brown announce marriage.

JERRY ROSS, publicity director ABC Western Division, and Mrs. Ross have adopted boy, William Louis.

TOM JACOBSON, announcer, signed to do his own weekly program, *Musical Clock*, on western stations of Progressive Broadcasting System.

ED REIMERS, staff announcer KTTV (TV) Hollywood, signed for part in forthcoming *Filmakers* feature film production, "On the Loose."

EASY GWYNN, disc jockey WIBC Indianapolis, awarded *Coronet* magazine's award for "outstanding radio achievement."

CY TUMA, KVOO Tulsa, to announcing staff KOTV (TV) same city.

DOUG WILSON, announcer WSLR Roanoke, Va., father of boy, Jan. 8.

News . . .

W. A. RUHMANN appointed farm editor WBAP-AM-TV Fort Worth, Tex. He has been county agent for Tarrant County. He replaces **LAYNE BEATY** who takes position with State Dept.

BOB LEMARY, station manager, and **DAVE KIERNAN**, sports director WCHC Worcester, Mass., College of Holy Cross station, to WAAB same city as sportscasters.

DON SHIELDS, newsman WAVZ New Haven, Conn., to WLCR Torrington, Conn., as news editor.

ERLE SMITH, managing news director KMBC Kansas City, Mo., resigns. He will accept position as director of public relations for Order of DeMolay, Kansas City.

BILL GRIFFITH, disc jockey WKRT-AM-FM Courtland, N. Y., appointed chief announcer and sports editor.

DICK WILLIAMS, WKYW Louisville, Ky., to WCKY Cincinnati on news staff.

HELEN SHENTON, public service and sales department WTOP-AM-TV Washington, to WMAL same city as assistant to **BRYSON RASH**, special events director.

EUGENE HANSEN appointed assistant to Farm Director **VON ORME**. KSL Salt Lake City.

NORMAN SYSE to news staff WDGy Minneapolis-St. Paul after graduation from U. of Minnesota.

ALEX DREIER, NBC news commentator, visiting parents in San Francisco. His news broadcasts will originate there during his stay.

BILL NIETFELD, director of news KCBS San Francisco, elected vice president of Northern California chapter of Sigma Delta Chi, national honorary journalism society.

EDWARD ZUSI, *San Francisco Chronicle*, to KCBS San Francisco as news writer and night overseas producer for CBS.

VICTOR RIESEL, syndicated columnist, starts quarter-hour weekly commentary on KFMV (FM) Hollywood and Pacific Regional Network.

BILL STERN, NBC sports director chosen "Outstanding Sportscaster of 1950" by *Liberty* magazine.

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