

FEBRUARY 9, 1941

BROADCASTING TELECASTING

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20TH
The Newsweekly
of Radio and
television.
year

100 Annually
cents weekly



You get a lot for a little*

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

IN BALTIMORE

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



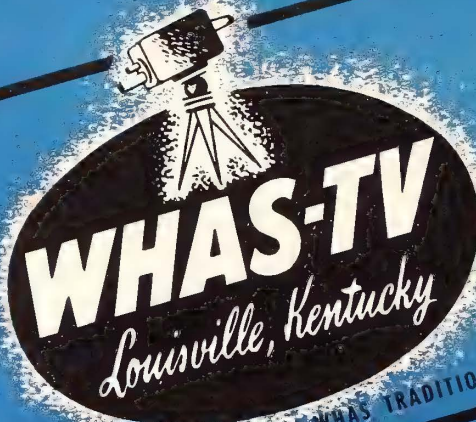
WHAS MAKES PEOPLE IN KENTUCKIANA

SHOP

LOOK

and

LISTEN



TELEVISION IN THE WHAS TRADITION



50,000 WAITS • 1A CLEAR CHANNEL • 140 KILOCYCLES
The only radio station serving and selling all of the rich Kentuckiana Market.

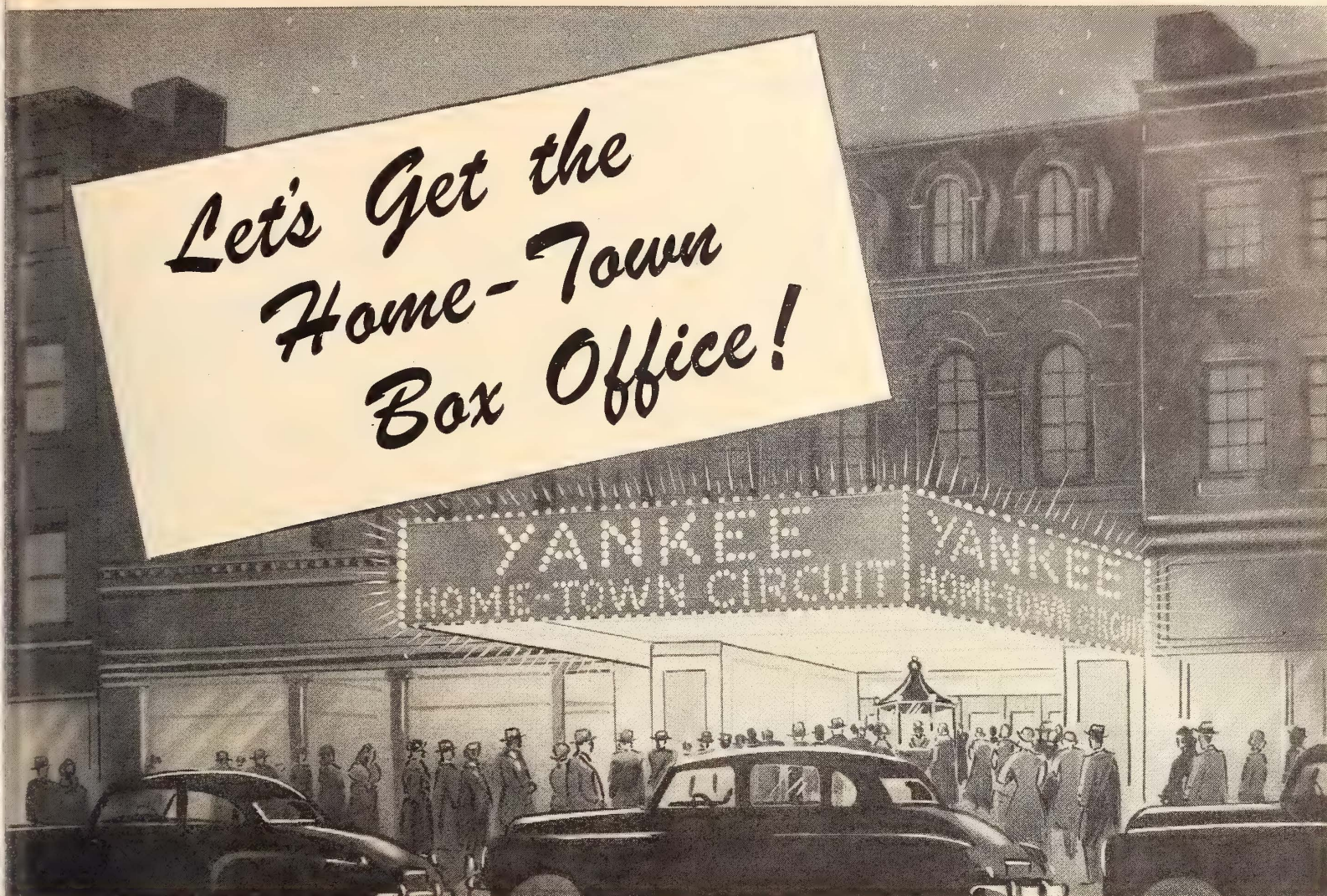
THE WHAS-TV MARKET*
Population 730,975
Retail Sales \$700,978,000
Food Sales \$137,306,000
Effective Buying Income \$946,284,000
*Based on WHAS-TV half million contour

THE WHAS KENTUCKIANA MARKET*
Population 3,414,200
Retail Sales \$2,007,859,000
Food Sales \$474,196,000
Effective Buying Income \$2,993,567,000
*Primary coverage in all of Kentucky plus 25 Southern Indiana Counties

VICTOR A. SHOLIS, Director

NEIL D. CLINE, Sales Director

*Let's Get the
Home-Town
Box Office!*



Play to New England's Largest Audience on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater

effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

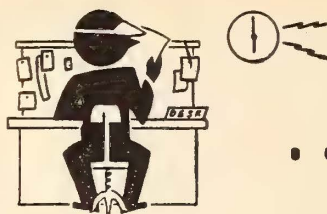
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING TELECASTING



...at deadline

Closed Circuit

WHO'S ON horizon for president-general manager now that NAB President Justin Miller is slated to become chairman of proposed new NARTB? Eight-man board committee of NAB named to select new helmsman claimed it had no notions when board sessions at Belleair, Fla., closed Friday. Several directors, however, said that Paul W. Morency, WTIC Hartford, typified stature required. Mr. Morency in 1944 was proffered interim presidency under streamlining plan, but WTIC parent company—Travelers Insurance—couldn't spare him.

SELECTION by television board of its new directors under revised NAB structure probably will await action of committee to pick president-general manager of overall organization. Name of Eugene S. Thomas, WOR-TV New York and prime mover in NAB-TV activities, was mentioned along with Otto Brandt, newly-elected TV stations vice president of ABC.

ROLAND (BILL) GILLET, vice president in charge of production at Young & Rubicam, New York, resigned and is on vacation. Successor not yet named.

ADVERTISING CLUB of Washington will have bell-ringer radio-TV seminar Feb. 20. Linnea Nelson, chief timebuyer of J. Walter Thompson Co., who retires next month after 24 years with agency, will be principal speaker in what may be her farewell appearance. In addition, four Voice of Democracy contest winners (see page 39) and Robert K. Richards, NAB public affairs director, will wind up proceedings at banquet.

SNOW CROP Marketers through Maxon Inc., New York, buying two half-hour TV dramatic shows per week, planning to place them in about 30 markets. Agency looking for afternoon station option time. Programs probably will be second-run films and will start in middle of March. Advertiser to drop sponsorship of *Your Show of Shows*, starring Sid Caesar and Imogene Coca on NBC-TV, early in March.

LOOK FOR immediate drive to get CBS and ABC back into trade association fold under NAB reorganization. Revised by-laws, subject to membership ratification, makes it easy for networks, since active, rather than associate, membership can be ordained by board.

DOHERTY, CLIFFORD & SHENFIELD, New York, extending spot announcement campaign for Bristol-Myers (Ipana toothpaste) in 26 markets beginning on varied February starting dates. Markets extend from Tennessee to Florida, over to New Mexico. Contracts for 52 weeks.

PROCTER & GAMBLE's Lilt home permanent wave through Biow Co., New York, planning radio spot announcement campaign to start in mid-March.

HAVING completed first leg of three-leg consultancy on Voice of America, James D. Shouse, Crosley chairman and Avco vice president, leaves in mid-February for month's inspection

(Continued on page 94)

Upcoming

Feb. 4-6: Arkansas Broadcasters Assn., Annual Winter Meeting, Hotel Marion, Little Rock, Ark.

Feb. 10-11: AWRT Michigan and Indiana Conference for former AWB members, Detroit.

Feb. 12-13: Columbia Affiliates Advisory Board, District 9, San Francisco.

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.

Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.

(Complete list of Upcomings on page 91)

Bulletins

HARRY DANGERFIELD JR., formerly with Westinghouse Radio Stations Inc., elected vice president of Bond & Starr, Pittsburgh agency.

HILL GROUP BYPASSES COLOR

SUBJECT of color television failed to come up on agenda at closed meeting Friday of Senate Select Small Business Committee thus ruling out chances of a hearing on that issue this month [BROADCASTING • TELECASTING, Jan. 29].

Initial Spadework Started for NARTB

FORMAT of new TV operation within proposed National Assn. of Radio and Television Broadcasters began to take shape Friday as NAB board adjourned at noon, concluding three-day meeting at Belleair, Fla. (main board story page 19).

Head of video organization expected to be titled director of television. Separate TV board to hold telephone conferences and possibly special meeting prior to regular session scheduled Sunday, April 15, on eve of NAB convention. Director and staff personnel to be named.

TV group will handle some of work now done by NAB's station relations, public affairs, government affairs and legal departments, with chance it will have own general counsel. Other functions can be handled by TV staff, it's felt. NAB's board heard report of Eugene S. Thomas, WOR-TV New York, chairman of Board Convention Committee. Convention to open formally in Chicago Monday, April 16, with Judge Justin Miller, newly-elected chairman of board, making his report.

Monday afternoon will be devoted to radio matters. FM session planned Tuesday morning with AM in afternoon. Wednesday will be Television Day. Banquet scheduled Tuesday evening. Luncheon plans include one of four Voice of Democracy winners and leading entertainer such as Bob Hope.

Engineering convention to be held concurrent with radio-TV sessions. Monday afternoon will feature FCC-Industry Roundtable. BMI board and other satellite meetings to be held. Work is going ahead on annual equipment and service exposition but plans are still tentative.

In winding up winter meeting, NAB board decided association should get up to 40% of

Business Briefly

TONIC SPOTS ● SSS Co., Atlanta (tonic expands spot coverage to 50 radio stations southeastern states. Agency: Henry Kaufman & Assoc., Washington.

TEA CAMPAIGN ● Consolidated Tea Co. New York (Swee-Touch-Nee Tea), appoint Marwin Sherres Inc., New York, as agency. Firm considering New York radio market with expansion in other markets.

RENEWALS ALLEN ● Phillips 66, Bartlesville Okla. (gasoline), renews *Rex Allen Show* on CBS stations, effective March 16 for 52 weeks.

NAMES GARRISON ● Automatic Wash Co., Newton, Iowa, names W. W. Garrison Co., Chicago, to handle its advertising. Radio used.

INSURANCE SHOW ● State Farm Mutual Automobile Insurance Co., Bloomington, Ill. will sponsor five-minute newscast with CBS Brown Saturday, 7:55-8 p.m. EST, beginning Feb. 24 on full Mutual network. Agency: Needham, Louis & Brorby, Chicago.

all sums received by TV organization over \$150,000, which is TV budget. Paul W. Morency, WTIC Hartford, presided at committee-of-the-whole sessions during board meeting.

Special eight-man committee named to negotiate contract for new president-general manager of NARTB and new contract for Judge Justin Miller held exploration meeting Friday afternoon following end of board session. Chairmanship will rotate. Ben Strouse, WWI Washington, elected secretary.

Board thanked retiring members for their service.

Resignation of George Higgins, WISH Indianapolis, as District 8 director was accepted. Special Broadcast Advertising Bureau committee, now absorbed into BAB board, was dissolved along with TV standing committee.

Judge Miller unanimously requested board to attend Inter-American Assn. of Broadcasters meeting opening March 16 at Sao Paulo, Brazil. While in South America he to conduct inspection tour for President's Advisory Commission on Information, of which he is member. Gilmore L. Nunn, WLAP Lexington, Ky., to attend IAAB meeting as NAB delegate.

Next board meeting will be held in June at Washington.


Board heard report from Ralph W. Hardy, work of Broadcast Advisory Council, of which he is secretary. Board gave vote of confidence to BAC and suggested action be taken where necessary to keep BAC truly representative of industry.

Thirty-six new stations were accepted into membership.

Across the Board . . .

KRLD-TV PRESENTS 5 FULL AFTERNOONS OF WEEK-DAY PROGRAMMING

*Mondays Through Friday
Starting at 12:40 P. M.*

An All  Array of the FINEST
NETWORK and STUDIO ATTRACTIONS

AFTERNOON PROGRAM FEATURES:

Stamps Quartet

Martha McDonald's Kitchen

"Man About Town" with Jack Gwyn

Outstanding CBS Serial Show

The Garry Moore Show

Ilka Chase

The Steve Allen Show

Betty Sanger Show

"Variety Fair" with Gerry Johnson

"Fun With Food" with Mrs. Francis Mustard

"What Do You Read" with the Reverend Jimmie McClain

"Adventures in Learning"

Jack Caldwell, Organist

"Party Time," A Young Age Show

"Lucky Pup" or Western Serial

"Adventure Theatre."

Owners and
Operators of
KRLD
50,000 watts

KRLD-TV takes a progressive step forward to meet the popular demand for full afternoon programming, Monday through Friday, with a thoughtfully planned schedule of the finest CBS and Studio Shows, slanted to women viewers. KRLD-TV serve the Southwest's largest metropolitan market, Dallas and Fort Worth, having a million urban population, and a total of two million within the 100-mile radius.

*Now More Than 100,000
TV Sets in KRLD-TV Area*

The Dallas-Fort Worth area served by KRLD-TV contains the greatest number of television receiving sets of any market of comparable size in the nation; with the rate of increase averaging between 4,000 and 6,000 per month.

That's Why

KRLD-TV

21 Your Best Buy

The Times Herald Station
Channel 4

The Branham Company
Exclusive Representative

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

The **CBS** *Stations for* **DALLAS and FORT WORTH**

ABCCBSNBCMBS

*... they're just letters
in the alphabet!*

Merchandisers tell us that Milwaukee is "different." It must be, if radio listening preferences are any index. WMIL's air personalities, for example. They'll never win us Peabody Awards or orchids from the intelligentsia. But how Milwaukee loves them!

Matter of fact, the last Hooper shows WMIL's ratings for every week day afternoon at 40% higher than the average for two of the three network outlets in this town; 55% higher than the average for the other independents!

Yes, sir . . . cast your corn upon the air waves and it comes back Hooperatings!

Jerry Siep

WMIL.....
means
MILWAUKEE

REPRESENTED BY FORJOE

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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

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

Bruce Robertson, Senior Associate Editor.

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

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

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

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

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* Reg. U. S. Patent Office

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

BROADCASTING • Telecastin

Beef Magna Cum Laude



 A side light on the
American meat industry

Anybody is a fine judge of beef—after the first bite.

But nobody—that's right, nobody—can squint an eye at a steer in the feed lot, a side of beef in the cooler, or a steak on the broiler and tell precisely how tender and juicy it's going to taste on your fork.

There simply aren't any scientific tests for quality in beef, to date. That's why the Department of Agriculture asked a group of scientists at the University of Chicago to find out what makes "choice beef" really choice.

These men are studying beef scientifically. Analyzing the cell structure, the chemical composition, many other things. They hope to learn exactly what quality in beef is, and how to judge when it's there.

Their reward: strictly organoleptic. That is, they get to eat the steaks after studying them. Your reward: (if things work out right) good beef made even better beef for you in the future.

And where does the meat industry come in?

The research is being done by the American Meat Institute Foundation, a non-profit organization on the University of Chicago campus, supported by many meat packers throughout the country, for the benefit of meat growers, meat packers and all the meat eaters in the land.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



INSTALLING JET ENGINES IN B-36's, PICTURE TAKEN AT CONSOLIDATED VULTEE PLANT NO. 2 AT 1:30 A. M.

*building bigger and better
... in San Diego*



CITY OF THE YEAR... Census figures just released prove that San Diego is America's fastest growing major market* with 85.2% population increase since 1940!

Four aircraft manufacturers work around the clock turning out the giant B-36, B-50,

XC-99 and others—and San Diego's vast Naval installations (\$97,000,000 annual Naval Payroll) are now humming 24 hours a day.

But from San Diego comes Butter as well as Bombers... Fish as well as Fighting men.

A rich farm market...world's largest tuna port...and a booming tourist center with greater automotive sales than

New Orleans or Newark...greater food and soft drink sales than Memphis—that's San Diego!

SELL WITH...



KCBQ

a Columbia affiliate

One of Southern California's best media buys now offers San Diego's most complete sales service. The KCBQ merchandising and promotion plan is just one more reason why local and national spot advertisers buy more programs on KCBQ than on any two of the other San Diego network stations combined.

CHARLES E. SALIK, *President*
Represented Nationally by
George P. Hollingbery

SPONSORS GET "PROMOTION PLUS"*



ON WDSU

**DIRECT
MAIL**

***OVER 1,800 PIECES
OF DIRECT MAIL
HIT TOP RETAILERS IN
THE NEW ORLEANS
MARKET EVERY MONTH!**



NOW! ... Your FALSTAFF Dealer presents



BOXING MATCHES

Intermittent Great Race Tack

Every SAT. 9:00 P.

WDSU

Channel

WDSU is helping You SELL



Dial 1250 WDSU

WDSU NEWS LETTER

Dash Dog Food

DEAR MR. DEALER:

After our recent meeting at the WDSU

we have decided to place our order for

your Dash Dog Food. We will be pleased to

have you deliver it to our store. We will

be glad to pay for it by check or cash.

Sincerely yours,

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WDSU

● Mailing cards, newsletters,
and folders ... sent out every
week, every month ... give
"plus" sales assistance to your
product and program!

**NO OTHER NEW ORLEANS STATION
OFFERS THIS PLUS TO SPONSORS!**

● Write, wire
or phone your
JOHN BLAIR Man!



new business



TERRE HAUTE BREWING Co. (Champagne Velvet Beet and "Ale"), names Biow Co., N. Y., to handle advertising. Radio and television will be used.

AL PAUL LEFTON, Philadelphia, to start spot campaign early in Feb. for unnamed nationally distributed cigar. Campaign will cover entire South and may be extended if successful.

AMERICAN HOME FOODS Inc., L. A. (Duff's Cake Mix), which recently started intensive 18-week TV spot campaign on 10 stations in three California markets, plans to extend campaign to northwest market. Firm Jan. 11 started total of 12 weekly spots on six L. A. TV station. Agency: Ted Bates & Co., N. Y.

SILEX Co., Hartford, after testing TV locally in several markets, considering extensive TV spot campaign for kitchen products, if output not curtailed by material shortages.

NATIONAL PAINT & VARNISH Co., L. A., appoints Davis & Co., same city, to handle advertising. Television will be used.

IMPERIAL OIL Ltd., Toronto (gasoline and oil), will use summer daily spot campaign on large number of Canadian stations. Agency: MacLaren Adv. Ltd., Toronto.

IGOE BROS. Inc., Newark (appliance distributor), appoints United Ad Newark, to handle advertising. Radio will be used.

CANADIAN BAKERIES Ltd., Vancouver (bread), has started spot announcement campaign on West Coast stations for 39 weeks. Agency: James Lovick & Co., Vancouver.

LIBBY, McNEILL & LIBBY, Chicago, names Foote, Cone & Belding same city, to handle advertising of its pineapple products, effective April 1.

GENERAL MOTORS Ltd., Oshawa (Buick), using four to six spots daily during two weeks in February in major markets to announce first Canadian-built Buicks. Agency: MacLaren Adv. Ltd., Toronto.

CANADA PACKERS Ltd., Toronto (Bye soap), has started six daily spots six days weekly on western Canadian stations. Agency: Bal Adv., Toronto. For Margene has started quarter-hour transcribed program weekly on Canadian Atlantic Coast stations. Agency: Grant Ad of Canada, Toronto.

IMPERIAL TOBACCO Co., Montreal (Players cigarettes), Feb. 18 started *Bold Venture*, transcribed half-hour weekly on 39 Canadian stations. Agency: Whitehall Broadcasting, Montreal.

Network Accounts . . .

BLATZ BREWING Co. sponsoring *Amos 'n' Andy*, over CBS-TV half-hour weekly, time and starting date to be announced shortly. Agency: William H. Weintraub & Co., N. Y.

STATE FARM INSURANCE Co., Bloomington, Ill. (fire, life, automobile insurance) sponsoring five-minute news commentary by Cecil Broy, 7:55-8 p.m., Sat., over MBS, beginning Feb. 24. Agency: Needham, Lord & Brorby, Chicago.

KELLOGG Co. (cereals) Feb. 3 started *Victor Borge Show*, 7-7:30 p.m. on NBC-TV. Agency: Kenyon & Eckhardt, N. Y.

LAY CHURCH Group, under guidance of Methodist Church, sponsoring half-hour weekly religious dramatic series over ABC-TV, beginning March, for 13 weeks, probably on Monday night. Time not definitely settled. Agency: Turner-Leach, N. Y.

Adpeople . . .

LOUIS BANHAM, advertising manager Mennen Co., resigns to become assistant to president of Vick Chemical Co.

HERBERT N. CLEAVES, associate sales manager Jell-O Division, General Foods Corp., appointed sales and advertising manager of division.

the **TOUR TEST** *proves*

KGW THE ONLY STATION-
WHICH GIVES THE ADVERTISER
COMPREHENSIVE COVERAGE

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

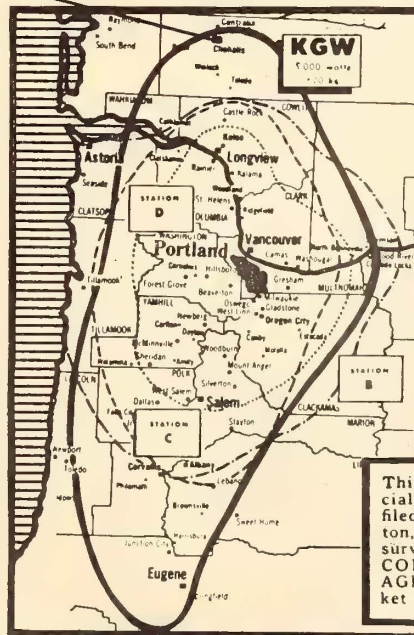


Ninety-one miles north of Portland is Chehalis, major agricultural community of southwestern Washington and an important factor in KGW's Comprehensive Coverage of the Oregon Market. Chehalis lies directly within the range of KGW's north-south directional signal and is completely dominated by the station's "beamed broadcasting". This was proven by a recent Tour-Test, conducted with the cooperation of the Oregon State Motor Association and witnessed by Dennis Hamilton, prominent Chehalis turkey grower. He is shown above with "Miss KGW". This rich, diversified economy is yours to tap through KGW, the *only* Portland station to offer Comprehensive Coverage of the Oregon 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.

KGW



PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



BOGART

*Alone, he'd be
sensational!*

**HUMPHREY
BOGART**

The greatest stars ever team

Transcribed for Local
and Regional Sponsorship!

Headed f

BACALL

Alone, she'd
be terrific!

TOGETHER

They're super-sensational,
They're super-terrific!

ART ★ BACALL

Ziv's new thrill-filled half-hour adventure series!

"BOGIE" GETS THE RATINGS - "BABY" GETS THE SPONSORS

"BOLD VENTURE"

GETS THE SALES!

WITH AN ALL STAR CAST AS EXPLOSIVE AS EACH PROGRAM!
MUSICAL DIRECTION BY DAVID ROSE OF "HOLIDAY FOR STRINGS" FAME

FREDERIC W.

ZIV

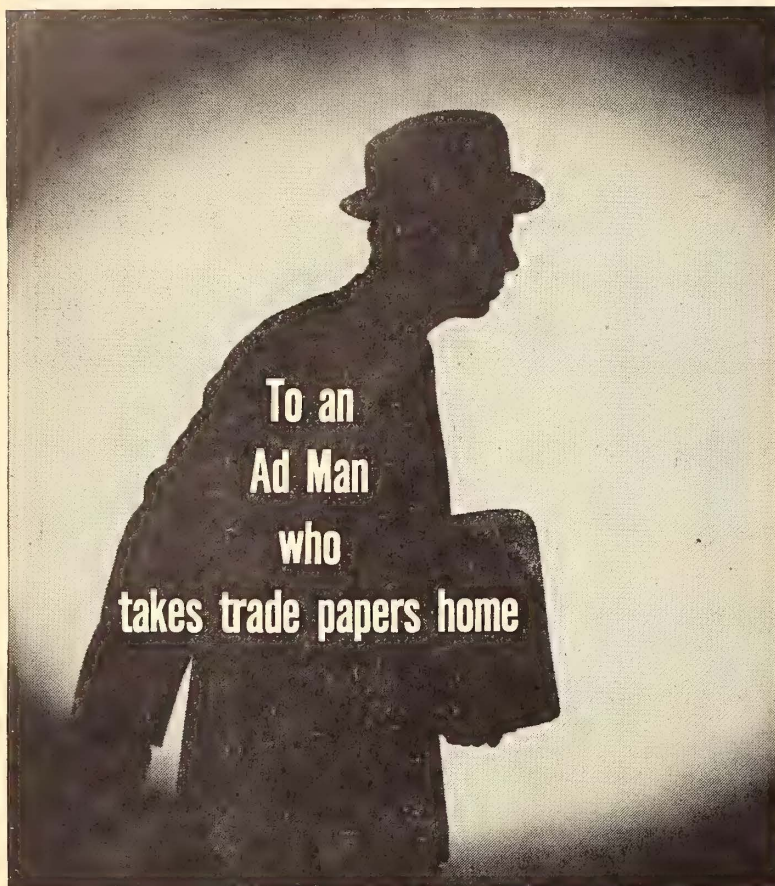
COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

out... quick
the details TODAY!





Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa. The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an ineluctable fact. But here's a straight syllogism:

1. Iowa is a get-out-the-superlatives-this-is-uptown-stuff kind of market (\$2 billion annual agricultural income; retail sales up \$115 million over 1949's record; cash farm income \$4.50 to \$5 per acre per month; more cattle fed and sold than in any other state; \$2 billion industrial income, with factories employing 50% more workers than in 1940).

2. WMT reaches the Eastern Iowa market. (*We've got more analyses than you can shake a stick at which prove this.**)

3. Your client can effectively reach same via WMT, where a one-minute Class A commercial (52-time rate) budgets at a mere \$27.

* So has the Katz Agency, which please see for stick shaking and dotted line talk.

600 KC

5000 WATTS

DAY & NIGHT



BASIC COLUMBIA NETWORK



agency

K. S. PRATT, account executive Ruthrauff & Ryan Inc., Detroit, elected vice president.

TRUDY RICHMOND appointed vice president in charge of creative planning for radio and TV William Wilbur Adv. Inc., N. Y. Was with ABC and Arnold & Co., Boston.

BERNARD J. GROSS named vice president Weiss & Geller, Chicago. Has been account executive and member of plans board for four years.

FREDERICK N. POLANGIN, vice president in charge of L. A. office Buchanan & Co. Inc., resigns. **CHARLES COLEMAN**, Buchanan vice president and account executive on Western Airlines account, succeeds him as head of agency office.

SHIRLEY COLEMAN, art director L. C. Cole Co., S. F., to Young & Rubicam Inc., Hollywood, in same capacity.

JOHN COOK HIRST III, producer-director WFIL-TV Phila., to radio-TV department Gray & Rogers, same city.



on all accounts

ABBOTT RIEHLE, account executive of Sherman & Marquette, New York, is a man who has achieved success on four levels—rancher, airman, industrialist and advertising executive. He possesses one of the most formidable backgrounds in the industry.

Born in Philadelphia, Mr. Riehle was educated at the U. of Pennsylvania, where he majored in mechanical engineering. His first job, in 1926, was in general sales work with the American Window Glass Co. One year later he joined his father in a firm to manufacture machinery to test the physical properties of metals. The firm was called the Riehle Testing Machine Co. of Philadelphia. In 1935 the company consolidated with the American Machine & Metals Co. in New York and young Mr. Riehle moved to Manhattan as manager of the Riehle division.

An established and respected figure in the machine industry, Mr. Riehle, in a surprising display of versatility, conceived and created a radio program, *Character In Business*, his first venture in the field. Mutual bought the show, and Mr. Riehle was embarked on a new phase in his career.

Leaving the machine firm, he secured a job with Young & Rubicam in the merchandising department. He remained with the

agency until 1942 when he joined the Air Corps, where he advanced to the rank of lieutenant colonel serving overseas in several invasions of African soil.

In 1945 he returned to civilian life and to Y&R but one year later he moved to California to direct sales and advertising for Squirt a soft drink firm.

Soon afterwards he was lured to San Francisco as manager of the

Biow Co.'s office there. It was in the same year that he bought a ranch farm in San Diego, ostensibly to retire from the advertising field. But after three years during which he built the ranch into a well-paying enterprise, he succumbed again to the siren lure of advertising, returning to New York and to Sherman & Marquette as account executive on the Colgate-Palmolive-Pee (Veto) account, the position he now



Mr. RIEHLE

holds. The advertiser spends approximately \$1 million a year, 60% of which is devoted to spot announcements in radio and TV.

The Riehles have been married since May 6, 1929. She is the former Evelyn Plumadore, and is currently carrying on work at the ranch in San Diego. Mr. Riehle also maintains an apartment in Manhattan.

His hobbies are golf, bridge and reading philosophy.

beat



PATRICIA HOWE appointed general sales manager Broadcast Production Inc., Detroit.



Miss Howe

CHARLES E. COLEMAN, vice president Buchanan & Co., L. A., appointed manager L. A. office.

LUCIEN M. BROUILLETTE to Gebhardt & Brockson, Chicago, after resigning as vice president Almon Brooks Wilder, same city.

HOWARD MUNCE, copy department Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as idea artist in creative department of agency.

WILLIAM C. PANK, account executive Roy S. Durstine Inc., N. Y., to Perkins & Holden, Carlock, McClinton & Smith Inc., N. Y., in same capacity. Among his accounts are: Fieldcrest Mills Division (N. Y.) and Carastan Rugs Division (N. Y.) of Marshall Field & Co., Chicago.

ROBERT KIRSCHBAUM, independent TV writer and director, to radio-TV department Marschalk & Pratt, N. Y.

ARTHUR W. PICKETT Jr. and **CLARENCE J. McLEOD Jr.** to traffic department Brooke, Smith, French & Dorrance, Detroit.

ROBERT PAUL HOFFMAN, advertising manager Photorelief Co. to creative department Brisacher, Wheeler & Staff, S. F.

WILLIAM W. SHAUL appointed copy chief of training division Ross Toy Inc., Detroit.

AROL H. SLEEPER, timebuying department Doherty, Clifford & Henfield, N. Y., to radio-TV timebuying department N. W. Ayer & Son, N. Y.

SIMMONDS & SIMMONDS, Chicago, has taken over all accounts of Almon Brooks Wilder Inc., same city, retaining Mr. Wilder, president of firm, as vice president. **CLAUDE BREWER**, former vice president for Wilder, retains the title with Simmonds & Simmonds.

NELSON BAKER appointed director radio-TV department Baltimore Office of Ruthrauff & Ryan Inc. Has been conducting sports show on WFBZ same city.

AUL J. BROCKMAN appointed production manager Guenther, Brown Berne Inc., Cincinnati. **JOHN L. LANGHEIM** appointed bookkeeper for firm.

AHN-MILLER Inc., Baltimore, has moved to larger quarters at 510 St. Paul Pl.

LEANOR CORRIGAN, press department CBS Hollywood, to publicity department Benton & Bowles Inc., N. Y. **ALFRED A. WHITTAKER** appointed director of research for firm. **JOHN CHURCHILL**, supervisor Procter & Gamble media for agency, to research department.

THE EDWARDS Agency, L. A., has expanded to larger quarters at 435 South Cienega Blvd. Telephone BRadshaw 2-5616.

EDWARD K. HARRISON, account service director Warner & Assoc., St. Louis, takes temporary leave of absence to serve as director of Economic Mobilization Conference, to be held in St. Louis in March.

AM JOATHAN RIKLIN, account executive Pitluk Adv. Co., San Antonio, awarded trophy for outstanding civic achievement of 1950 by Junior Chamber of Commerce.

OWARD E. MOSER, sales manager Movie Quiz Sales Co. Inc., L. A., Walter McCreery Inc., Beverly Hills, as account executive.

UPERT L. BURDICK to manage Montreal office of J. J. Gibbons Ltd.

ANE MAYER, graduate U. of Southern Calif., L. A., to Benton & Bowles Inc., Hollywood, as assistant to **JEAN MEREDITH**, manager West coast publicity.

ROADCASTING • Telecasting

ON THE
WASHINGTON SCREEN

Ruth Crane

in "The Modern Woman"

VARIETY

January 24, 1951

TELEVISION REVIEWS

MODERN WOMAN ON TV
With Ruth Crane, Jackson Weaver
Producer: Ruth Crane
Director: Van Beuren de Vries
30 Mins.; Mon. thru Fri., 3 p.m.

Participating
WMAL-TV, Washington, D. C.
Ruth Crane, who boasts the heaviest distaff side, is already an established part of the video scene here. It was only natural that Miss Crane's familiar aviem "Modern Woman" airer should be adapted to the new medium. Transition has been made gracefully, with enough of the familiar flavor of the radio show retained to lure old fans, and sufficient new touches added to the TV screen to add interest.

Format of show is informal and flexible. To give a true picture, one should appraise a week's run in order to show producer's deftness in meeting topics of the day and in varying structure. It is a half-hour of typical femme chat, with accent on variety, so that almost every type of after-noon listener should find a topic of interest. Jackson Weaver, regular on the AM version of alter-does his usual able job of alternating between stooge, emcee and just male-in-a-lady's-world. But ing him present not only provides a foil for the Crane technique, but adds interest for femme viewers; and maybe lures an occasional male fan.

Typical show caught features a succession of guests. Ted Mack, in town to rehearse the VIP version of his "Amateur Hour," played the plug benefiting the USO. Jane Hilder, local remedial reading expert, demonstrated her technique with one of her pupils, a poised and winning nine-year-old lad. Then Carolyn Hagner, Shaw, editor of capital's "Social List," and authority on protocol, presented the AAA award to the courteous driver of the week, a "Your regular Wednesday feature show."

Interspersed with the public service aspects are fashions and cooking interlude, opportunity not only to provide some culinary hints, but also to integrate commercials into show. Fashions, too, have commercial plugs. Show packs plenty of material into its 30 minutes. If anything, it's show caught was somewhat crowded. However, this impressed as being preferable to the sameness so often apparent in some women's shows. Crane adds to station's coffers with s.r.o. sponsorship on participating time buyers on the five-per-week airer.

tops
on
TV

tops
on
radio

Represented Nationally by ABC Spot Sales

WMAL **WMAL-TV** WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Leif Eid



Leif Eid's astute observations in the national and international news scene have long been recognized as must listening in the Capital area.

Eid's timely ten minutes each Monday thru Saturday from 6:05-6:15 provides peak listening for your product message.

This program is available Monday through Saturday nights.

The natural appeal of this time segment alone is enough to merit your careful thought. The program immediately follows five minutes of late news bulletins, while Eid enjoys an unparalleled reputation for what newsmen call a 'tight story.'

WRC or National Spot Sales can provide further details . . . all of them solid facts for your consideration.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS



feature of the week

IMAGINE listeners impatient that other portions of programs finish so they can hear commercials!

That's just what is happening during *Party Line*, popular week-day program over WDOD Chattanooga.

In this instance, listeners themselves write the commercials—and thoroughly enjoy it.

Before Christmas, WDOD ran a contest asking listeners to write commercials for *Party Line*, offering prizes. The station reported that the response was so gratifying and the commercials so good that *Party Line* has been using listener commercials since, crediting the author.

"And in creating the commercials," adds Drue Smith, *Party Line* commentator, "the listeners become doubly familiar with the sponsor—in this case, the Pioneer Bank of Chattanooga—which has been sponsoring the program well into its third year."

The following example of a listener commercial came from a housewife in Rossville, Ga.:

Remember how important you felt with your first driver's license? That bit of paper added dignity and a sense of responsibility to your life, didn't it? It was your badge of maturity. . . . just as your Pioneer Bank account is your badge of financial maturity and thrift! Each entry in that small brown passbook is a step toward the goal you have set for



Miss Smith has a *Party Line* that residents of the Chattanooga area are not sheepish about admitting that they listen in on. In fact, listeners write commercials for the popular WDOD program!

* * *

yourself . . . money for a vacation trip you long for . . . down-payment on a car of your own . . . a little nestegg toward a dream you cherish . . . And best of all, at Pioneer Bank your money works WITH you and FOR you, helping you achieve your goal . . . every dollar is earning 1½% interest in your Pioneer savings account! Don't harbor LAZY money, put it to work at the Pioneer Bank!

Miss Smith proudly points out that instead of forcing commercials down listeners' throats, the program has whetted their appetites for a diet of commercials!



strictly business

IN civilian clothes, David Sutton, CBS-TV general sales manager, looks like an idealist's portrait of a Marine captain. But as a Marine captain during the last war, Mr. Sutton was hardly distinguishable as one of the most successful young men in the sales branch of the radio industry.

Moreover, if there was ever any truth in the assertion of a Mr. Durocher that "nice guys finish last," Mr. Sutton exists as six feet of solid evidence that the claim is no longer tenable. Mr. Sutton is one of the nicest, and he has never finished last in anything save perhaps an endurance contest.

A graduate of the U. of West Virginia, where he secured his law degree, Dave moved north to Waterbury, Conn., for his first job—sales promotion man with the Chase Brass & Copper Co.

Within two years he was manager of the department with headquarters in Chicago. It was there that he became exposed to and in-



Mr. SUTTON

* * *

trigued by the promise of radio. Somewhat impulsively he threw up his executive interest in metals to

(Continued on page 39)



Sir Robt. Bacon

Wyoming Valley's

"GRAND KNIGHT OF
THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.


More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and Money for Advertisers.

Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."



KYW LOCAL PROGRAMMING HITS PEAK IN PULSE RATINGS



In the November-December Pulse report for the 8-county Philadelphia area, thanks to the know-how and ingenuity of KYW's program-builders, KYW *local programs* hit the year's highest peaks! What does this mean to buyers of spot time? More listeners! More prospects! Constantly growing value for the advertising dollar! Yes, you now get *more* for your money... when you use it to reach the growing audience of Philadelphia's KYW. For details, check KYW or Free & Peters.

KYW

PHILADELPHIA

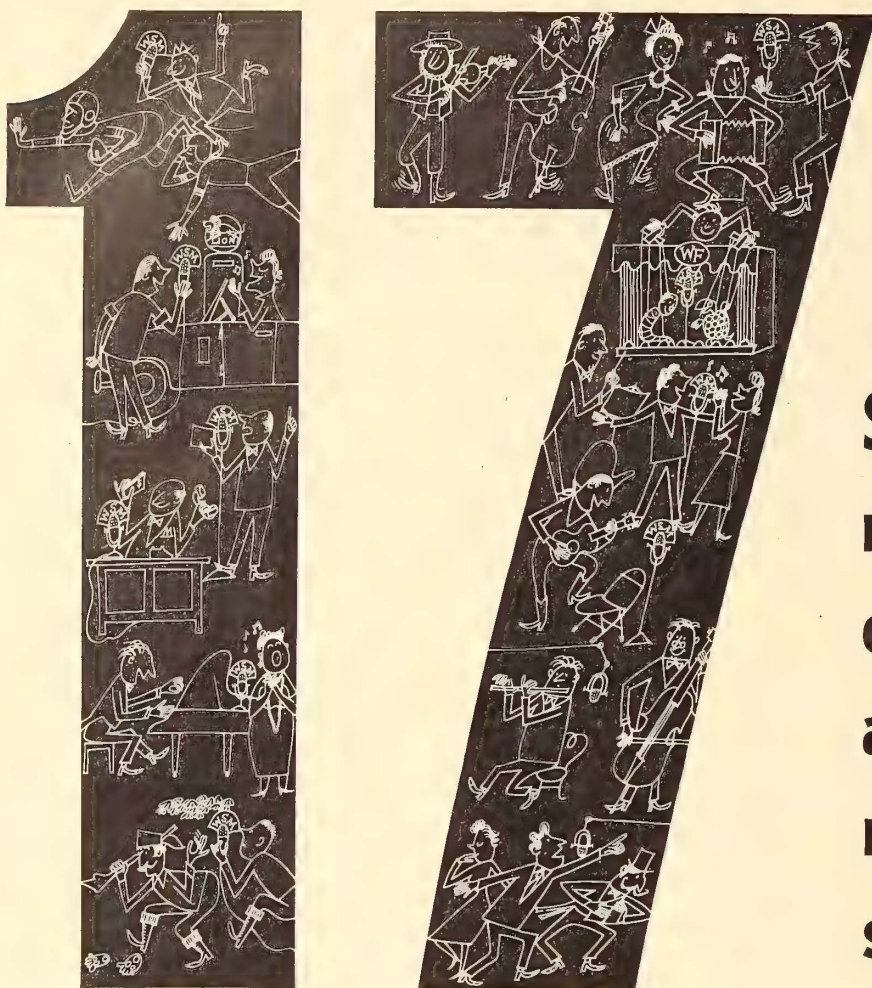
50,000 WATTS NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

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



**Seventeen
network
originations
a week
must mean
something...**

If you want to sell the Central South most effectively and at the smallest cost, these facts warrant your careful consideration:

- WSM is currently originating seventeen network shows in addition to regular station business.
- These shows range from a delightful children's fantasy called Wormwood Forest to a hard hitting folk music show designed to move men's work shoes from dealer's shelves.
- They make use of every type of program material from comedy to serious music.
- They feature talent which is not only network quality but top network quality . . . *talent that comes from WSM'S own staff of more than 200 people.*

No other single station in America can match this production know-how nor offer talent of this quality and in this quantity. And this explains, better than market figures or cold coverage data, why you cannot adequately sell the Central South without WSM.



BROADCASTING TELECASTING

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WASHINGTON, D. C., FEBRUARY 5, 1951

\$7.00 A YEAR—25c A COPY

NEW NAB FOR RADIO & TV

Full Operation by Spring

By J. FRANK BEATTY

A NEW trade association bringing radio and television stations and networks under one roof is scheduled to go into full operation by early spring.

Making history by the minute, the NAB board of directors last week took a series of major steps that will completely reorganize the industry's trade association into autonomous radio and television units. Revised by-laws were approved, subject to membership vote.

Here is what the board did in its three-day meeting in Belleair, Fla.:

- Adopted a new name—National Assn. of Radio and Television Broadcasters.

- Elected Judge Justin Miller board chairman, relieving him of operating duties.

- Completely revised the by-laws to provide a board chairman-ship and TV participation.

- Granted active membership privilege to radio and television stations and to both radio and television networks.

- Created a top board of directors, consisting of an autonomous 5-man radio and 13-man TV board, with the top board handling only important policy matters.

- Appointed a committee to name the NARTB president-general manager, and negotiate his salary and that of the chairman.

- Left the appointment of a separate head of the TV association up to video members.

Board Committee Members

Elected to the eight-man board committee were William A. Fay, VHAM Rochester; Harry R. Spence, KXRO Aberdeen, Wash.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, VDAK Columbus, Ga.; Patt McDonald, WHHM Memphis, Tenn.; Robert D. Swezey, WDSU-TV New Orleans; James D. Shouse, WLW Cincinnati, and Ben Strouse, WDC-FM Washington.

This committee was given a \$75,000 budget to provide for an adjusted salary for Judge Miller and a salary for the combined president-general manager.

The board adopted a resolution specifying Judge Miller's wish to be relieved of active operating duties and providing increased responsibilities for executive officers. Judge Miller, who had voiced his

wishes in a talk to the board, was praised for his outstanding achievements as NAB president. William B. Ryan, NAB general manager who now becomes president of BAB, also paid a tribute to Judge Miller and spoke of the harmonious relations the two had enjoyed since Mr. Ryan became general manager last spring.

Radio and TV stations and networks will thus be brought together under the NARTB banner as a result of the board's Thursday action.

The threat of some telecasters to break away completely from any form of NAB structure, unless they were given their own autonomous association, was dissipated into the balmy gulf air after two days of board discussion. NAB's board, augmented by help from directors of the new TV association formed at Chicago Jan. 19 [BROADCASTING • TELECASTING, Jan. 22], adopted a new association format that preserves industry unity. Both the aural and video group conceded they must stick together to fight the common battles of both media.

Thus the directors adopted a set of by-laws and resolutions embracing most of the demands made at the Chicago TV meeting.

Most of all, the telecasters wanted the right to decide their own trade association problems. That is exactly what they got and the end was achieved by vesting vast powers in separate AM and TV boards.

Size of Board Set

As it now stands, the NARTB (ex-NAB) board consists of not over 40 directors—25 aural radio members and a maximum of 14 television members. In turn, the radio members will comprise a separate board for that portion of the membership, and the TV members will comprise a separate board for the video membership.

Important change in the radio concept developed when it was decided to give networks the right to become active members of the radio association. The networks have not had radio board members in recent years but could get on the board by way of O & O stations.

The combined board is not to have more than four radio-TV directors. The separate TV board provides for a maximum of four TV network directors. Furthermore, no one director can serve in more than one class nor can any one firm have more than one member on each (radio or TV) board.

There are three classes of NARTB membership under the revised by-laws. Active membership may be held by radio and television stations, and by networks as well. Associate membership, the third class, applies to representatives, transcription, manufacturing, supply and similar industry groups. Associate members can participate in the annual convention.

The new by-laws, drafted after two weeks of preparatory work and then reprocessed Wednesday and Thursday by the board itself, involved a number of important routine changes designed to make them applicable to both TV and network members.

Quick debate developed in the

(Continued on page 24)

AFM DEMANDS

By PETE DICKERSON

FORESTALLING a threatened strike of AFM New York Local 802 against the networks, James C. Petrillo, AFM president, last week seized the reins of local-level negotiations going on in New York, Chicago and Los Angeles and presented his national demands preparatory to negotiating with the networks both nationally and locally.

Acting Jan. 31, the day all AFM network contracts expired, Mr. Petrillo met briefly with network representatives and then announced a two-week "breather," during which any agreement would be retroactive to Feb. 1. This appeared to be a compromise on the part of the companies which previously refused Local 802 demands for retroactivity of any contracts emerging from an indefinite prospective period of negotiation.

During this two-week period there would be no strikes, Mr. Petrillo said. Asked if his promise included Chicago and Los Angeles

locals, he hesitated and then spread his hands. "What can they do? We don't want to strike. We want to work out these contracts."

Effect of the wage freeze (see story page 28) would be considered after the contracts had been worked out and not until then, he said.

Networks Get Proposals

He had just made his federation proposals to network representatives, he told newsmen called in before network officials left. These would be additions to earlier proposals of locals. Without knowing what the networks would do, he anticipated that they would present him with counter-proposals at the next meeting scheduled for today (Monday). Negotiations would go on from there, he said.

The federation proposals were in sections, one for radio and one for television. Television negotiations, Mr. Petrillo said, would be "very peculiar," inasmuch as the contract to be worked out would be the first of its kind. "When

analyzed, the contract proposed is not so tough," he added.

A spokesman for the network representatives said they had not had time to read the new proposals and therefore could not comment on them.

The federation proposals for television related exclusively to network programs, leaving local TV programs to the jurisdiction of locals. Included were demands for a basic minimum scale for network single and weekly engagements 20% above the "applicable network radio scale of the local in whose jurisdiction" the telecast is made; for eliminating the use of recorded music from "spots or jingles, or for accompaniment, background, mood, cue, bridge or incidental purposes"; for paying musicians appearing in simulcasts 50% of their radio rates in addition to their radio payments, and for a \$12 fee for musicians called in for costuming or make-up, preparatory to telecasts or dress rehearsals.

TV film proposals included pro-

(Continued on page 92)

DOLCIN PLANS

Radio Gets \$2.25 Million, van der Linde Reports

VICTOR VAN DER LINDE, president of Dolcin Corp. and partner in the agency bearing his name, said last week that Dolcin had appropriated \$2.5 million for advertising this year and that \$2.25 million of it would be spent in radio.

Mr. van der Linde spoke at an annual sales meeting of WOR New York at the Park Lane Hotel.

When the advertising budget was first set up, Mr. van der Linde said, Dolcin planned to spend only \$1.5 million in radio, \$500,000 in television and \$500,000 in other media. But the company's radio campaigns have been so successful since then, he reported, that Dolcin decided to up its radio appropriation to the \$2.25 million, with the other \$250,000 of its total budget distributed in other media.

Dolcin on Feb. 5 will add 90 radio markets to the current 250 markets carrying its one-minute spot announcement. In addition the advertiser sponsors news programs varying in length from 5 to

15 minutes in the same 250 markets.

Dolcin also plans to increase the frequency of its shows on those stations in the immediate future.

The firm also sponsors half-hour, established local personality programs in about four markets, plus using 14 quarter-hours weekly on the Don Lee Network.

In television Dolcin uses one-minute films in Chicago and New York.

Buy 'Good' Radio

"We will buy anything that is 'good' in radio," Mr. van der Linde told BROADCASTING • TELECASTING.

At the same meeting Linnea Nelson, retiring timebuyer of J. Walter Thompson, New York, forecast a long and happy future for radio.

"I see no reason why anybody should be afraid for radio in 1951 or any year," Miss Nelson said.

Theodore Streibert, president of WOR-AM-TV, said that 1950 was a significant year for radio because people realized that "it is not dead." Mr. Streibert predicted

radio would remain healthy because it is an effective low-cost medium.

Mr. Streibert said television's future seemed rosy. He predicted WOR-TV would make a profit in 1951.

At the meeting Herman Maxwell, WOR salesman, was presented with a gold wristwatch in recognition of his having sold more than \$1 million in time for WOR.

BRENNAN NAMED

As Schuebel Successor

VERA BRENNAN, timebuyer at Duane Jones & Co., New York, since Oct. 12, 1942, will be named director of radio and television timebuying. Miss Brennan will take over some duties of Reggie Schuebel who resigns effective Feb. 15 to form with Jack M. Wyatt a new agency service, Wyatt & Schuebel [BROADCASTING • TELECASTING, Jan. 29].



Miss Brennan

Prior to joining Duane Jones Co., Miss Brennan was with the Biow Co. for eight years as assistant to Miss Schuebel, who was then director of radio. Before that Miss Brennan was in the radio department of Blackett, Sample & Hummert, New York.

She handles such accounts as Manhattan Soap, Mennen Powder Co., Hudson Paper Co., Mueller Products, Whitehall Pharmacal and Pharmco.

Allen Signs as Writer

FRED ALLEN has been signed as a writer for *The Big Show* on NBC Sunday, 6-7:30 p.m., on which he and Portland Hoffa also will appear as guests every other week.



Company heads beam pleasure after announcing the consolidation: Mr. Broadhead (seated) and Mr. Smith.

SMITH, ALLIED

Transcription Firms Link

DAKEN K. BROADHEAD, president, Allied Record Mfg. Co. Inc., Hollywood, Calif., and K. R. Smith, president, K. R. Smith Co. Inc., New York, announced last Thursday that their respective companies had become associated.

Mr. Smith, who helped pioneer the development of electrical transcriptions, will continue to head the New York plant, to be operated as the K. R. Smith Div. of Allied Record Mfg. Co.

Consolidation, it was explained, had been planned for some time to "provide fuller and faster processing service, coast-to-coast, for recording and transcription industry."

In addition to commercial transcription work and special custom recording for churches, schools and institutions, Allied and its K. R. Smith Div. will service the State Dept.'s Voice of America, Armed Forces Radio Service and others.

Both Messrs. Broadhead and Smith stated that no changes were contemplated in the management and organization of the two firms.

OLDSMOBILE

Radio-TV Marks '51 Debut

EXTENSIVE use of radio and television marked the introduction of the 1951 models of the Oldsmobile Division of General Motors with 168 AM stations sharing in a 10-day pre-announcement campaign, from Jan. 21 to 31. In addition, February will bring a follow-up program on a similar number of stations, using 20, 30 and 60 second announcements.

Thirty-eight TV stations carried a similar 10-day program during the last 10 days of January. A preview of the new models was given on January 30 on the 17 station CBS network carrying the *Douglas Edwards and the News* program. Announcement of the Oldsmobile campaign in the face of production uncertainties of the automobile industry was made by G. R. Jones, Oldsmobile general sales manager.

BREWERS BUY

Heavy Users of Ziv Series

BREWERS throughout the country have accounted for 40% of the group purchases for *Bold Venture*, transcribed radio series featuring Lauren Bacall and Humphrey Bogart, according to Frederic W. Ziv Co., producer of the series to be released nationally March 26.

Following are brewers who have contracted for the show:

Pfeiffer Brewing Co. (Pfeiffer's beer), through Maxon Inc., Detroit, has bought time in 22 Michigan cities and also will sponsor the show in Toledo, Columbus, Defiance, Piqua, Cambridge, Springfield and Athens, all Ohio; South Bend and Ft. Wayne, Indiana—32 cities total.

Stegmaier Brewing Co. (Gold Medal beer), through Crolly Adv. Agency, Wilkes-Barre, in Wilkes-Barre, Scranton, Hazleton, Williamsport, Harrisburg, Reading, Allentown, Bethlehem, Easton, Lewistown, Lock Haven, Pottsville, Sunbury, Shamokin, Bloomsburg, Lebanon, Altoona, Lancaster and York, all Pennsylvania; Binghamton, Endicott, Johnson City, Elmira and Hornell, in New York, and Wilmington, Del.—25 cities in all.

Theo. Hamm Brewing Co. (Preferred Stock beer), through Campbell-Mithun, Minneapolis, in Billings, Bozeman, and Miles City, Mont.; Caspar and Powell, Wyo.; Kirksville, Mo.; Yakima, Wash.; Ft. Dodge, Iowa, and Honolulu, Hawaii—9 cities in all.

Krantz Brewing Co. (Old Dutch beer), through Ohio Adv., Cleveland, in Steubenville and Marion, Ohio.

Globe Brewing Co. (Arrow beer), through Joseph Katz, Baltimore, in Richmond, Roanoke, Danville, Norfolk, Portsmouth and Newport News, Va.

Pilsener Brewing Co. (P.O.C. beer), through Meldrum & Fewsmith Inc. of Cleveland in Cleveland and Sandusky, Ohio.

Hanley Brewing Co. (Hanley beer), in Providence, R. I.

American Brewing Co. (Regal beer), in Miami, Fla.; Mobile, Ala.; Lake Charles and Baton Rouge, La.

Jacob Schmidt Brewing Co. (Schmidt's City Club beer), in St. Cloud, Minn.

PHILIP MORRIS BUYS

Dramatic Shows on ABC, CBS

PHILIP MORRIS Co. will begin sponsorship of one dramatic show today and of another dramatic show next month.

Modern Romances begins today (Monday), 11-11:15 a.m. Monday through Friday over ABC. Agency is Cecil & Presbrey, Inc. *Philip Morris Playhouse*, on CBS, 10-10:30 p.m., Thursday, begins March 15, with Biow Co., New York, as agency.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"So your boss will find me. . . And he's no 'first class operator', dearie."

TV 'BLUE BOOK' PLANS OFFICIAL

Public Conference Set

FCC SET its TV "Blue Book" plans in motion last week by announcing officially that a public conference will be held "for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry" [BROADCASTING • TELECASTING, Jan. 29, 22].

The awaited official announcement of FCC entry into the inflammatory subject of TV program service found stations and networks reluctant to offer any immediate comment. On Capitol Hill Sen. Ed C. Johnson (D-Col.), chairman of the powerful Senate Interstate and Foreign Commerce Committee, issued a guarded statement.

Sen. Johnson told BROADCASTING • TELECASTING that he was not familiar with FCC's latest move, but that he personally is "a great television fan" and believes that "most programs are wonderful." He said he was encouraged by FCC's decision to hold a public conference before taking any policy action, and that, from this standpoint, "any time is a good time" for such a conference.

He said he thought FCC would move "cautiously" and keep in mind the "understanding of all freedoms of expression we cherish in this country." The Commission, he said, "has a heavy responsibility under the law" and would "not do anything that would not meet with public approval."

FCC's announcement said a date for the public conference would be announced later. It is expected to be held in May and to include representatives of various civic, school and similar groups as well as TV stations, networks, and the Commission.

Issues Renewals

The announcement came Monday, simultaneously with the issuance of one-year renewals—the term currently specified for TV licenses—to 44 stations with licenses expiring Feb. 1 (for list of stations, see FCC Actions this issue).

The conference was called on a 3-1 vote, the majority consisting of Acting Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. H. Webster, George E. Sterling and Frieda B. Hennock. Miss Hennock has been a leader in the fight for reservation of TV channels for future use solely by educational groups (see stories, pages 57, 70). Comr. Robert F. Jones dissented and Chairman Wayne Coy, who is away on an extended vacation, did not participate, though tentative plans for the conference had been made before his departure a fortnight ago.

Although FCC spokesmen disavowed "Blue Book" intentions in the project, observers felt that any Commission activity in the field of

programming must carry Blue Book overtones since its outcome must clearly be the enunciation of TV programming principles comparable to those announced for AM radio in FCC's 1946 Blue Book.

FCC said "a detailed agenda [for the conference] will be announced later and will relate generally to the role of television in serving the needs and interests of the public." The 1946 Blue Book's formal title was "Public Service Responsibility of Broadcast Licensees."

AM problems which the Commission canvassed in detail in the 1946 Blue Book—alleged excessive commercialism, program balance, need for local programming, discussion of public issues, stations' performance as measured against their promises, etc.—are expected to be highlighted again in the TV conference, along with corollary ques-

tions related distinctively to the visual art.

Although the Commission in its planning reportedly decided to deal in program categories and overall balance rather than specific programs in conducting the conference, some observers felt that ultimately specific programs, too, would come into the discussions. The question of taste and propriety in the handling and timing of certain types of shows was also considered certain to arise.

'Natural Outgrowth'

Among those who did not feel that FCC was venturing toward another Blue Book in the strict sense of the phrase were authorities who saw the move as a natural outgrowth of TV's development and, simultaneously, as an answer to complaints which the Commission says it has received from viewers. These experts said

AM FUTURE BRIGHT

"THE FUTURE of AM radio is greater than its brilliant and sensational past," Lloyd Venard, vice president, O. L. Taylor Co., declared Jan. 26 in a talk to the South Carolina Broadcasters Assn., meeting in Columbia, S. C.

Those who today want radio "to play dead and surrender in meek humility to television" are just as mistaken as the prophets of 25 years ago who predicted that the broadcasting of news would put all the newspapers out of business, Mr. Venard stated. Noting that in 1950 newspaper publishers sold "more copies of newspapers to more individuals in more homes at a higher price per copy than in any former year," he pointed out that newspapers in TV markets have added more than a million daily circulation in the three years of TV's greatest growth.



Mr. Venard

"In the past five years, which include the three lush years for TV, more radio stations have been built than in the quarter-century preceding—and 54 million radio receiving sets have been bought," Mr. Venard said. "Yet the fearful—and the selfishly intentioned—talk about reducing radio rates."

"Does the hosiery industry reduce prices because they are selling out their product? Does the cotton industry reduce when the demand exceeds the supply? Certainly not—yet there are those who tell you in the world's greatest advertising medium to cut prices because business is so bad—so bad that the entire industry showed an increase of more than

★
5% in 1950."

Mr. Venard commanded the South Carolina broadcasters to tell their prospects that "there are now 42 million radio homes in the United States, half of which have two sets and a third with three sets or more."

"Dramatize this to those who doubt radio: The cost to the consumer for new radio sets, replacements, repairs and operation is more than three-quarters of a billion dollars a year. That's what the consumer spent just to hear your programs. That's one-half of the electrical bill for all the bulbs, street lamps, signs and the operation of all of those in the country."

"And also tell your prospects and business friends so they can share your enthusiasm that the most expensive radio talent is not Bob Hope's thousand dollars a minute. He's inexpensive compared to the \$5,000 soap companies spend for writing, producing and talent for a minute spot. That's a talent cost of \$300,000 an hour. When a smart national advertiser finds it pays to spend \$800 a second for talent alone, AM radio must not be doubted."

Cites Newspapers

"Now here's another dramatic fact that shows radio's great future. Daily newspapers which today are making more money than they dreamed of 25 years ago when their doom was pronounced, with circulations that dwarf the press runs 25 years ago, have a total daily circulation in the United

they realize that no new art, such as television, can be expected to commence operations at the optimum level of performance, but that they feel nevertheless that safeguards might be set up against undesirable trends.

Text of FCC's announcement:

The Commission today (Jan. 29) renewed for a period of one year the licenses of the 44 television broadcast stations now pending before the Commission.

At the same time, the Commission announced that a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public.

Chairman Coy did not participate. Comr. Jones voted for the renewal of licenses but dissented from the decision to call a public conference.

Venard Tells SCBA

States of about 52 million. On Sunday they hit 45 million.

"Radio receiver sets, while newspaper circulation has grown and while newspaper advertising rates have doubled, have grown in number until they now total at least 83 million. There are more people listening to more radios in more homes than ever before—and the out-of-home audience is enormous. The 83 million sets are about 60% more potential circulation than ALL dailies combined. Radio is the greatest mass medium available—and it's still growing."

Batson's Views

Echoing Mr. Venard's sentiments, Charles Batson, director of NAB's TV department, told the South Carolina broadcasters "the prophets of doom who predicted death for radio upon the advent of television have not brought forth evidence."

In an election of new officers for SCBA, Melvin Purvis, general manager of WOLS Florence, was named president. Others elected were C. Wallace Martin, manager of WMSC Columbia, vice president; T. Doug Youngblood, manager of WFIG Sumter, secretary-treasurer, and Dan Crosland, retiring president and manager of WCRS Greenwood, and Frank Best, WRNO Orangeburg, to the board of directors.

Governor James F. Byrnes visited the meeting. He was escorted from the State House by Walter Brown, WORD Spartanburg; G. Richard Shafto, WIS Columbia; Moody McElveen, WNOK Columbia; James Hicks, WCOS Columbia, and Mr. Martin.



ALL ACROSS the nation stations pitched in to put March of Dimes campaigns in their communities over the top. **LEFT PHOTO:** Participating in WKDN Camden-WFIL Philadelphia drive (l to r): Bob Horn, WFIL disc jockey; Jerry Williams, WKDN program director; Harry Smith, WKDN announcer; George Walsh, WFIL sportscaster, and models who helped in the collections. **SECOND PHOTO:** At KCNA Tucson, Program Director William

Rider (l) and Pete Grose, junior disc jockey, map plans for a 16-hour MOD broadcast. **THIRD PHOTO:** WLBI New York collection box gets a donation as Larry McKenzie (l), 1951 MOD poster boy, drops in contribution for General Manager Harry Novik. **RIGHT PHOTO:** "Dimes Square" in Topeka, Kan., is co-sponsored by WIBW Topeka and the Topeka Daily Capital. Studio Manager Art Holbrook (l) interviews Stacy Carkhuff, drive chairman.

MARCH OF DIMES DRIVE

Radio-TV Spur Fund Raising

BASIL O'CONNOR, president, National Foundation for Infantile Paralysis, last week gave unstinted praise to the fields of radio and television for their support to the March of Dimes campaign.

In a statement to BROADCASTING • TELECASTING, Mr. O'Connor said: "As never before, radio and television have aided the March of Dimes in this crisis.

"They and the press have always brought our message to the American public which have again responded generously to their eloquent plea."

This tribute was echoing throughout the country last week as government officials and civic leaders praised the media for their enthusiastic cooperation.

With practically all commercial programs presenting at least one "plug" for the March of Dimes campaign, the four radio networks contributed a total of 141 spots and the four TV networks, a total of 95 for the polio drive.

NBC aired 35 spots via radio and 18 spots via TV for the campaign. ABC contributed 35 spots over its radio network and 20 spots over the ABC-TV network.

Special programming done by ABC included: Concentrated broad-

cast appeal by Nancy Craig on her daily program, and a guest appearance by Eddie Cantor on the *Betty Crocker Magazine of the Air*, on behalf of the campaign.

MBS scheduled 35 spots from Jan. 12 to 30 on its sustaining and co-op programs, and featured a special *Cavalcade of Bands* broadcast, Jan. 23, 10:30 p.m.-12:55 a.m., in which bands throughout the country contributed time to the March of Dimes drive.

CBS Schedules 43 Announcements

CBS presented 36 spots on its sustaining radio programs and 7 spots on its TV schedule, for the campaign. Network opened its campaign with a special broadcast, Jan. 14, 10:45-11 p.m., by Mr. O'Connor, from Wytheville, Va., city hardest struck by the polio epidemic of 1950. Time was donated by Longines-Wittnauer Watch Co., from the last half of its regularly scheduled *Choraliars* program. In addition, the 10th annual presentation of the "Little Lame Prince," was dedicated to the campaign, by CBS on its *Let's Pretend* program, Jan. 27, 11:05-11:30 a.m.

On Jan. 20 "Latest Treatments for Infantile Paralysis" were de-

scribed by Dr. C. C. Dauer, medical advisor of the National Office of Vital Statistics, and Dr. Kenneth Landauer, director of medical case services, National Foundation for Infantile Paralysis, on *Adventures in Science*, 3:15-3:30 p.m. Finally, CBS presented a special half-hour drama, based on Wytheville, *Quiet Town*, Jan. 25, 10:30-11 p.m., featuring Dorothy Maguire.

DuMont TV network devoted over 50 spots to the March of Dimes campaign, and on the Dennis James *Okay Mother* program, presented Lydia Clark, daughter of one of DuMont's former employees who was a polio victim, in an appeal for the campaign.

In the nation's stations, special programs, imaginative promotions and catchy gimmicks all were funneled into a common purpose, to raise funds for the fight against polio.

Among the special promotions reported to BROADCASTING • TELECASTING were the following:

KPRC-TV Houston carried a 7½-hour telecast Jan. 27 which raised more than \$20,000 on behalf of the March of Dimes campaign. Some 2,100 viewers phoned in pledges in response to the efforts of 41 acts and 12 emcees—a total of more

than 250 performers.

In addition, merchants donated prizes which were auctioned off for contributions. Before the show got underway, KPRC-TV staff members, who donated their services, started the ball rolling by contributing \$106.

In Ithaca, N. Y., some 60 polio paralytics, from 5 to 43 years, "took over" Cornell U.'s station WHCU Jan. 26 and spent the day giving a living report on the use and effectiveness of public contributions to the campaign.

Coming to the station in ambulance relays, the inflicted assumed the duties of announcers, disc jockeys, news and sportscasters. No direct appeals for contributions were made.

Special Italian Feature on WOV

WOV New York, which broadcasts 10 hours daily in Italian, produced a special quarter-hour Italian feature. Transcribed, the program was distributed for scheduling on Italian language stations across the country.

WKBW Buffalo gave willing support to the city's "Mothers March on Polio."

WVET Rochester pushed a gim-

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LEFT PHOTO: In the Nation's Capital, Mrs. Robert Averill, polio victim, is interviewed by Charlie Bright (with mike) of WOL and William Warsaw, owner of Lacy's Inc., who presented Mrs. Averill with a TV set. **SECOND PHOTO:** Wall of Studio B at KRON-TV San Francisco is covered with names of March of Dimes donors. **THIRD PHOTO:** Disc Jockey Bill Jones (r), of

KLZ Denver, is cited by March of Dimes officials for his work in the local drive. **L to r:** Ned Laskey, Denver MOD committee; Roy Erickson, Colorado chairman, MOD; Beverly Jones, daughter of Disc Jockey Jones; Bill Prescott, Denver Ball-Davidson Adv. Agency; Mr. Jones. **RIGHT PHOTO:** Gene Perkins, announcer-special events man at KIDO Boise, Ida., interviews iron lung patient Bill Hopple as part of the station's fund drive.



PBS CLOSES

'Fifth Network' Suspends Operations

A NEW NAME was added to the list of fifth network fatalities last Wednesday at 7 p.m. when Progressive Broadcasting System suspended operation, two months and five days after its opening Nov. 26.

Announcement that PBS was concluding operations concurrent with the end of January was made public by Larry Finley, president and general manager; Jack L. Rau, secretary and general counsel, and Bernard Fleisher, board member and reportedly chief financial backer of the network, at 5 p.m., only a few minutes after the PBS affiliated stations and the network's employees received the news.

Short and to the point, the announcement read:

Progressive Broadcasting System announced today that it will suspend broadcasting activities Wednesday, Jan. 31, at 7 p.m. It is understood that arrangements have been made with Liberty Broadcasting System to offer programming service to the present PBS affiliates."

FCC TO TESTIFY

House Unit Hears Agencies

IN AN UNUSUAL move, the House Interstate & Foreign Commerce Committee last week announced it would hold executive sessions to hear the chiefs of key government agencies over which it has legislative interest.

The committee program includes the hearing of the FCC Chairman. Purpose of the hearings is to permit agency heads to testify, behind closed doors, "on any important emergency legislation affecting that agency, which the agency feels should have prompt consideration by the [full] committee."

Only major communications legislation which the committee could be immediately concerned with is the McFarland Bill, due for Senate passage in the foreseeable future. The signals control bill, empowering the President to take over radio and TV facilities, is under the House Armed Services Committee jurisdiction in the lower chamber.

Administrator Oscar R. Ewing of the Federal Security Agency was scheduled to appear last Friday. As yet, it had not been decided when the FCC Chairman would be called as Chairman Coy is vacationing in Arizona and not expected to return to Washington until early March.

There is a possibility that Acting Chairman of the FCC Paul A. Walker will be called to testify, if the committee decides it will not be able to hear Chairman Coy, the spokesman said. Also scheduled for hearing is Chairman James M. Mead of the Federal Trade Commission.

Gordon McLendon, president of Liberty Broadcasting System, in a statement issued Wednesday, expressed "delight" at "the prospect of being able to add approximately 30 more stations to the present 247 LBS affiliates throughout the country."

Mr. McLendon emphasized that "there has not been and will not be a merger between Liberty Broadcasting System and any other network. LBS is a network by itself and does not need to effect a merger." He added that Mr. Finley "approached me today and told me he found it impossible to continue the operation of his network and desired to have his stations continue to receive service. LBS has therefore agreed to furnish service to Mr. Finley's stations who do not interfere with our present coverage."

Keep Lines Intact

In addition, Liberty arranged with the telephone company to keep the PBS lines intact through Thursday (Feb. 1) and to send Liberty programs to the whole PBS list during that day, giving those stations extra time to decide whether they wanted to make permanent affiliations with LBS or to make other arrangements for program service.

Liberty had just announced voting of a million dollar-plus appropriation for bolstering the LBS program schedule in "the normal course of expansion." A series of new shows and name stars who are joining the network will be announced shortly.

Mr. Finley, upon his arrival in Hollywood from New York Thursday, denied the network had folded. He said operations are "temporarily suspended" until additional finances can be raised.

Unavailable for a direct statement, Mr. Finley, through his public relations director, Charlotte Rogers, informed BROADCASTING • TELECASTING he was "in a meeting with bankers and financial interests in an effort to revive and revitalize PBS operations."

She quoted him as saying that practically all PBS affiliates have assured Mr. Finley of their willingness to stand by and cooperate further.

PBS was organized by Mr. Finley, formerly engaged in the package program business on the Pacific Coast, to function primarily as a program service for stations not affiliated with other national networks. Programs, recorded in Hollywood and utilizing name motion picture talent, were furnished on a 7 a.m. to 7 p.m. daily

schedule seven days a week to PBS affiliate stations, which paid monthly sustaining fees for the service, plus an extra charge for sponsoring programs. Unlike other networks, PBS maintained no national sales force and made no sales to national advertisers.

The PBS programs were transmitted to stations by AT & T lines divided into three regional networks—an East Coast hookup with programs originating at WNJR Newark; a Midwest hookup with WCFL Chicago as the originating point, and a Pacific Coast network fed from KGFJ Los Angeles. Aside from news programs originated live at each key station, and from an occasional special event, the PBS programs were recorded in Hollywood and flown from there to New York and Chicago for broadcast.

Number of Affiliates

PBS officials never divulged a full list of affiliates, but the network reportedly had about 60 stations at the time of its inception and about 80 at its demise last week, with perhaps 100 more in negotiation for affiliation. Many of the latter group were not added to the network because their locations are such that the line costs of sending programs to them would have been prohibitive, it was stated. The network's interconnection costs had been running at the rate

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McFARLAND BILL SNAG

Senate Delays

By DAVE BERLYN

THE McFARLAND BILL to reorganize FCC along procedural lines struck an unexpected snag when it came up on a call of the Senate consent calendar last Monday. But observers felt the halt would merely be temporary.

That the bill's final acceptance by Congress is being enhanced was indicated by Senate Majority Leader Ernest W. McFarland (D-Ariz.), the bill's author, who told the Senate that FCC Chairman Wayne Coy "is very anxious that the bill be passed at an early date." In the past, the FCC has expressed strong opposition to certain sections of the bill.

However, sentiment expressed on the Senate floor foreshadows a possible party fight on the signal controls bill, if and when that measure finally clears the Senate Interstate & Foreign Commerce Committee (see story, page 93).

The new McFarland measure (S 658) was quickly reported by the Senate Commerce Committee Jan. 24 [BROADCASTING • TELECASTING, Jan. 29]. Sen. William Langer (R-N. D.), a member of the committee, asked that the bill be put over for another week at the request of Senate GOP leader Robert A. Taft (R-Ohio). Another Republican, Sen. Francis

Case of South Dakota, supported his fellow Dakotan.

It was learned that Sen. Taft felt the bill was "far reaching" to which Sen. Case agreed. The South Dakotan, expressing need for time to study the bill's contents because of its comprehensive character, pointed to two sections, one of which, he said, relates to the granting of "emergency" authority to FCC, the other, "providing for more complete compliance with certain treaties."

Sen. Case said: "As I understand, the North American [Regional] Broadcasting Agreement will shortly come before the Senate for consideration. In view of that fact, it seems to me that those of us who are not familiar with the contents of this bill should have a little opportunity to study it."

Urges Early Action

Sen. McFarland retorted that while he had no objection to "any Senator having an opportunity to study the bill," he felt "it most important that the bill be acted upon at an early date if it cannot be passed on the call of the calendar." He reminded his colleagues that the bill had been passed twice by the upper chamber in preceding years on calendar call.

Sen. McFarland continued:

The bill has almost the unanimous

approval of the industry. There has been a great deal of criticism of the procedure of the FCC. The bill is as nearly non-controversial as any bill on the subject that could be written.

It is the result of long study by the Interstate & Foreign Commerce committees of both Houses, and consideration of the reports of the House committee. I am hopeful that the bill may be passed at an early date. The House has not yet seen fit to act upon it.

The bill contains certain provisions in regard to the monitoring features. The Chairman of the FCC is very anxious that the bill be passed at an early date. If there are any differences, I think they can be ironed out in conference. I want every Senator to have an opportunity to study the bill, but I feel that we should pass it at a very early date, so that the House may have an opportunity to consider it.

The portion of the McFarland Bill alluded to by Sen. Case is that which would amend Sec. 308 of the Communications Act of 1934, specifically the provision which reads:

... during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy or communications or signals by radio during the emergency so found by the Commission or during the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the

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New NAB

(Continued from page 19)

board when the radio membership class was discussed, centering around the plan to make networks eligible for active membership. TV networks, being automatically eligible to membership in the TV branch of NAB, are entitled to four directors on the new 13-man TV board. TV-only stations will have their share of directors, depending on the number of such members, and in any case no fewer than two directors.

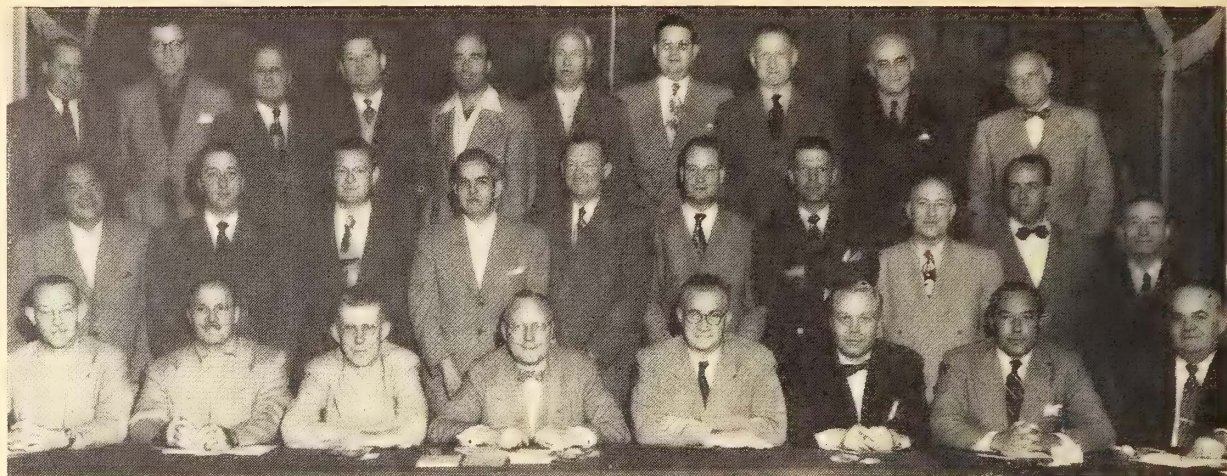
Special conventions for meetings of the association can be called if a fifth of the active members request, and special radio or TV conventions can be called by a fifth of their members. A quorum now is 10% of the active members instead of 20%.

Election Procedure

Radio directors will be elected to the board by ballot as before, except there are no longer any TV directors-at-large. Detailed procedure is specified for radio balloting. TV directors, however, are to be elected from the floor at conventions (except for network directors). A plan was set up to provide that TV directors elected at the April convention will serve until the 1952 convention, at which time five two-year and four one-year directors will be elected, and in 1953 a staggered two-year plan will prevail. The two consecutive term limit on directors is retained except in the case of network TV directors. No mention is made in the by-laws of network membership on the radio board despite the fact that networks now can become active radio members. Aside from the deletion of TV directors-at-large, there are no basic changes in the make-up of the radio board structure.

TV directors put up a stiff battle to retain within the TV board the right to name committees. They lost the fight, however.

Spade work on the long job of rewriting the by-laws was done prior to the board meeting by



NAB met with members of new NAB television board at Belleair, Fla., last week. Front row (l to r): Harry R. Spence, KXRO Aberdeen, Wash.; Glenn Shaw, KLX Oakland; Harold Essex, WSJS Winston-Salem, N. C.; C. E. Arney Jr., NAB secretary-treasurer; Judge Justin Miller, NAB president; Chris J. Witting, DuMont network; Robert D. Swezey, WDSU-TV New Orleans; Frank M. Russell, NBC.

Second Row: Paul W. Morency, WTIC Hartford; Charles C. Caley, WMBD Peoria, Ill.; John F. Meagher, KYSM Mankato, Minn.; Allen M. Woodall, WDAK Columbus, Ga.; William B. Ryan, NAB general manager; William C. Grove, KFBC Cheyenne, Wyo.; A. D. Willard Jr., WGAC Augusta, Ga.; George D. Coleman, WGBI

Scranton, Pa.; Frank U. Fletcher, WARL Arlington, Va.; Jack Todd, KAKE Wichita.

Back Row: James D. Shouse, WLW Cincinnati; Gilmore N. Nunn, WLAP Lexington, Ky.; Harold Wheelahan, WSMB New Orleans; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington; William B. Quar-ton, WMT Cedar Rapids, Iowa; W. D. Rogers Jr., KEYL-TV San Antonio; Eugene S. Thomas, WOR-TV New York; Edgar Kobak, WTTA Thomson, Ga.; William A. Fay, WHAM Rochester.

Stormbound and not present at time photo was taken were Clyde W. Rembert, KRLD Dallas; John H. DeWitt Jr., WSM Nashville; Calvin J. Smith, KFAC Los Angeles; John Esau, KTUL Tulsa.

Frank U. Fletcher, WARL Arlington, Va., chairman of the board's by-laws committee. From this basic revision other task groups and the board adapted the language to cover their own recommendations.

The series of meetings started Friday, Jan. 26, when the NAB-TV Steering Committee formed at the Chicago TV station meeting was called to order in Miami. The committee met into the night Friday and continued discussions Saturday and Sunday aboard the yacht *Verlaine*, owned by George B. Storer, president of the Fort Industry Co. stations.

Taking the premise that the Chicago meeting represented the trade association desires of TV stations, the committee flew last Monday to Belleair on the Florida West Coast where joint meetings

were held with the NAB board finance and by-laws committees.

One of the toughest jobs was to rewrite NAB's by-laws to accommodate TV, incorporating the wishes of TV stations, protecting the rights of AM members and then making the by-laws flexible enough to permit quick amending if the need arises.

All day Monday and far into the night, and again Tuesday, the committees met singly and in combinations to work out the complicated details. After breakfast meetings Wednesday morning, the preparatory work was complete and a finished package was ready as the board convened a few minutes later.

Judge Miller was elected to the NAB presidency in the summer of 1945, taking office the following Oct. 1. He entered the NAB post

after a successful career as lawyer, educator and jurist. At the time of his election, he was associate justice of the U. S. Court of Appeals for the District of Columbia. Prior to his judgeship he had been dean of the U. of Southern California and Duke U. law schools.

He has served on many crime commissions and has been active in juvenile and sociological groups. While NAB president he has been a member of the President's Advisory Commission on Information as well as member of UNESCO. He is 62 years old.

NAB had been served by an interim president in 1944-45, J. Harold Ryan, vice president and treasurer of The Fort Industry Co., during the search for a new executive to head the association. Immediately after a presidential

NAB Gives Way to New Order . . . NARTB In? . . . AN EDITORIAL

IT WAS more than a change in name that was decreed at Belleair, Fla., last week. It was a stem-to-stern reorganization designed to impart to the broadcast arts a trade organization blueprint and manned to handle the arduous all-front responsibilities of a billion-dollar business.

The NAB will be no more—after 30 tortuous years as the landmark and trademark of organized American radio. It is destined to pass into the limbo of alphabetical oblivion, a victim of the miraculous advances of the broadcast media. In its place—if the nation's broadcasters and telecasters so decree—will be the National Assn. of Radio and Television Broadcasters, in short, NARTB. That is the almost unpronounceable mouthful recommended to the membership by the radio and television boards of the trade association. To us, National Assn. of Broadcasters and Telecasters (NABT) is preferable.

President Justin Miller, who served the NAB

for nearly six years with excellent, good or indifferent success (one of his best performances was on the FCC educational TV issue a fortnight ago), will become the chairman of the combined boards. He will assume the role of elder statesman and leave the way open for younger men to handle the day-to-day operational requirements of the inexorably expanding mass broadcast arts, already in the forefront of American private enterprise. He departs the NAB presidency gracefully and with the thanks and good wishes of all. His has been a task touching all hues of the radio spectrum—most of the time a thankless one.

The reorganization plan, entailing wholesale revision of the by-laws to accommodate the new TV operations, was adopted in an atmosphere of almost unprecedented harmony. It now goes to the membership for referendum vote.

The selection of a new president-manager is delegated to a fully autonomous board com-

mittee of eight, selected after laborious and sometimes sanguine discussion. An original committee of five was expanded to eight to give TV and FM, as well as large stations, appropriate representation. The proposal for the bigger committee came from the original five-man committee itself, dispelling a threatened impasse.

The task remaining is the selection of a president-general manager of scope, experience and vision. He must perform the combined duties heretofore assigned to President Miller and William B. Ryan, who departed the general managership Feb. 1 to become president of the Broadcast Advertising Bureau, which will work the business side of the radio street.

Thus, the order changeth. Whether it's that tough mouthful—the NARTB—or a more euphonious and meaningful name, the structural foundation is solid. The big job now is the selection of a formidable leader. That man can be found on today's radio rolls.

committee had selected Judge Miller and the board had elected him to the post, he embarked on a series of primary studies covering free speech and the rights of private enterprise. He has produced a group of outstanding works and speeches that have had a pronounced influence in government and private and industry circles.

Working with Mr. Fletcher on the board by-laws committee were A. D. Willard Jr., WGAC Augusta, Ga., and Harold Essex, WSJS Winston-Salem, N. C.

The finance committee is headed by John F. Meagher, KYSM Mankato, Minn. Other members are Messrs. Strouse, Swezey, Fay and Quarton.

On the TV steering committee besides Mr. Storer were Eugene S. Thomas, WOR-TV New York and Mr. Swezey.

All but two board members were able to reach Belleair for the meeting despite widespread storms. Not present were Clyde Rembert, KRLD Dallas, and John H. DeWitt Jr., WSM Nashville.

THE BIG BAB

Enthusiasm Marks Board Meet

"A MILLION for a billion."

That theme will spark the new and much larger Broadcast Advertising Bureau Inc. as it embarks on the biggest sales promotion project in radio history.

It marks the thinking and planning of this ex-NAB project that is now running its own show, and running it in a big way. And it typifies the enthusiasm of the five-man BAB board of directors, soon to become a representative body serving stations, networks, representatives, transcription and program producers, manufacturers and related segments of the aural radio profession.

Plans to shove off with the big BAB that has been promised for many months were discussed Wednesday night at Belleair, Fla., by the present five-man BAB board headed by Robert D. Swezey, WDSU New Orleans. Others on

the present organization board are Edgar Kobak, WTTA Thomson, Ga.; Allen M. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa, and Charles C. Caley, WMBD Peoria, Ill.

One of the BAB board's immediate jobs is to expand into a 20 or perhaps 25-man directorate. Contacts are being made with executives in all segments of radio to recruit new directors. As now conceived, radio stations will have board control, or a majority of the membership, no matter how many directors are elected.

Division of Directors

There will be two directors for each related radio group—that is, two from station representatives, two from manufacturers, etc. The completed board is slated to meet March 1 in New York. It is planned to have top executives—

owners or general managers—on the BAB board.

Already tentative agreements to take part in the expanded BAB have been received from NBC, CBS and ABC. A percentage basis for dues will be worked out.

William B. Ryan stepped into BAB as president Feb. 1 after less than a year as NAB general manager. The BAB board "drafted" Mr. Ryan in January and NAB President Justin Miller granted him a "leave of absence" [BROADCASTING • TELECASTING, Jan. 8].

BAB's board told Mr. Ryan in plain words they were not fooling when they talked in terms of a million-dollar annual budget for radio sales promotion. They conceded, however, that it may be only \$300,000 or so the first few months but after the project gets rolling they expect a big-time operation that will be more than a match for the promotion projects maintained by competing media.

Mr. Ryan himself is thinking strictly in million-dollar terms. He and the BAB board agree it will take this much money to develop AM radio to proper proportions.

A single large account could pay the BAB bill for a year, they point out. If one major advertiser increased his radio appropriation some of the other large accounts are likely to follow, and vice versa, it was added.

The BAB board and Mr. Ryan talked over the staffing of BAB headquarters in New York and projected offices in Chicago and Los Angeles. Many names have been mentioned for high BAB posts, some of them quite prominent, but BAB is not ready to divulge its staff plans at this stage.

NAB BOARD POSTS

Candidates Announced

THREE directors have been nominated without opposition for posts on NAB board starting with the convention in April. Ballots for five district posts and four at-large directorates will be mailed Feb. 5 from NAB headquarters, returnable Feb. 20.

Elected automatically because they have no opposition are Thad Holt, WAPI Birmingham, District 5, succeeding Allen Woodall, WDAK Columbus, Ga.; H. W. Linder, KWLM Willmar, Minn., District 11, succeeding John F. Meagher, KYSM Mankato, Minn.; Glenn Shaw, KLX Oakland, Calif., District 15, re-elected.

H. Quenton Cox, KGW Portland, Ore., was elected last August as District 17 director, succeeding Harry R. Spence, KXRO Aberdeen, Wash.

Retiring Members

Retiring NAB board members were feted Thursday evening at a reception held at Belleair, Fla., during the directors' meeting (board story page 19). Retiring from the board in April will be George D. Coleman, WGBI Scranton, Pa., Mr. Woodall; Gillmore J. Nunn, WLAP Lexington, Ky.; Charles C. Caley, WMBD Peoria, Ill.; Mr. Meagher; Clyde W. Rembert, KRLD Dallas; Messrs. Shaw and Spence.

Nominees in current balloting include these directors: Paul W. Morency, WVIC Hartford; John H. DeWitt Jr., WSM Nashville; John Esau, KTUL Tulsa; Edgar Kobak, WTTA Thomson, Ga.; Ben Strouse, WWDC-FM Washington.

Special election is to be held to elect a successor to George J. Higgins, WISH Indianapolis, District 8 director, because of his transfer to KMBC Kansas City.

Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York, TV directors-at-large, stay on the board as TV members under the new reorganization.

Election contests to be voted on by the membership (odd-numbered districts and one each in director-at-large classifications) follows:

District 1: Craig Lawrence, WCOP Boston; Paul W. Morency, WVIC Hartford.

District 3: Victor C. Diehm, WAZL Hazleton, Pa.; Leonard Kapner, WCAE Pittsburgh, Pa.

District 7: Robert T. Mason, WMRN Marion, Ohio; John F. Patt, WGAR Cleveland, Ohio.

District 9: Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Merrill Lindsay, WSOY Decatur, Ill.

District 13: Kenyon Brown, KWFT Wichita Falls, Tex.; Fred Nahas, KXYZ Houston, Tex.

Large Stations: John H. DeWitt Jr., WSM Nashville; E. K. Hartenbower, KCMO Kansas City, Mo.

Medium Stations: Rex Howell, KFXJ Grand Junction, Col.; Herbert R. Ohrt, KGLO Mason City, Iowa; Walter E. Wagstaff, KIDO Boise, Ida.; Hugh B. Terry, KLZ Denver, Col.; William E. Ware, KSTL St. Louis, Mo.; Richard O. Lewis, KTAR Phoenix, Ariz.; John Esau, KTUL Tulsa, Okla.; J. Frank Jarman, WDNC Durham, N. C.; Earl W. Winger, WDOO Chattanooga, Tenn.; Gunner O. Wiig, WHEC Rochester, N. Y.; Roy Dabadie, WJBO Baton Rouge, La.; Philip P. Allen, WLVA Lynchburg, Va.; J. W. Woodruff, WRBL Columbus, Ga.; O. M. Schloss, WWSW Pittsburgh, Pa.

Small Stations: Frank C. McIntyre, KLIX Twin Falls, Ida.; Al G. Meyer, KMYR Denver, Col.; Lee Bishop, KORE Eugene, Ore.; Gene Trace, WBBW Youngstown, Ohio; F. E. Lackey, WHOP Hopkinsville, Ky.; Harry McTigue, WINN Louisville,

Ky.; A. E. Spokes, WJOY Burlington, Vt.; Simon Goldman, WJTN Jamestown, N. Y.; John W. Shultz, WMVA Martinsville, Va.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Edgar Kobak, WTTA Thomson, Ga.

FM Stations: Edward Breen, KFMV Fort Dodge, Iowa; C. L. Thomas, KXOK-FM St. Louis, Mo.; Everett L. Dillard, WASH Washington, D. C.; R. Sanford Guyer, WBTM-FM Danville, Va.; Edward A. Wheeler, WEAU Evanston, Ill.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Owen F. Uridge, WQAM-FM Miami, Fla.; Ben Strouse, WWDC-FM Washington, D. C.

Resolution Electing Judge Miller Chairman

TEXT of resolution adopted by the NAB board in electing President Justin Miller as chairman of board:

Whereas the NAB has agreed to expand its operations in the visual and aural media of mass electronic communications, and:

Whereas such expansion contemplates that broader and more demanding responsibilities will reside in the executive offices of the proposed new National Assn. of Radio and Television Broadcasters, which nominally supplants the NAB, and;

Whereas the incumbent president of the association, the Hon. Justin Miller, recognizing the additional demands upon the executive management of this enlarged organization, has requested that he be relieved of certain administrative functions in order that he may devote full time to the public service aspects of the association's leadership for which he was originally retained by the nation's broadcasters,

Be it resolved that there is hereby recommended to be created the position of chairman of the board of directors of the association and that said Judge Justin Miller be retained in that position, as is his wish, thus vacating the presidency of the new

association with its attendant administrative obligations; that this resolution shall become effective when the necessary amendments of the charter and by-laws have been approved by the membership of the association and when a new contract has been negotiated between the association and Judge Miller.

And, be it further resolved that the board recognize, by unanimous acknowledgment, the service beyond the demands of his contract that Judge Miller has rendered in management of the association's affairs during the last five years; and applauds particularly the courage, foresight and intelligent leadership he has demonstrated in creating within the professional ranks of our society a sense of responsibility to the free institution we represent and in inspiring among all of us a determination to resist any incursion of that freedom; and be it further resolved in accepting Judge Miller's decision to become the chairman of the board of our new and enlarged organization, that we as broadcasters pay full tribute to him for the strength of purpose and determination he has displayed in the past, asserting again our confidence in his leadership for the future.



IN REVIEW...



Program Facts

Captain Video, on 23 DuMont Television Network stations, Mon.-Fri., 7-7:30 p.m.
Sponsors: Walter J. Johnson Candy Co., Chicago (Powerhouse candy bars) on Thursday; cooperatively sponsored other days.
Agency: For Powerhouse, Franklin Bruck.
Prod. Cost: Approx. \$2,400 per program.
Cast: Al Hodge, Don Hastings, Hal Conklin, Jack Orrison, Tom McDermott, Nat Polen, Walter Black, Christopher Kane, Raoul De Leon.
Creator: James L. Caddigan. **Writer:** M. C. Brock.
Producer: Charles Parsons.
Director: David Lowe.
Announcer: Fred Scott. **Commercial Announcer:** Carl King.

Program Facts

Mr. and Mrs. Blandings, on 56 NBC stations, Sunday, 5:30-6 p.m.
Sponsor: Trans-World Airlines.
Agency: BBDO.
Production Cost: Approx. \$6,500 a week.
Cast: Cary Grant, Betsy Drake, Gale Gordon.
Producer: Don W. Sharpe.
Director: Nat Wolff.
Writers: Nat Wolff, Walter Brown Newman, Millard Kaufman and the team of Lawrence & Lee.
NBC Producer: Archie Scott.
NBC Director: Robert Packham.
Announcer: Wendell Niles.

THIS reviewer, at the urging of a certain six-year-old, recently strayed into the dumbfounding world of *Captain Video*, where skullduggery flourishes beyond the wildest dreams of Al Capone and certainly beyond the comprehension of any rational adult.

Let's see. Purdo, who has a runaway moustache, oriental eyebrows, and a pointed nose and is, as everyone knows, a bum, was mixing a pan full of primeval ooze—the original stuff—which nourishes concentrations of the bacteria skills. Three teaspoons of this germ-infested goo will sicken everyone on the planet Mars. Purdo lives on the planet Tantalla and has aspirations to conquer everything. As he put it the other night: "The universe is mine."

Pretty soon Seta, who is a big wheel on Mars, rang up Permes Lykos, who is boss of the firmament council and also of the planet Metispheros, on the interplanetary inter-com and said he was feeling a little groggy. Purdo's ooze had already been planted on Mars by Purdo's faithful hatchetman, Etak. Mars is just the beginning, as far as Purdo is concerned.

Meanwhile, back in his mountain-top laboratory on earth, Captain Video and his adolescent sidekick, the Video Ranger, sought diversion. The Ranger switched the scanner on the remote carrier beam—one of the simpler mechanisms in the laboratory—and this transported both of them into the middle of a western movie. Nothing like relaxing with a horse opera after a day of cleaning up the universe.

Unhappily, however, Captain Video was summoned by a call from Permes Lykos, who invited

him to come out to Metispheros to meet Seta, the sick emissary from Mars. Oh, meanwhile, Dr. Pauli, an earth-creature, but the meanest villain of all space, had been fortunately trapped in the inertia circle, where the planet Metispheros keeps miscreants in a state of paralysis.

Captain Video and the Ranger were about to embark for Metispheros, by what means of transportation, God knows, when this reviewer embarked for the kitchen and a steady Martini.

This program is alleged to have a large and loyal audience. Who knows what goes on in the mind of a child?

JACK BENNY'S second television appearance is to be remembered for establishing a record—a sustained kiss involving Frank Sinatra and Faye Emerson and lasting two minutes and ten seconds.

Aside from providing a minor statistic for television historians, the program probably will not be remembered at all.

Familiar Role

The kiss came about after Mr. Benny, acting a familiar role, failed to convince Miss Emerson that he ought to play a romantic lead opposite her in a future motion picture. Mr. Sinatra selflessly

MR. AND MRS. Blandings, who moved into NBC a fortnight ago, are only a tolerable addition to the neighborhood—a couple too innocuous to make enemies, or, for that matter, many friends.

The new series is said to be derived from the successful novels by Eric Hodgins (*Mr. Blandings Builds His Dream House* and *Blandings Way*), but its nearer ancestors seem to be the long-suffering husbands and dumb-but-lovable wives who probably reached the artistic peak for these stereotypes in Nick and Nora Charles of the early "Thin Man" films.

Mr. Benny's practiced eye was caught by a handsome ring she was wearing, and the curtains closed as he screwed a jeweler's glass into his eye, the better to assess the bauble's value. This was a piece of visual comedy—the only incident in the show that indicated Mr. Benny's writers were toiling for television instead of radio.

The middle commercial was a departure from the "Be Happy, Go Lucky" theme that the cigarette firm has been using. Messrs. Benny and Sinatra stood blindfolded while a number of girls wearing bathing suits and carrying packs of Lucky Strikes swished

volunteered to instruct him in the art of causing a girl to swoon. Midway in the kiss Miss Emerson's arm fell limply to her side and swung there listlessly.

(Continued on page 87)

Mr. Blandings (Cary Grant) is a successful advertising man who is completing a country house against appalling odds, most of them put in his way unintentionally by his devoted but somewhat addled wife (Betsy Drake).

Triangle Theme

Another slight conflict in his life is his attorney (Gale Gordon) who courted Mrs. Blandings before her marriage and still makes arch references to the fact. This sort of thing, written with skill, might come off as agreeable comedy. Unfortunately, passing through a stable of five writers, it is trampled to a pulp.

Mr. Grant's performance is superior to the faltering script. Miss Drake and Mr. Gordon, however, are unable to rise above the handicap of the material they are handed.

TWA is using a singing commercial that is far more sprightly than the program. The Blandings will have to brighten up their personalities as well as their interior decoration before the neighbors begin beating a path to their new door.

Program Facts

Jack Benny Show, on 57 CBS-TV stations, Sunday, Jan. 28, 7:30-8 p.m.
Sponsor: American Tobacco Co. (Lucky Strike cigarettes).
Agency: BBDO.
Cast: Jack Benny, Frank Sinatra, Faye Emerson, Don Wilson, Eddie (Rochester) Anderson, Frank Fontaine.
Writers: Sam Perrin, Milt Joseberg, George Balzer, John Tackaberry.
Producer: Hilliard Marks.
Director: Dick Linkroum.
Sets by: Ken MacClelland.
Music Director: Mahlon Merri-
 cke.

IOWA PEOPLE APPROVE RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

In order to determine what Iowa people think of the job radio is doing in this State, the 1950 Iowa Radio Audience Survey* asked the following question of every adult in the 9,110 Iowa families surveyed:

"As you know, the schools, the newspapers, the local government, each has a different job to do. Around HERE, would you say the SCHOOLS are doing an excellent, good, fair or poor job? How about the NEWSPAPERS? The RADIO STATIONS? The LOCAL GOVERNMENT? The CHURCHES?"

Replies on each institution or medium were recorded before asking about the next one. Here are the results:

ADULT APPRAISAL OF SCHOOLS, NEWSPAPERS, RADIO, GOVERNMENT AND CHURCHES					
(Figures are weighted percentages of all questioned in radio-equipped homes†)					
WOMEN "In this area they are doing:"	SCHOOLS	NEWSPAPERS	RADIO	LOCAL GOVERNMENT	CHURCHES
An excellent job	11.4%	7.6%	13.2%	3.6%	23.2%
A good job	59.5	63.7	69.2	45.6	64.6
Only a fair job	12.3	19.1	13.2	22.0	6.9
A poor job	1.2	2.7	1.0	4.6	0.4
Don't know	15.6	6.9	3.4	24.2	4.9
	100.0%	100.0%	100.0%	100.0%	100.0%
MEN "In this area they are doing:"	SCHOOLS	NEWSPAPERS	RADIO	LOCAL GOVERNMENT	CHURCHES
An excellent job	10.7%	7.3%	12.2%	3.8%	20.4%
A good job	60.1	65.6	70.9	51.5	66.7
Only a fair job	15.0	18.0	13.0	24.6	7.1
A poor job	1.3	4.1	1.5	7.5	0.8
Don't know	12.9	5.0	2.4	12.6	5.0
	100.0%	100.0%	100.0%	100.0%	100.0%

†Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Notice that except for churches, Iowa men and women believe that *radio is doing the best job in their community*. When Iowa families think of radio, they think of WHO more often than any other station because WHO is "heard regularly" by 72.8% of Iowa's radio homes in the daytime — by 72.5% at night. Hence their wholehearted approval is a testimonial to WHO's outstanding programming . . . its awareness of civic responsibility . . . and its ability to furnish Iowa listeners with finest radio service.

Get all the facts about Iowa radio listening. Send for your free copy of the 1950 Iowa Radio Audience Survey, *today!*

*The 1950 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 Iowa families and diary records kept 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

PRICE-WAGE PUZZLE Radio-TV Study Impact

WHILE order and counter-order spilled out of defense agencies last week in attempts to spell out the new price-wage stabilization decrees, the radio and television industry found it hard put to judge the impact.

The general atmosphere resembled the early head-scratching of World War II days, although the government this time claimed it was promulgating rulings with the problems of that period in mind.

Radio-TV Implications

At least the following radio-TV implications of the numerous orders were assembled by BROADCASTING • TELECASTING at deadline:

● Contrary to widely circulated reports the new wage stabilization policy announced last week will probably affect AFM-network negotiations (see separate story).

● Radio and television station employees are definitely under the wage freeze now, and in the words of officials of the Wage Stabilization Board "we haven't discussed eliminating them from wage controls."

● Radio-TV time rates are specifically exempted from price control [BROADCASTING • TELECASTING, Jan. 22]. They come under the category which includes: Newspapers, press associations, rentals, professional services, books, magazines, motion pictures, periodicals, theatre enterprises, outdoor advertising, selling or underwriting insurance and public utilities.

A spokesman for WBS told BROADCASTING • TELECASTING that any AFM-network negotiated

agreement would have to be submitted to the board for approval before becoming effective. He reminded that this function of the board has not yet been established and that it may be three weeks or more until it is working.

Unlike the United Mine Workers agreement, which was consummated before the Jan. 25 deadline set by WBS, the AFM contract expired Jan. 31 with national and local-level negotiating touched off last Thursday by an announcement by James C. Petrillo, AFM president.

It was further explained, however, that the retroactive date of any signed contract—Mr. Petrillo suggested Feb. 1—would become effective if the contract were approved by the wage board. If approval is delayed, this could well mean a tidy sum being paid to union members when any contract is finally okayed by the government.

The wage formula issued by WBS was designed to permit unions, which have been lagging behind, to get their fifth round of wage increases since World War

II. It applies to all contracts which have an effective date before Feb. 9, provided the agreement is in writing or otherwise reached. It is also designed to affect arbitration awards made but not effective at the freeze date.

The Office of Price Stabilization, meanwhile, worked double-time to put forth its various orders on such matters as "mark-ups" and "ceilings" of prices. It was stated that radio and television repairmen's services are not exempted from the price freeze.

Wage Freeze Coverage

In a general regulation, WBS stated the wage freeze included "increases in all forms of remuneration to employees by their employers for personal services, including, but not limited to, vacation and holiday payments, night shift and other bonuses, incentive payments, year-end bonuses, employer contributions to or payments of insurance or welfare benefits, employer contributions to a pension fund or annuity, payments in kind, and premium overtime practices

and rates," all of which must first be approved or authorized by the board.

The Justice Dept. announced that a special unit was being created to supervise all litigation arising under the Defense Production Act of 1950 which is the basis of price-wage controls.

The department said that unlike previous enforcement sections of the OPA, the act places responsibility in its orbit for all litigation dealing with controls invoked by ESA. Attorney General J. Howard McGrath promised that all violations of the price and wage control orders would be "vigorously and promptly" prosecuted.

United States attorneys and marshals were notified to assist and cooperate with regional and district offices of the ESA. These offices were slowly mushrooming over the country.

Among the series of appointments which were made hand in hand with the setting up of personnel and agencies was that of Harold Leventhal, of Washington, D. C., as acting general counsel of OPS. It was announced Jan. 28 by OPS Director Michael V. DiSalle. Mr. Leventhal has been delegated the authority to issue formal interpretations of regulations.

SPECIAL FM SERVICES

FCC Review Set

FCC LAUNCHED into its overall FM review last week by calling upon four "functional" or "planned" music FM stations for details of their operations and a justification of their classification as "broadcast" rather than "point-to-point" services.

The study is slated to lead to a showdown on the validity of transiting and similar special FM program operations. Questionnaires comparable to those sent to the four "functional music" stations are being prepared for stations engaged in transiting—which, FCC noted, is "another part of the general study."

By implication FCC drew a distinction between transiting and functional-music programming for fixed locations such as restaurants, industrial plants, and the like. For in its questions the Commission called attention to "the general principle that broadcast frequencies are not to be pre-empted for uses for which wire lines are adequate."

The stations were asked to present their own views on the consistency of their own type of operation with this principle. Comr. Robert F. Jones dissented from issuance of the letters, which asked for replies by Feb. 15.

All four of the station operations questioned by FCC involve contracts under which subscribers to the special service receive "background" music broadcasts from which undesired portions—usually spot announcements and other vocal parts—are deleted by

use of a supersonic signal or other means. That is, subscribers employ special receivers which receive only the desired musical portions, while non-subscribers receive the entire broadcasts via regular FM receivers.

Logs Requested

Of the four FM stations queried, three already had been asked to submit program logs for the week of Jan. 15 and FCC's questions were based on those logs. These three were WLRD Miami Beach, Marshall Field Enterprises' WFMF Chicago (FM affiliate of WJJD), and KDFC Sausalito, Calif. In the case of the fourth, WACE-FM Chicopee, Mass., program logs were requested and FCC's questions followed the line of those addressed to the other stations, but on an "if" basis.

Among the questions:

● Whether elimination of station identification and transcription identification announcements from subscribers' service should not be considered a violation of FCC rules requiring such announcements by broadcast stations, and whether subscriber programs should not be logged as "commercial" rather than "sustaining."

● How much money the stations have received from their respective "functional music" service contracts and how much from the sale of time to others.

● Why the special subscriber service should be considered consistent with "the duty of licensees of broadcast stations to provide diversified programming for the general public, during each important segment of the broadcast day."

● Why the respective subscriber-service agreements do not violate "the obligations of licensees" with respect to control over their programming and their right to alter programming to meet local needs.

● Whether the subscriber-service agreements do not cover point-to-point rather than broadcasting service, and whether this type of transmission is consistent with the principle of using wire lines instead of frequencies wherever possible.

In case the stations feel they are providing "a specialized broadcast service to an appropriate sector of the general public," FCC had some other pointed questions.

These included identification of "the part of the general public to which this alleged specialized service is addressed"; a description of "the legitimate interest of such audience"; a recount of "the methods by which you ascertain that this service is desired by such part of the general FM public," as distinguished from subscribers.

FCC also wanted to know how the stations explain their carrying of spot announcements which are heard by non-subscribers "while simultaneously accepting compensation for arranging for the elimination of these [spots] from the music received by . . . commercial subscribers."

Additional questions: Whether interruptions of music received by non-subscribers substantially impair its character as a background music for that audience; and, if so, a statement of views "as to what other specialized service to

(Continued on page 76)

HICKS SENTENCED

Found Guilty in WBT Case

STERLING L. HICKS, of the IBEW local in Charlotte, N. C., last week was found guilty of conspiracy in the attempted dynamiting of facilities at WBT Charlotte's transmitter plant on Jan. 22, 1950.

He was sentenced in Mecklenburg Criminal Superior Court in Charlotte, where a jury returned the guilty verdict on Thursday, to serve two years on the roads. His attorneys immediately filed notice of appeal to the State Supreme Court, from which Mr. Hicks had won a reversal of an earlier conviction.

Mr. Hicks' arrest came after a Columbia, S. C., house-painter was taken into custody by police who, acting on a tip, uncovered five sticks of dynamite near the WBT tower and waited until the painter appeared and reportedly tried to light the fuses [BROADCASTING • TELECASTING, Jan. 30, 1950]. WBT spokesmen said Mr. Hicks had been involved in an IBEW feud with the station in the fall of 1949.

FEATHERBEDDING No Radio Effect Seen In NLRB Decision

BELIEF that an NLRB decision dismissing a "featherbedding" charge against an AFM local would have little or no effect on radio-TV networks and stations was held out last week by industry legal authorities.

The fear that the union may have grounds on which to initiate similar practices against stations grew out of a board ruling that AFM Local 24 of Akron, Ohio, did not violate the Taft-Hartley Act by demanding employment of "house" orchestras as a prerequisite for giving its consent to "name band" engagements at a local theatre. Complaint had been filed by Gamble Enterprises Inc., which operates the Palace Theatre [BROADCASTING • TELECASTING, Jan. 29].

NLRB ruled, by a 2-1 majority, that the so-called "featherbedding" ban in the T-H Act does not prohibit unions from seeking actual employment for its members even though the employer neither wants nor needs their services and is unwilling to accept them. The complaint was dismissed.

Broadcasters Protected

NAB legal authorities pointed out that the ruling concerned itself solely with an interpretation of Sec. 8 (b) (6) of the law, and that broadcasters are still protected by the Lea Act specifically dealing with the broadcast industry.

Under the Lea Act, enacted in April 1946, it became unlawful for a union to "coerce" broadcasters to employ more persons than needed, and to pay for services not performed or more than once for the same services performed, among other prohibitions. The decision amended Title V, Sec. 506 (a) of the 1934 Communications Act.

The NLRB majority held that it is "perfectly lawful for a labor organization to seek employment for its members," and that the "featherbedding" provision of the T-H Act was "framed solely to restrict exactions by labor organizations for services not performed or not to be performed." There was no indication, the board decided, that the union had sought payments for non-existent services.

In the local theatre case, the majority continued, the record showed that "in seeking employment of a local orchestra, the (union) insisted that (it) be permitted to play at times which would not conflict with the traveling bands' renditions. . . ." Thus, the board concluded, the union was not pursuing a policy of attempting to exact payments for services not performed.

In a minority dissent James J. Reynolds Jr. claimed that "unions

can avoid liability in all circumstances by the simple expedient of insisting upon the performance of non-existent and unwanted work tasks." He cited the T-H Act which forbids a union "to cause or attempt to cause an employer to pay . . . or agree to pay . . . any money . . . in the nature of an exaction, for services which are not performed or are not to be performed."

Partial text of the Communications Act as amended by Lea Act: It shall be unlawful, by the use of express or implied threat of the use of force, violence, intimidation, or duress, or by the use of express or implied threat, of the use of other means to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee—

(1) To employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employees needed by such licensee to perform actual services . . .

(4) To pay or give or agree to pay or give any money or other thing of value for services in connection with the conduct of the broadcasting business of such licensee, which are not to be performed . . .

FTC INJUNCTION

Suit Filed In Chicago

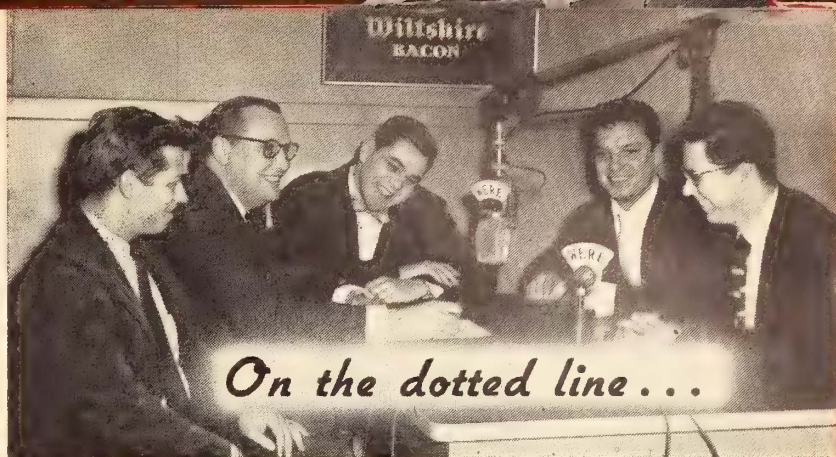
FIRST application of Federal Trade Commission's newly-enunciated injunctive policy was seen last Wednesday as FTC filed suit to restrain allegedly false advertising of Imdrin, a medicinal preparation.

In the suit, filed in the U. S. District Court for the Northern District of Illinois (Chicago), FTC named Rhodes Pharmacal Co. and its officers, J. Sanford Rose and Jerome H. Rose, as defendants and sought a preliminary injunction, to be effective pending final disposition of a current FTC proceeding.

Earlier FTC had warned drug and food advertisers that it would seek injunctive relief in cases where questionable advertisements are continued pending issuance of a "cease and desist" order and final commission action (see separate story, page 44).

In seeking an injunction, FTC said further dissemination of Imdrin advertisements (broadcast and published) alleged to be false "may cause immediate and irreparable injury to the public in that persons induced by such false advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling." It listed five claims which it said were "false."

FTC's suit said the defendants have "persisted" in disseminating the advertisements nationally since a complaint was issued in August 1949 challenging the claims. Because of "unavoidable delays" in bringing the case to a decision, FTC said, a court injunction is the "only means" of stopping the advertisements until it issues a cease and desist order.



On the dotted line . . .

CONTRACT renewal for Win-O on WERE Cleveland is set by Cleveland Provision Co., makers of Wiltshire Meat Products with (l to r) Ned Newcomb, sales mgr., for sponsor; Bill Nash, v.p. of Gregory & House Adv.; Dick Klaus, asst. sales mgr., WERE; Guy Mitchell, recording artist, and Bill Randle, emcee on Win-O show.



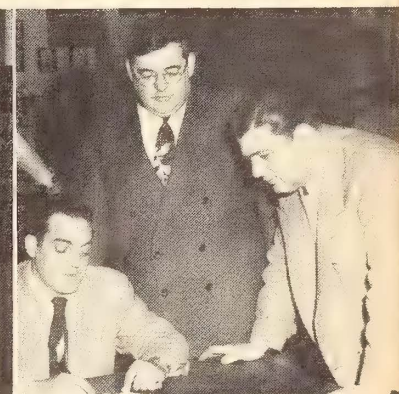
VAN PATRICK (r) signs 52 week contract with Pfeiffer Brewing Co. for his Mon.-Sat. 6:30 p.m. sports program on WJR Detroit. William Brown, adv. mgr., signs for Pfeiffer's.



HOURLY time signals on WISR Butler, Pa., are set by Ed Amy (l), owner of Kirkpatrick's Jewelry Store, Butler, and Leon Bernard, business manager, WISR.



NEW quiz show, *Tell the Truth*, signed for by Westinghouse Dealers in Missouri and Illinois on KMOX St. Louis by (l to r) John Akerman, KMOX gen. mgr.; Bill Miller, acct. exec., and John Cox, mgr. Westinghouse Electrical Supply Co.



SEVENTEEN *Fight of the Week* broadcasts on WIL St. Louis are signed for by International Assn. of Cleaners and Dyeworkers with (l to r) Dick Rochester, IACD vice pres.; "Tiny" Abing, representing WIL, and Johnny Tocco, St. Louis promoter.

ST. LOUIS sponsor of ABC co-op series, *Mr. President*, starring Edward Arnold, is Roberts Gas Appliances Inc. on KXOK-AM-FM. L to r: Dan H. Hope, KXOK salesman on account; Mr. Arnold; Raymond S. Roberts, president of sponsoring firm, and Robert A. Seat, Robert Seat Adv.



Walter Geist

FUNERAL services for Walter Geist, 56, president of Allis-Chalmers Mfg. Co., Milwaukee, which sponsors the *National Farm and Home Hour* on NBC, were conducted in Milwaukee Thursday afternoon. Mr. Geist died of a heart attack Monday at a Milwaukee hospital. He was elected president of Allis-Chalmers in 1942. Surviving are his widow, Florence; a son, Kenneth, and a daughter, Janet.

NO



IF'S



AND'S

It's an unshakeable fact—

BROADCASTING-Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations — Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by *personal, over-the-desk* interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles — as well as 26 advertising managers of the 50 largest radio sponsors — were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

We repeat—this is a completely impartial survey!

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms—Edward Petry Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

American Home Foods, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Brisacher, Wheeler & Staff
Cunningham & Walsh
Corn Products Sales Co.
Diamond Match Company
Esso Standard Oil Company

Ellington & Company
General Foods Corporation
Geyer, Newell & Ganger, Inc.
Good Housekeeping
Hill & Knowlton, Inc.
J Walter Thompson Company
Lily Tulip Cup Company

Marschalk & Pratt Company
Maxon, Inc.
New York Herald Tribune
Schenley Distributors Inc.
The Biow Company
This Week



See for yourself the agencies
and advertisers who **prefer**
BROADCASTING-Telecasting.

New York, N. Y.
Al Paul Lefton Company, Inc.
Alley & Richards, Inc.
Badger & Browning & Hersey, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Benton & Bowles, Inc.
Birmingham, Castleman & Pierce, Inc.
Brooke, Smith, French & Dorrance, Inc.
Byrde, Richard & Pound
Cayton, Inc.
C. J. LaRoche & Company, Inc.
Cecil & Presbrey, Inc.
Charles W. Hoyt Company, Inc.
Compton Advertising, Inc.
Cunningham & Walsh, Inc.
Dancer, Fitzgerald & Sample, Inc.
Doherty, Clifford & Shenfield, Inc.
Donahue & Coe, Inc.
Duane Jones Company, Inc.
Federal Advertising Agency, Inc.
Foote, Cone & Belding
Fuller & Smith & Ross, Inc.
John F. Murray Adv. Agency, Inc.
Joseph Katz Company
J. D. Tarcher & Company, Inc.
J. M. Mathes, Inc.
J. Walter Thompson Co.
Grey Advertising Agency, Inc.
Kastor, Farrell, Chesley & Clifford, Inc.
Kenyon & Eckhardt, Inc.
Lambert & Feasley, Inc.
Laurence W. Gumbinner Adv. Agency, Inc.
Marschalk & Pratt Company
Maxon, Inc.
McCann-Erickson, Inc.
Morey, Humm & Johnstone, Inc.
Morse International, Inc.
N. W. Ayer & Son, Inc.
Neff Rogow, Inc.
Peck Advertising Agency, Inc.
Pedlar & Ryan, Inc.
Platt-Forbes, Inc.
Ruthrauff & Ryan, Inc.
R. T. O'Connell Company
Schwab & Beatty, Inc.
Sherman & Marquette, Inc.
Sullivan, Stauffer, Colwell & Bayles, Inc.
The Biow Company, Inc.
Turner, Leach & Company
Warwick & Legler, Inc.
William Esty & Company
William H. Weintraub & Co., Inc.
Young & Rubicam, Inc.

Chicago, Ill.
Batten, Barton, Durstine & Osborn, Inc.
Goodkind, Joice & Morgan, Inc.
Grant Advertising, Inc.
Leo Burnett Company, Inc.
Needham, Louis & Brorby, Inc.
Olian Advertising Company
Russel M. Seeds Company, Inc.
Schwimmer & Scott, Inc.
Wade Advertising Agency
Young & Rubicam, Inc.

Detroit, Mich.
Brooke, Smith, French & Dorrance, Inc.
Campbell-Ewald Company, Inc.
D. P. Brother & Company, Inc.
MacManus, John & Adams, Inc.
Maxon, Inc.
Simons-Michelson Company

San Francisco, Calif.
Botsford-Constantine & Gardner
Brisacher, Wheeler & Staff
Buchanan & Company, Inc.
Foote, Cone & Belding, Inc.
Honig-Cooper Company
Sidney Garfield & Associates
The Biow Company, Inc.

Los Angeles, Calif.
Barton A. Stebbins Adv. Agency
Buchanan & Company
Dan B. Miner Company
Erwin, Wasey & Company
Mogge-Privett, Inc.

Hollywood, Calif.
Raymond R. Morgan Company

Cincinnati, Ohio
The Andrew Jergens Company

New York, N.Y.
American Home Products
Bristol-Myers Company
Coca-Cola Company
General Foods Corporation
Lever Brothers
P. Lorillard Company
Philip Morris & Co., Ltd.
R.C.A.
The Texas Company
The Borden Company
U.S. Steel Corporation

Newark, N.J.
Prudential Insurance Company
Ronson Art Metal Works, Inc.

Akron, Ohio
F. F. Goodrich
Firestone Tire & Rubber Co.

Los Angeles, Calif.
Carnation Company

Elkhart, Indiana
Miles Laboratories, Inc.

Racine, Wisconsin
S. C. Johnson & Son, Inc.

Toledo, Ohio
Electric Auto-Lite Company

Wilmington, Delaware
DuPont

Here are the questions asked...

the answers given. In short, the facts.

1. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

	BEST
BROADCASTING	120
313.7% ahead of the next-best	
Publication A	29
Publication B	17
Publication C	16
Publication D	2
Publication E	1
Publication F	1
Publication G	1
Publication H	0
Publication I	0
Miscellaneous	2
No Vote on this rank	17
Total mentions	206*

*Two voters ranked two magazines equally.

2. In your experience which trade journal brings radio station advertising most effectively to your attention?

	BEST
BROADCASTING	109
445% ahead of the next-best	
Publication A	20
Publication B	18
Publication C	8
Publication D	5
Publication E	4
Publication F	3
Publication G	1
Publication H	1
Publication I	0
Miscellaneous	1
No vote on this rank	34
Total mentions	204

What's the conclusion? Just this...

BROADCASTING-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike.

The latest survey only adds further proof of **BROADCASTING's** dominance — a dominance that is now greater than ever.

No if's, and's or but's... if you want to reach the people who count in radio advertising — and be sure they see it — put your message in the pages of **BROADCASTING-Telecasting**.

**BROADCASTING
TELECASTING**

CBS DIST. 8

Meets in Dallas

FRANK STANTON, president of CBS, and Wayne Coy, FCC Chairman, spent a full day in Dallas with CBS station managers from Texas and Oklahoma Jan. 29, reviewing all phases of the broadcasting industry picture as it shapes up for 1951.

With Mr. Stanton were key vice presidents of the network attending the meeting of District 8 of the Columbia Affiliates Advisory Board.

Discussions were closed sessions and off the record. Highlights, according to Clyde Rembert, managing director, KRLD Dallas, and District 8 director, included a report by Mr. Stanton on CBS' sales achievement in 1950 and a review by Mr. Coy of the color TV situation and the "freeze."

"Mr. Stanton," said Mr. Rembert, "reported that CBS in 1950 had its biggest gross income in history, and this record also was a record for any network."

"Although pointing out that the year ahead is uncertain, Mr. Stanton expressed the belief that 1951 will be as good or better than 1950."

About 25 station executives from Texas, Oklahoma and Shreveport, La., attended the meeting. Activities included a morning session, luncheon, cocktail party and dinner, all in the Hotel Adolphus. Agency executives were among guests at the cocktail party.

Present for CBS, in addition to Mr. Stanton, were Herbert V. Akerberg, vice president in charge of station relations; J. L. Van Volkenburg, vice president in charge of network sales; William B. Lodge, vice president in charge of general engineering, and H. Louis Hausman, CBS vice president in charge of advertising and sales promotion. Wives of several CBS officials also made the Texas trip.

Station executives in Dallas included Howard Robertson, KLYN Amarillo; J. J. Bernard, KOMA Oklahoma City; John Esau, John Griffin and Jim C. Leake, KTUL Tulsa; Troy McDaniel, KGBS Harlingen, Tex.; Ray Herndon and B. F. Orr, KTRH Houston; Kenyon Brown, Charlie Clough and Les Pierce, KWFT Wichita Falls; Kelly Wofford, Bill Hughes and H. B. Lockhart, KEYS Corpus Christi; Charles Lutz and Frank Huntress, KTSA San Antonio; Henry Clay, KWKH Shreveport, La.; J. C. Kellam, KTBC Austin, Tex.

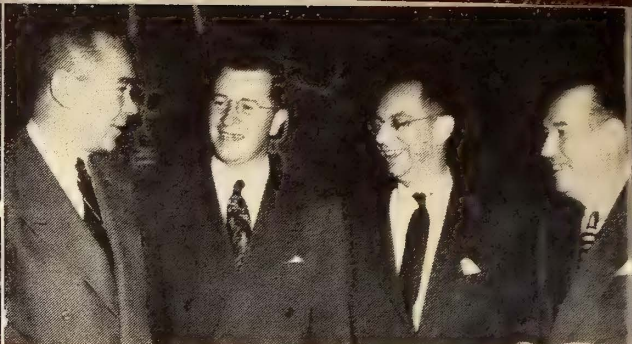
Considerable local publicity was developed for the meeting in front-page stories in the *Dallas Times Herald*, publishing affiliate of KRLD, and in a KRLD interview with Mr. Stanton.

WHK Center Dedication

DEDICATION ceremonies of WHK Cleveland's new radio center Feb. 10 will be highlighted by a Mutual network broadcast of the *Chicago Theatre of the Air*, which usually originates each Saturday from 9 to 10 p.m. (CST) at WGN Chicago. More than 1,300 persons in Cleveland will see a broadcast of "Faust."



TALKING together at the meeting of Columbia Affiliates Advisory Board, District 8, are (l to r) Wayne Coy, FCC chairman; Clyde Rembert, KRLD Dallas managing director and CBS District 8 director, and Frank Stanton, CBS president.



CBS vice presidents who attended the cocktail party in the Adolphus Hotel, Dallas, were (l to r) J. L. Van Volkenburg, network sales; William B. Lodge, general engineering; H. Louis Housman, advertising and sales promotion, and Herbert V. Akerberg, station relations.



MUCH IN EVIDENCE at the district meeting were front row (l to r), Jim C. Leake, KTUL Tulsa; B. F. Orr, KTRH Houston; Kenyon Brown, KWFT Wichita Falls; Clyde Rembert, KRLD Dallas and District 8 director; John Griffin, KTUL; John Esau, KTUL, and Joe Bernard, KOMA

Oklahoma City. Back row Ray Herndon, KTRH; Charlie Clough, KWFT; Charles Lutz, KTSA San Antonio; Troy McDaniel, KGBS Harlingen, Tex. Kelly Wofford, KEYS Corpus Christi; Bill Hughes, KEYS; Howard Robertson, KLYN Amarillo, and J. C. Kellam, KTBC Austin.

COMPONENTS

RTMA Announces Reclassifications

RECLASSIFICATION of all electronic component parts, which will enable the Defense Dept.'s Munitions Board and the industry to more easily establish standard definitions, was announced Friday by Radio-Television Mfrs. Assn.

The new breakdown, which sets up 11 major groupings for electronic component parts, was completed by RTMA member-company engineers and the association staff at the request of the Munitions Board.

The reclassification will enable the military and electronics industry, in future meetings at the Pentagon, to readily identify component parts by listing them in groups requiring common production facilities, manpower, material and know-how. Heretofore, the Defense Dept. had been unable to evaluate industry ability to produce any specific component part.

The report was submitted to Fred R. Lack, Western Electric Co., chairman of the Electronics Equipment Industry Advisory Committee, which has met periodically with the Munitions Board and other officials on problems arising from shortages of vital materials and military requirements [BROADCASTING • TELECASTING, Jan. 29, 15]. The breakdown

was submitted to Mr. Lack by a task committee headed by A. D. Plamondon Jr., Indiana Steel Co.

The 11 new groupings comprise antennas, resistors, capacitors, transformers, circuit interruptors, transducers, transducer accessories, housings, plugs and connectors, hardware and Piezoelectric frequency control devices—all component parts.

RTMA also reported it is working on new classifications for such products as electronic and equipment; electron tubes and devices, and electronic test equipment. The report should be ready at an early date.

May Limit Sets

There was speculation in Washington last week that the government is preparing a set of orders on all basic metals which would limit unit manufacture of such items as radio and TV sets, musical instruments and other end products. Authorities confirmed the reports, indicating July 1 as a possible target date, with the qualification that cutbacks and other allocation methods are first utilized.

The National Production Authority already has indicated that it is surveying metal consuming plants to measure the impact of

mobilization on industry. In the background is a plan which would aid electronics, communications and other industries in obtaining raw materials for maintenance and operation and channel others to defense-supporting output not now covered by priorities.

These revelations came just prior to last Thursday (Feb. 1), effective date for the new cobalt limitations which now require users to obtain authority from NPA for purchases of this key metal. Cobalt is used in loud speaker magnets contained in radio-TV sets. Available supply had been cut down to 30%, or less than one-third of the amount used during January 1950.

With copper, nickel and aluminum cutback severely and despite development of substitute materials [BROADCASTING • TELECASTING, Jan. 29], set-makers and parts manufacturers are hard pressed to maintain operation and yet fill defense orders.

Latest example of curtailment was a Jan. 24 NPA order which permits use of nickel only in highly essential uses. Already cut back to 65% for the first quarter of 1951, use of nickel is now prohib-

(Continued on page 75)



...THE INSIDE STORY OF THE "FLYING DISCS"...

People say that they've seen flying discs.

They say they're bright shiny metal, 90 feet in diameter, and travel at incredible speeds. Reports about them always seem to make page one.

Another kind of "flying disc" that never rates a headline is made of black wax. It's about 16 inches in diameter, and it, too, flies at incredible speeds.

We're speaking of radio transcriptions that fly by Air Express.

They don't get page-one mentions because, by now, the idea of flying discs to the various stations is commonplace to the radio industry. The time they save permits them to keep their recorded broadcasts right up to the minute.

But, you don't have to be in radio to profit from the regular use of Air Express. Here are unique advantages which any business can enjoy:

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

IT'S MORE CONVENIENT—One call to Air Express Division, Railway Express Agency, does it all.

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

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

Like to know more? Call your local Air Express Division of Railway Express Agency.



AIR EXPRESS
GETS THERE FIRST

Pulse

Pulse of Birmingham* gives WAPI's "Time for Benny" a 7.2 rating at 8:15 in the morning (Mon. thru Fri.)—after just five months on the air. It's the *most listened-to* disc jockey show in town.

shows

Shows like "Time for Benny" aren't unusual on WAPI, though. Matter of fact, all of the Top Ten local shows are on WAPI. So are seventeen out of the Top Twenty!

Benny's

Benny's an expert on discs and downbeat. After being singer and skinbeater with swing bands for eight years, he's uniquely qualified for his post as Birmingham's top platter-chatter man.

best

Best thing about "Time for Benny" is that there's time for *you*. It's a buy you'll want to investigate. Specially since it's on Birmingham's most popular station—in a market that's booming with business activity and defense industry.

jockey

Jockey Benny Carle is just the man to spin new sales records for you... if you hurry. You can get all the information on available participations from Radio Sales or...

*Pulse: November-December 1950

WAPI

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



GROUNDWORK for TV station participation in NAB was laid during weekend trip on yacht *Verlaine*, owned by George B. Storer, Fort Industry president. Steering committee included front row (l to r) Mr. Storer; Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York. Back row, Campbell Arnoux, WTAR-TV Norfolk; W. D. Rogers Jr., KEYL (TV) San Antonio.

NAB CONVENTION Plans Being Drafted Geared to Emergency

EARLY plans covering topics to be explored during the annual NAB Convention, to be held in Chicago April 15-19, were in the drafting stage last week.

Proposals put forth by the NAB Arrangement Committee, which met at NAB Headquarters Jan. 26, indicate recommendations for at least two technical projects—both accenting problems peculiar to the nation's emergency mobilization.

Tentative plan calls for registration April 15, with Management and Engineering Conferences to be held concurrently, and in some cases jointly, from April 16-18.

The committee has recommended continuation of FCC roundtable sessions, which heretofore entailed participation of Commission members and personnel at staff level but which may be limited this year to Commission members only. A thorough cross-section of AM-TV-FM discussion has usually featured these sessions. Panel has not been named as yet.

Urges Panel

Another feature urged by the committee is a panel to be devoted to physical operation of broadcast stations during the national emergency, covering two phases—the present international crisis and what may be expected in the event of full-scale war. Broadcasters' problems are slated to get a thorough airing.

The plan is to line up officials of key government agencies whose operation touches intimately on the industry—such departments as the Federal Civil Defense Administration, National Production Authority and the FCC.

In this way, it is felt that industry and personnel may be able to get a firmer grasp of the government picture as it relates to their own welfare.

★

Possibility of joint Management-Engineering Conferences also was indicated by the Arrangement Committee, which urged that provision be made for such sessions.

Meanwhile, NAB's Engineering Dept. has been sounding out association members on the type and number of technical papers to be aired during the April convention. Some papers have been scheduled already but will be revealed later this month when the program is expected to crystalize.

Commitments on heavy equipment, exhibits during the convention exposition were unsettled last week, but it seemed probable that program and service exhibitors will be heavily represented, as will film producers and television suppliers

STATIONS UNIT

Draws NAB Board Tribute

NAB's newest operation, the Station Relations Dept., drew a tribute from the board of directors as the first item of business that came up during the Belleair, Fla., meeting. After hearing a report by John F. Hardesty, director of the department, the board adopted a resolution praising Mr. Hardesty and William K. Treynor, assistant director, for their outstanding work in the field.

Mr. Hardesty reported that since Nov. 15 the two field men have called on 151 member and non-member stations in 14 states. Of the 91 non-members contacted, 16 signed membership contracts, a ratio of one contract out of every six contacts.

In addition to these 16, four stations were signed as members through mail solicitations by the department. The board felt this was a commendable start by a new department.

MBA Frozen Out

RECORD BREAKING cold caused cancellation of the Mississippi Broadcasters Assn. meet scheduled for Jackson, Feb. 1-2, when only three of those registered were on hand for the initial meeting. With the temperature hovering around zero, only Bob Evans, secretary of MBA and manager of WELO Tupelo; Reeves Whirley, commercial manager WELO, and Peter King, SESAC Southern representative, were on hand. Plans are being discussed for a later meeting.

[CLOSED CIRCUIT, Jan. 29]. Reason advanced is that of the national emergency and materials shortages.

In any event NAB has been canvassing members looking toward preparation for the exhibits and has reported a keener interest and enthusiasm in TV displays.

The Arrangement Committee comprises Raymond Guy, NBC; Stuart Bailey, Jansky & Bailey; Pete Johnson, MBS; John Dewitt, WSM Nashville, and James Ebel, WMBD Peoria, Ill.



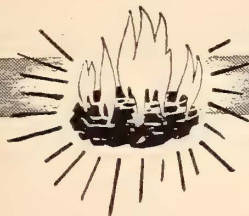
BORDEN STARLAC

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.



REPRESENTED NATIONALLY BY AVERY-KNOEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta



NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

INDUSTRIAL FUEL NEEDS TO RISE 20% IN NEXT 10 YEARS.

A recent industrial study made by McGraw-Hill, the country's leading industrial publishers, forecasts that by 1960, American industry will require 20% more energy in the form of heat, light, and power. Today coal furnishes half of industry's energy needs. Coal is the only energy resource with unlimited reserves. Coal is the only energy supplier already equipped to meet largely increased demands. Coal in the years ahead is surely destined to occupy a larger place in the nation's energy picture.

GASOLINE FROM COAL AT 11¢ A GALLON?

The immediate establishment of a synthetic fuels industry is both feasible and desirable, according to Director James Boyd of the Bureau of Mines. Petroleum production is expected to decline during the present decade, and reserves are relatively limited. Although not yet in mass production gasoline can now be made from coal for less than 11¢ a gallon—helped by the fact that by-products can be sold for making benzene, toluene, chemicals for medicines, and explosives—all of which are in critically short supply.

COAL RESERVES PUT AT 1.2 TRILLION TONS.

According to the latest appraisal of the nation's potentially recoverable coal reserves, there are 1.2 trillion tons of coal still in the ground, of which approximately 50% is bituminous, 19% is sub-bituminous, 30% is lignite, and 1% is anthracite. This huge reserve, if mined, would make a coal pile 5 miles high and 50 miles in circumference. Of all of America's recoverable fuel reserves nearly 90% is coal—which portends an ever increasing dependence upon this basic and abundant source of power.

1,000 NEW COAL MINES.

America's coal industry has opened or placed in development 1,000 new mines in the past five years. 220 of these mines have a minimum capacity of 500 tons of coal a day. These new mines have a potential capacity of 280 million tons annually—equal to one-half of the anticipated production of bituminous coal in the United States this year. The potential capacity of these new U. S. mines is more than the year's coal for the entire industry of the vast Soviet Union.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

STATE DEFENSE PLANS

D.C. Meet Feb. 12

STATE civil defense directors will receive a thorough briefing on national communications and other planning Feb. 12 when they convene with officials of the Federal Civil Defense Administration in Washington.

Communications' role as the "nerve system" of the nation's mobilization structure will rank high on the agenda during the one-day session called by Administrator Millard F. Caldwell Jr. to crystallize federal policy and to inform state officials how much help they may expect from the government.

At the same time progress of defense efforts on the state and community level and answers to some of the more baffling problems besetting provincial planners will be aired, with Mr. Caldwell and other FCDA authorities leading the sessions.

Burton To Speak

Functions of the air raid warning systems, communications control centers, the Continental Air Command, the FCC and the civil defense office will be outlined by Robert Burton, FCDA's communications director.

Plans for the session took shape on the heels of Mr. Caldwell's message to the governors of the 48 states, the District of Columbia and U. S. territories, urging them to take action by March 1 to put nationwide CD activities on a "firm footing." He asked them to have a complete program in operation by April 1.

In other developments last week:

- FCDA was readying a revised budget estimate to cover expenditures for communications and other equipment for the remaining portion of the current fiscal year ending June 30.

- The District of Columbia CD office set a meeting for this week, date undetermined, for the purpose of calling together representatives of radio stations, amateur radio operators, public utilities and other interested groups to map plans for defense of the District.

- James J. Wadsworth, deputy

administrator, FCDA, reported that radio and television programs will spread information contained in CD booklets for enlightenment of the public.

Mr. Burton's talk is expected to cover many of the points previously outlined by agency officials dealing with "radio silence," issuance of a technical or communications manual, use of amateur frequencies, operation of interceptor commands and control centers, air raid warning signals and devices and operation of mobile systems at the community level [BROADCASTING • TELECASTING, Jan. 15].

The FCDA communications official also is expected to tell state directors that radio stations can play an important part in allaying panic and reuniting families in the event of air attack on the U. S.

The question of funds to finance communications equipment in civilian control centers—whether the state or federal government will shoulder them and how much—appeared to be problematical last week.

The agency last week was to have sent an estimate for the next five months to the Budget Bureau, which in turn will submit it to Congress. Amount for communications was not revealed. A budget request for fiscal 1951-52 will be submitted sometime this spring.

The \$32 million originally tabbed for communications appears to have gone out the window in view

of fresher estimates, though the initial figure was to have covered a four-year period. Officials said estimates will be submitted each year and felt that no accurate estimate of communications funds could be predicted.

Whether the federal government would assume the full burden of equipment outlays also was held doubtful. Under legislation passed last year by Congress setting up the agency, FCDA was given full latitude to assume a full or partial share of expenditures covering communications at state levels, with the provision they notify Congress when appropriations command its attention. It is held likely that where communications are deemed as "primary" equipment, the government may shoulder the financial load.

D. C. Progress Good

Meanwhile, planning in the District of Columbia has progressed satisfactorily, according to Herbert Friede, D. C. communications superintendent. Already under contract are orders for six transmitters from RCA (two 250 w for command centers, four 50 w for geographical control centers), standby power generators, and 50 to 60 portable "pack" radio sets.

Representing broadcasters at this week's meeting will be Ross Beville, WWDC Washington, who is responsible for phases of broadcast planning, including use of transit radio.

Mr. Friede will sit in on the session and attempt to assign certain tasks to each of the groups represented, and also receive progress reports on current activities. John E. Fondahl, police inspector serving as acting civil defense director for the District, also will attend.

In his message to state governors, Mr. Caldwell urged (1) passage of adequate state civil defense legislation, (2) appointment of a "thoroughly competent, fulltime civilian director, with a capable staff," (3) appropriation of funds for support of CD activities and (4) establishment of an operating agency in every community in each state, territory and the District of Columbia.

"It is essential that civil defense be given a top priority in the legislative programs of the states and territories," Administrator Caldwell told the governors. He called for a recruiting program and integration of fire and police auxiliaries by April 1.

Use of radio-TV programs to spread vital data on atomic attack and health services to the public was outlined by Mr. Wadsworth in a speech before the Canadian Civil Defense Staff College at Ottawa last Monday. He told the group that "every available advertising medium will be used to drive home essential information to the American public." The U. S. has established air raid warning systems, set mutual aid and mobile support programs and is continually studying communications systems, he said.

TAX VICTORY

SUCCESS has capped the efforts of the Ohio Assn. of Broadcasters in seeking a new ruling from state tax authorities on a sales and use tax being levied in connection with transcribed program services and musical library services. A favorable letter of interpretation was the outgrowth

of months of negotiations by the OAB's Taxation Committee under the chairmanship of L. A. Pixley, WCOL Columbus.

The letter from Tax Commissioner C. Emory Glander also covered a like tax on films for television.

Ohio Group Gets New Ruling

However, Comr. Glander noted that from the facts of the contract involved the charge is made for the rights to use the recordings of certain artists and that the records furnished must be used in a program, hence creating a parallel situation with that involving program services.

Text of Letter

Text of the letter, covering this portion, follows:

The . . . category is the purchase of a record service from a company, which company has exclusive rights to recording certain artists, and the distribution of these recordings. The contract provides for a certain number of records initially, with a small number of records furnished periodically. A flat charge is made initially with a monthly charge thereafter. This transaction is closer to a rental than the program service. However.

(Continued on page 90)

Comr. Glander pointed out that in the purchase of programs from a program service company the consideration was for a service and not for the rental of a tangible property, and that the service rendered is a greater consideration than whatever tangible personal property is involved. He continued:

. . . programs are on discs to be played by the station purchasing said program. Here, the consideration is for a program service, and not for the rental of tangible personal property, and the tangible personal property is incidental to the service, and hence, it is not subject to the Ohio sales or use tax; providing however that where a contract is involved from which it can be ascertained that a certain portion of the consideration represents rental or purchase of tangible personal property, the tax shall be applied to such portion of the consideration.

He conceded that in the case of the purchase of a record service from a company which has the exclusive rights to certain artists the transaction is closer to a rental service than the program service.

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY

by the

GEORGE P. HOLLINGBERRY CO.

While national business has increased 293% since the base year of 1939, business in Jackson during the same period GAINED 465%.

**Why buy 2 or more...
do 1 big sales job**

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

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!



Every dollar cut from non-military spending is a dollar available for defense *—and a check on Inflation*

Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions or services.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from all of us in taxes, or by borrowing. Every dollar so cut helps hold down the demand for goods and services and so helps check inflation.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. So every one of us has a *personal* stake in how our Government cuts non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combatting inflation—the Sixth Column Enemy.

Of course, cutting back means giving up

some things, but this must be done to help pay for defense. The only source from which the Government can get money is the people—and one of those people is *you*.

5 more things that must be done to check inflation— even with price controls

- 1. Increase production:** To meet defense needs and provide for civilian necessities.
- 2. Support increases in taxes:** To put our Government, as nearly as possible, on a “pay-as-you-go” basis.
- 3. Maintain credit curbs:** To reduce the competition for civilian goods.
- 4. Increase personal savings:** To provide investment money for greater production and to lessen the demand for goods.
- 5. Buy only for real needs:** Overbuying only increases shortages, and adds to the inflationary pressures.

These things won't be easy for any of us to do, especially since we must forego increased wages and profits unless they are based on increases in production. Sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—*INFLATION*—from bleeding our economy.

★ ★ ★ ★

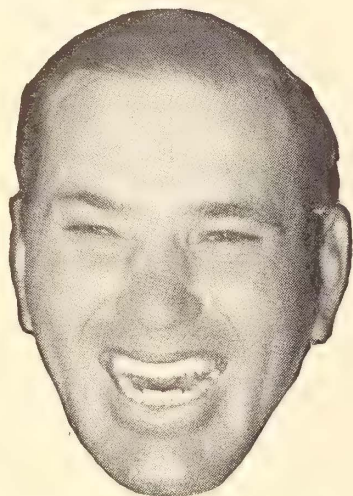
This message is one of a series on Inflation brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—*INFLATION*—by doing your part and 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.

★ ★ ★ ★

"YOU AINT HEARD NUTHIN YET..."



That's right! . . . You aint heard nothin' till you hear me . . . Ol' Diz . . . on the radio. The New York Yankees has got me signed up to announce their games on television but I'm comin' out with my own personal radio program so folks in the United States can hear me too. I admit I'm a sensayshun in New York but I aim to be heard in every town where they's a radio station. You station managers and agency execs git on the ball . . . send in your order for this weekly transcribed show and your Hooper will rise like a home run ball in the right field bleachers . . . Sign me up quick cause Ol' Diz is ready to start pitchin' . . ."

THE DIZZY DEAN SHOW

Available Now

For

Local or Regional Sponsorship

To Be Released April 1 for 26 Weeks

GET "BUSY" WITH "DIZZY"



Write, Wire or Phone for Exclusive Rights in Your Territory



CBS eastern and western executives meet in Chicago for a luncheon sales meeting. Attending were, seated (l to r) Carl Burkland, sales manager, CBS Radio Sales; William Shaw, manager, New York Radio Sales; E. H. Shomo, assistant general manager, WBBM Chicago; Harold Davis, account executive, New York Radio Sales; Ross Merritt, sales service manager, WBBM, and Hugh Stump, manager, San Francisco Radio Sales; standing, Gordon Hayes, manager, Chicago Radio Sales; David Kimble, WBBM sales promotion manager; Ralph Brent, WBBM sales manager; Henry Untermeyer, account executive, New York Radio Sales; Al Morey, WBBM director of program sales, and Al Bland, new WBBM program director.

MATERIALS POLICY *Paley Commission Charts Course*

COURSE of inquiry into the nation's long-range materials problems was charted along preliminary paths last Tuesday as the President's new Materials Policy Commission, headed by CBS Board Chairman William Paley, held its first meeting. The group was received later at the White House by President Truman.

Initial discussions dealt on a broad scale with various fields of inquiry the commission will cover and the various assumptions on which its recommendations will be based when it prepares an advisory report for the Chief Executive.

The group, appointed by President Truman a fortnight ago to survey shortages and other production problems [BROADCASTING • TELECASTING, Jan. 29], stressed that it will make fullest possible use of existing data from pertinent government agencies which deal with the nation's resources.

At the same time, the commission gave the green light to a series of preliminary staff studies for use at a followup meeting slated for Feb. 13. A small staff of experts is being assembled in the interim.

Symington Attends Luncheon

After four of the five members had convened for the first time, the group attended a luncheon at the Shoreham Hotel, where W. Stuart Symington, chairman of the National Security Resources Board and top Presidential advisor, spoke briefly on the opportunities and purposes of the commission. Mr. Paley and his associates then were received by Mr. Truman and administered the oath of office.

At the Tuesday meeting the commissioners were briefed by two NSRB representatives, Spencer S. Shannon, Materials Office, and John Croston, Non-Ferrous Metals. Mr. Paley also met with Cabinet Officials during the week.

The CBS radio executive emphasized that the commission will pursue its duties on a broad general

plane, seeking data on materials looking toward protection of supply in the interest of both the national economy and security and fringing over international boundaries as directed by the Chief Executive.

Study All Factors

"We are interested in cutting across commodity lines and studying all factors which tend to impede or stimulate the supply of materials," Mr. Paley stated, adding that one of the preliminary staff studies to get under way soon will touch on commodities. His commission will constantly keep in mind the bridging of existing supply and future requirement needs.

The importance of international developments which would have a tangible effect on U. S. resources over the long-range period also, was emphasized. His commission is not an operating agency, he stressed, and will prepare recommendations involving solely government policy.

Staff director of the MPC is Philip Coombs. William Ackerman, CBS New York, has been assisting Mr. Paley since formation of the Presidential commission. New headquarters will be established early this week at 1736 G St., N. W., Washington.

Other members attending Tuesday's formative session, in addition to Mr. Paley, were Arthur Bunker, Edward S. Mason and Eric Hodgins. George R. Brown, another member, was absent.

FIFTY salesmen of RCA Engineering Product Dept., Camden, have been made members of Sales Leaders Club for exceeding quotas during 1950.

VOICE CONTEST

Richards Announces Four Winners

WINNERS in the 1950-51 Voice of Democracy contest—largest in the four-year history of the competition sponsored jointly by NAB, Radio-Television Mfrs. Assn. and the U. S. Chamber of Commerce—were announced last Monday by Robert K. Richards, NAB public affairs director and contest committee chairman.

The four national winners, representing California, Louisiana, Missouri and the District of Columbia, are anxiously eyeing the week of Feb. 17-24 when they will be toasted in Washington and receive \$500 college scholarships.

A host of activities have been arranged for the youngsters, including a visit with President Truman; a tour of both Houses of Congress and historic capital sites, and appearance on radio-TV and the Voice of America. An awards luncheon at the Statler Hotel will highlight their stay in the nation's capital.

Presentation of Scholarships

At the luncheon, slated for Feb. 22, Secretary of the Army Frank Pace Jr. will present the scholarships. He will be introduced by Dr. Earl J. McGrath, U. S. Commissioner of Education, who will preside for the second consecutive year as luncheon chairman. Tom Clark, Associate Justice of the Supreme Court, who has been identified with the contest since its inception, is honorary chairman of the 1950-51 competition.

In the contest, endorsed by the U. S. Office of Education, Federal Security Agency, the youths emerged with the best written and voiced broadcast scripts among those submitted by students from over 30,000 high schools throughout the U. S., D. C., Alaska and Puerto Rico. Theme of the competition was the subject, "I Speak for Democracy."

Winners announced by Mr.

Strictly Business

(Continued from page 16)

join WBBM Chicago as a salesman. Two years later he was eastern sales manager for WBBM in New York.

It was from that job, in 1944, that he enlisted in the Marine Corps, emerging as a captain in the Night Fighter Direction Unit.

After the war, Mr. Sutton moved to St. Louis as sales manager for Columbia's outlet there, KMOX. A year later, in 1946, with television creeping rather urgently out of its chrysalis, Mr. Sutton was recalled to New York to help direct its sales growth for CBS. In 1948 he was named general sales manager for CBS-TV, the position he holds today.

Mr. Sutton is married to the former Louisa Powell, and they have one daughter, Marlin, 8 years old. The family lives in its own home in Westport, Conn.

Mr. Sutton's hobbies are skiing, shooting, hunting, fishing and water sports of all kinds. He is a member of the Weston Gun Club.

Richards were Marcia Anne Harmon, Del Rosa, Calif.; Ricardo Romulo, District of Columbia; Norita Newbrough, Baton Rouge, La., and Robert A. Burnett, St. Louis, Mo. They are slated to repeat their winning five-minute scripts before the House of Burgesses while visiting Colonial Williamsburg, the so-called "cradle of democracy."

Judging of finalists and selecting of the four winning entries were handled by a select panel of distinguished American personalities comprised of: FCC Comr. Frieda B. Hennock; H. V. Kaltenborn, NBC commentator; Lowell Thomas, CBS news analyst; Erwin D. Can-

ham, editor of the *Christian Science Monitor*; Frank Pace Jr., Secretary of the Army; Rabbi Norman Gerstenfeld, minister, Washington, D. C.; Miss Corma A. Mowrey, president, National Education Assn., and W. L. Spencer, president, National Assn. of Secondary School Principals.

The judges, like those at the state and regional levels, chose the winning entries by means of transcriptions identified only by code number. The 13 finalists were scored and tallies averaged to determine the winners in the contest, which got underway last October in conjunction with National Radio-Television Week.

State Judging

Competing transcriptions were judged at the state level under the auspices of local radio stations which cooperated with area U. S. Chamber of Commerce chapters and radio dealers to offer special prizes. State judging followed

'50 A RECORD

For WCCO Billings

WCCO Minneapolis-St. Paul last week disclosed that 1950 was a record year of billing in all categories. The station announced also that 1950 income topped previous highs set during 1949.

Station Manager Gene Wilkey said that gross income during 1950 was 17% above that of 1949 and that 1950 showed an increase of 15% in sale of local time.

According to Carl Ward, WCCO sales manager, summer selling boosted local time sales for the summer quarter by 17.6% and national spot time sales by 11.1%.

school and community eliminations after 10th, 11th and 12th grade high school students of 51 states and territories wrote five-minute broadcast scripts.

The 51 top transcriptions then were sent to NAB Washington.



Asheville, N. C.

announces the appointment of

H-R Representatives

New York • Chicago • San Francisco

as exclusive national representatives



Suggests Change

EDITOR:

Why don't you change your style book?"

Set it thus: "Radio-TV"

And you're about due for a cover change:

as, which inevitable with other plan radio-TV broadcast unions.

FCC was making setting with industry yes on a broad scope role of radio-TV sense activities, in t they would play it

BROADCASTING

No charge for these ideas, Sir!

Don Davis
President

WHB Kansas City, Mo.

[EDITOR'S NOTE: Mr. Davis' cogent comment on radio capitalization follows same reasoning as that of W. B. McGill, advertising manager, Westinghouse Radio Stations (BROADCASTING • TELECASTING, Jan. 29). We like Radio-TV. Any further suggestions?]

* * *

Limited Market

EDITOR:

Several years ago the inventor of a "speech-silencer" for deleting commercials from radio programs asked us for an opinion of his product [BROADCASTING • TELECASTING, Jan. 22].

Aside from a natural distaste for any device meant to cut the throat of my good friend, Mr. Com-

open mike



mercial Radio, I felt its sale would be limited for the fundamental reason that most people are not interested. To borrow from an article on Snobs in Mr. Luce's *Life*, there just plain aren't enough Radio Snobs to make a market. Not enough people suffer from commercialitis. If and when they do ratings on non-commercial shows will go higher. And don't tell me there aren't any good sustainers.

Suppose we're wrong. Suppose there is a market and millions of the infernal devices are sold. Then this agency for one will weave a thread of music through all its commercials.

Frank Baker
Director Television and
Radio
Reincke, Meyer & Finn
Chicago.

* * *

Mail Order Comments

EDITOR:

I have been reading, with burning fury, of the "fly-by-night" activities of the "Midland Advertising Agency"....

As a former station manager ... I handled several PI accounts

to good advantage ... selling baby chickens, rose bushes, quilt pieces, flower bulbs, etc., was as much of a pleasure as it was a commercial basis—I knew that I was offering my listeners real, honest-to-goodness mail order values. ... The advertising game appealed to me so much that I ... have since started my own little business, operating under Ambassador Advertising Assoc. ... I handle advertising on a PI basis, but I make it clear to all of my accounts that actual samples of the items offered must be submitted for my approval, and also to the stations and publishers requesting them, and that all items must be offered to be shipped C.O.D. only on a money guarantee if not satisfied offer.

I for one, speaking for the station manager, and the agency head, believe that every agency operating should be forced to make a bond, and that the agency should furnish proper credentials to each state's association of broadcasters as well as to the NAB. More power to BROADCASTING • TELECASTING, and let's hope that the operators of "Midland" land right in the mid-

dle of the federal penitentiary.

Jimmy Trippe
Manager Ambassador
Gadsden, Ala.

* * *

EDITOR:

Read with alacrity the stories on "Mail Order Case" in BROADCASTING • TELECASTING, Jan. 8 and 22.

We hope you will make it clear to your readers that the case of Midland Adv. Agency (Christmas tree ornaments) is an exception ...

There are many agencies like ours who represent accounts in perfectly legitimate mail order deals. Before we take on a client for mail order, we investigate the product, the client and specify, among other things, a rigid shipping schedule, a written money-back guarantee enclosed with the item, etc.

In the course of our contacts with station managers, we also have found them to be more than careful in the kind of deals they accept, and, once they are satisfied, will extend the agency and client every ounce of cooperation in the book.

After all, we are past the stage of PI-deals. We pay the same rates any other advertiser is expected to pay. ...

Peter T. Wolf, Gen. Mgr.
Morrow Wolf McCann
Longview, Tex.

* * *

Cook Episode

EDITOR:

I read with a great deal of interest an article in BROADCASTING



Lessons In Leadership

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

The lessons in leadership we have learned are these:



REEVES

Soundcraft

CORP.

10 East 52nd Street, New York 22, N. Y. Export—Reeves Equipment Corp., 10 East 52nd Street, New York 22, N. Y.

• TELECASTING of January 22, on page 72. . . .

Just to keep the record straight, WKY-TV's cameraman was the first and only cameraman to take pictures of Cook in the Tia Juana jail and his delivery to FBI authorities. This film was a WKY-TV exclusive and it was through our courtesy that KFMB-TV was allowed to telecast it. Perhaps you had an opportunity to see the film for we sold it to NBC for inclusion in the Camels news reel. INS and others also purchased copies of our film.

P. A. Sugg, Manager
WKY-AM-TV Oklahoma
City

* * *

'Level-Headed' Reports

EDITOR:

. . . You people are . . . keeping industry posted on civil defense matters in a level-headed and factual manner. It is a relief to read this type of reporting after the "scare-head" treatment given this matter by some members of the press.

Charles E. Dewey Jr.
Director of Communications
Office of Civil Defense
State of Missouri
Jefferson City

* * *

Valuable Material

EDITOR:

I just wrote a brief review of "Two Exciting Decades" (which

appeared in BROADCASTING • TELECASTING on Oct. 16) for the forthcoming issue of the *Quarterly Journal of Speech*. . . .

. . . I want to tell you that "Two Exciting Decades" was an unusually fine article and I wish that you people would expand it because students of broadcasting find such material to be of real value.

Hale Aarnes, Chairman
Radio Education Dept.
Stephens College,
Columbia, Mo.

SRDS Newsletter

FIRST issue of *CM analyst*, new monthly marketing newsletter, reported that 1950 retail sales in Florida jumped 15.9% over the previous year for the largest percentage gain of any state. By comparison, total 1950 sales increased 10.2% over 1949, with amounts ranging from 8% to 12% for nine basic geographic marketing regions, CM said. The first issue was mailed out the past fortnight to advertising agencies, advertisers, researchers and other groups by the publisher, Standard Rate & Data Service. The four-page letter includes three original statistical tabulations designed for use at top-management level as a guide to market analysis and sales planning, and is a supplement to *Consumer Markets*, firms, annual statistical source book.

WWDC POLICY

Set On MBS Sustainers

A SELECTIVE policy on network sustaining programs is included in the new affiliation agreement between MBS and WWDC Washington, 5 kw independent station which becomes Mutual's Capital outlet in March, it was learned last week.

Under the arrangement, WWDC is expected to allocate certain Mutual daytime and nighttime sustaining programs and also maintain a heavy schedule of its own programs. The agreement probably will enable the station to retain part of its independent flavor through airing of local personalities and yet carry select MBS programs, according to Herman Paris, WWDC commercial manager.

The affiliation, effective March 11, was announced by E. M. Johnson, MBS vice president in charge of station relations, and Ben Strouse, WWDC vice president and general manager [BROADCASTING • TELECASTING, Jan. 29]. WWDC replaces WEAM Arlington, Va., as MBS affiliate.

While the switch is not effective until next month, WEAM last Monday made provision for dropping a few MBS programs, but plans to carry others until March 10.

Howard Stanley, general and commercial manager of WEAM, told BROADCASTING • TELECASTING that disaffiliation from Mutual will

enable WEAM to return to independent operation as a "community" station. Additionally it will mean more reasonable advertising rates for local sponsors who seek saturation spot coverage, he said.

At the same time it was revealed that WEAM is proceeding with negotiations to open studio facilities in Washington. These will serve as "auxiliary" studios to the Arlington headquarters.

FACSIMILE RELAY

Daily Use Begins Today

FIRST relaying of multiplexed facsimile service on a regular basis begins today (Feb. 5), following successful tests. Using equipment designed and built by Hogan Labs., journalism students at Columbia U. will make up a four-page daily newscast five days a week which will be sent by STL to WFMN-FM Alpine, N. J., and relayed from there, multiplexed along with Rural Radio Network FM sound programs, to WQAN-FM Scranton and to WHCU-FM Ithaca for broadcast.

A few receivers have been installed in Scranton and Ithaca to receive the experimental broadcasts, which are also experiments in facsimile make-up for the Columbia students. First facsimile newscasts will include a page of news, two pages of weather maps and a page of produce and market quotations.



In Quality

The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.



In Development

Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.



In Pricing

Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES—TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS

Filter tubes

• Recording tape and discs

• Styli

• Electronic accessories



Advertisement

From where I sit by Joe Marsh

Blue Wins This "Hunt"

Cappy Miller's coon dogs—except for Old Blue—are about the finest hounds in the county. Blue's too friendly and easygoing to care much about hunting. He doesn't act the way we think a good dog should, so we figured he'd never amount to much.

But a fellow comes around Saturday looking for a good dog to photograph for some advertising. And the dog he picks is Blue! Says Blue's happy face is just the one to attract people's attention. So Cappy gets more money for that picture than his other dogs will ever take in hunt prizes.

From where I sit, that should teach us not to look down on humans, when they act differently than we think they should. For instance, maybe you think tea goes best with food. O.K.—but don't size up wrong the man who enjoys a beer at mealtime.

Like Blue, I guess we're all "different" in one way or another—but that doesn't mean we don't have our good points, too!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

BMB SUBSCRIBERS *Collection Policy Explained by NAB*

QUESTION of policy governing the collection of outstanding accounts from subscribers to Broadcast Measurement Bureau has been laid before NAB's Research Dept., it was learned last week.

The issue arose in correspondence between a BMB subscriber and Dr. Kenneth Baker, acting BMB president and director of the NAB Research Dept., questioning the coverage service's procedure with respect to delinquent subscribers.

BMB is now in the process of dissolution approved early last year. Incorporation papers for Broadcast Audience Measurement Inc. were filed in Wilmington, Del., looking toward emergence of BAM as the industrywide research coverage firm [BROADCASTING • TELECASTING, May 1, April 24, 1950].

The question of a procedural formula, it was learned, was posed in queries requesting a clarification of the organization's policy—specifically, whether BMB extends a uniform formula to govern all debtor-subscribers.

Attach Accounts

Explaining BMB procedure, Dr. Baker stated the organization has followed the same formula with respect to all outstanding debts on the basis of signed contracts—that of attaching accounts of station and other subscribers through an attorney.

The NAB research director observed that between 85 and 90 stations currently are delinquent, a situation which has existed to some extent since last May, with unpaid collections ranging in the neighborhood of \$33,000. It was estimated that a "small percentage" of these stations are NAB members.

Without alluding specifically to

the query received by his office, Dr. Baker stressed that this is "not a situation that is unique," citing a similar situation among transcription, film producer, station representative and other fields to which broadcasters subscribe.

Dr. Baker made plain that BMB has been equally diligent in acting against NAB and non-NAB members and pointed out that legally there is every reason why BMB could not distinguish between either group. BMB currently owes NAB roughly \$100,000.

Complicating the picture at this time is BMB's unresolved tax status. The coverage firm is still awaiting a court ruling on its plea that it is a non-profit organization and therefore should be not taxable as a corporation.

First meeting of the board of directors of BAM, BMB's successor, was held last November in New York where the board elected officers and named two organizational committees to map BAM planning. At the same time BMB officers were asked to begin dissolution activities. NAB board of directors had earlier approved a sum not to exceed \$5,000 for organizational expenses.

HOLD CLINIC

On Religious Programming

BROADCASTERS and ministers joined efforts last fortnight at the Roanoke Ministers Conference with an aim toward improving present religious programming in the Virginia city.

Among those who took part in the radio clinic were Miss Elinor Jennings, former director of religious broadcasts for CBS, and Roanoke station managers, Ray Jordan, WDBJ; Frank Koehler, WROV, and James Moore, WSLS; Gordon Phillips, assistant WROV manager, and Bill Ashworth, WSLS promotion manager.

AD AWARD JUDGES

Three Named by AFA

ADVERTISING WOMAN of the year for 1951 will be chosen by a panel of judges which includes Bernard (Ben) Duffy, president of BBDO; Fred O. Bohen, president, Meredith Publishing Co., Des Moines, and A. B. Penny, Humble Oil & Refining Co., Houston.

The award is made annually by the Advertising Federation of America's Council on Women's Advertising Clubs and will be presented at its convention in St. Louis, June 10-13.

RADIO FAMILIES

41,902,700 Jan. 1—NAB

TOTAL radio families in the United States as of Jan. 1, 1951, was 41,902,700, representing a numerical increase of 1,201,000 families over the Jan. 1, 1950, figure, NAB estimated last Tuesday.

Describing the boost as a "tremendous expansion," NAB said it had based its current estimate on preliminary totals made available by *Sales Management* showing a total-family count of 44,108,100. The accepted 95% radio ownership ratio was applied to the magazine's figures to arrive at the 41 million-plus figure. The magazine's estimate has been publicized in the industry in past weeks.

Dr. Kenneth Baker, director of the NAB Research Dept., who issued the new estimate, reminded users that the 95% ratio is based on a comprehensive 1948 BMB survey showing a 94.2% ratio.

The industry generally agreed to accept the figure pending correction by the Census Bureau, which plans to release an official count on radio-TV homes later this year.



GUY MITCHELL (center), rising young vocalist, signs an exclusive contract with Associated Program Service. Beaming approval are Andy Wiswell (l), vice president in charge of recording, and Maurice B. Mitchell (r), no relation, vice president and general manager.

PLEDGES ASKED

Of 'Goodwill' Employees

JOHN F. PATT, president of the G. A. Richards stations, announced last week that within 24 hours after employees were asked to sign loyalty pledges, the stations reported virtually 100% response. Stations include WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

The stations explained that the questions asked of employees are identical to those appearing in the Civil Service Commission application for federal employment.

Mr. Patt stated that the action was taken by him jointly with general managers Worth Kramer, WJR; Carl George, WGAR, and Robert Reynolds, KMPC.

"In view of the national situation, we believe this is a good time to stand up and be counted," declared Mr. Patt.

"In this respect we want to place the Goodwill Stations in the good company of other industry leaders who have taken similar steps to assure themselves and their listeners of the full support of their staffs in behalf of America's mobilization program."

CBS Loyalty Dismissal

CBS girl office employee whose identity was withheld, has been dismissed for refusal to sign a loyalty statement asking about subversive organization membership [BROADCASTING • TELECASTING, Jan. 24]. The first CBS employee so dismissed as far as is known, she said she was not a member of any union but objected on principle; that she never had been a member of any organization listed as subversive by the U.S. Attorney General. Joseph H. Ream, CBS executive vice president, said dismissal of non-signers was the "only way to make it work"; that unless there was some "compelling reason" (and he could think of none at time), no exceptions would be made.

STATE BILLS

Affect Sales Tax, DST

TWO BILLS that would create new problems for advertising in general and radio in particular are under consideration by the Washington State Legislature, currently in biennial session at Olympia. One would forbid local option on daylight saving time while the other would extend the state's sales tax to advertising.

The time bill provides:

No county, city or other political subdivision of this state shall adopt any provision for the observance of daylight saving time, except pursuant to a gubernatorial proclamation declaring an emergency and authorizing such adoption, or unless federal authorities shall establish daylight saving time upon a national basis.

Network affiliates throughout the state would be particularly hard hit by the measure, because of their need to tie in their program schedules with eastern releases. The bill would negate a decision by Seattle voters in 1949, concurred in by most surrounding municipalities, to establish "fast time" on the same schedule as prevails in eastern metropolitan areas.

The other bill, amending the state's 3% sales tax law, would extend the provisions of the law to "the sale of or charges paid for the dissemination or distribution of advertising or advertising material" by any advertising medium, specifically including radio and television.

The latter measure is opposed by the Advertising and Sales Club of Seattle, which has observed: "Advertising is the greatest single stimulator of revenue from the sales tax as it exists now. To impose the tax on advertising would tend to diminish the efficacy of this stimulant."

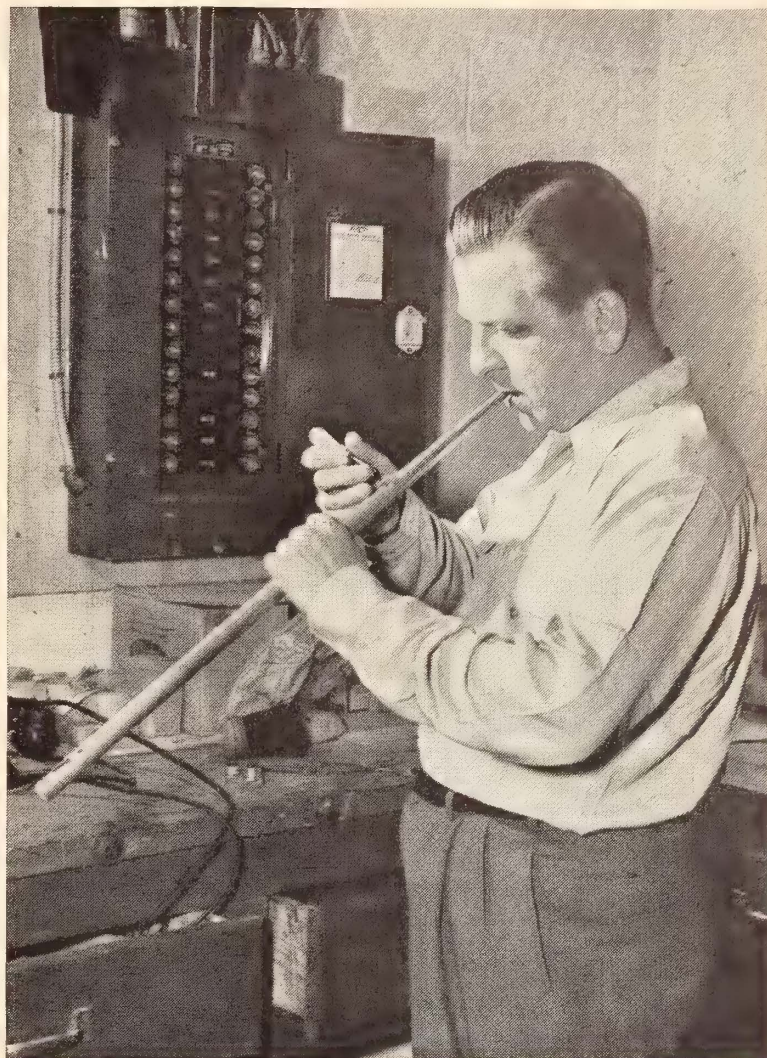
The Washington State Assn. of Broadcasters is preparing several bills of its own BROADCASTING • TELECASTING was informed last week by Carl Downing, WSAB executive secretary and manager of its Radio News Bureau in Olympia. The association's Legislative Committee, under the chairmanship of Tom Olsen, president and general manager of KGY Olympia, currently is studying the bills already submitted.

KDKD CONSTRUCTION

Plans March Start

A MODERN combination studio-transmitter building for the new daytimer, KDKD Clinton, Mo., is nearing completion. Station expects to go on the air late next month.

The 1 kw outlet on 1280 kc is owned by David M. Segal, owner of the Cotton Belt Group (KTFS KDMS WGVM), and Lee E. Baker, chief engineer, KICK Springfield, Mo. It is expected that staff plans will be announced shortly.



Modern Pied Piper Leads Listeners to Action

Over a year ago Fulton Lewis, Jr. was the driving force behind the spare-time community construction of a pipe organ for his home-town church. *Guideposts* magazine told the warming story in December, 1950. Copies of the issue were offered * to listeners of the Fulton Lewis, Jr. program. Result: More than 200,000 requests to date, and more arriving daily.

As Mr. A. H. Warne, president of Bohman-Warne, Inc. (Lewis sponsor on WJEJ, Hagerstown, Md.) wrote:

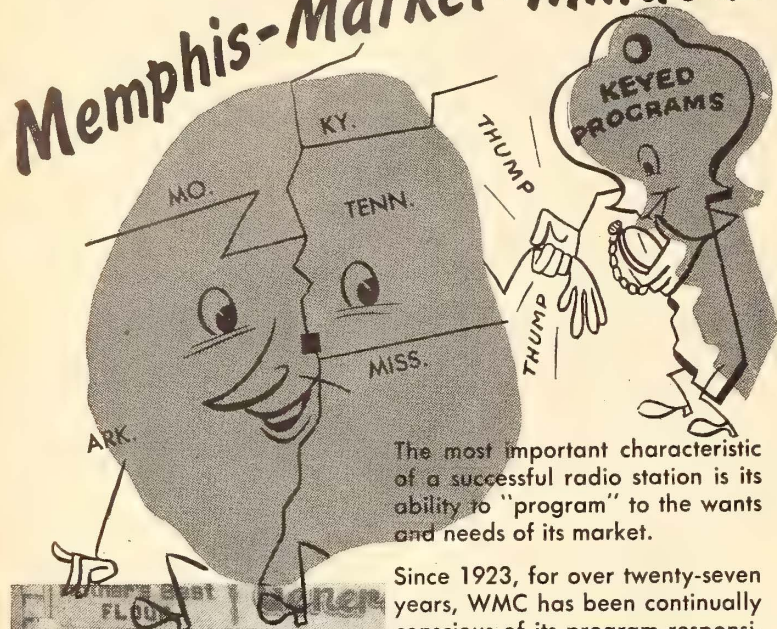
"I've heard you called many names (complimentary and otherwise) during your years on the air, but not until I read *Guideposts* did I know you were 'The Modern Pied Piper.' We were overwhelmed by requests for the pipe organ story. We are proud to have the privilege of sponsoring your daily broadcast, and in so doing, connect our name with one so highly regarded by a listening public."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

* Your local MBS outlet will supply copies upon request.

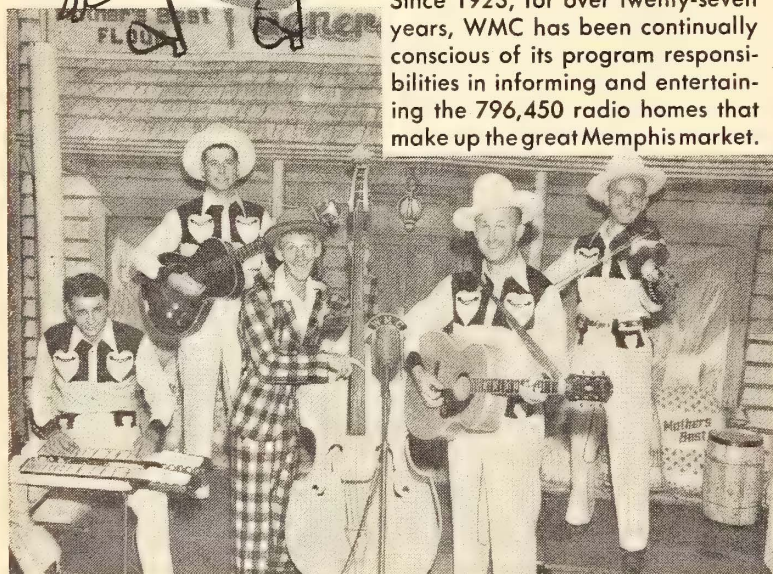
WMC is

Memphis-Market-Minded!



The most important characteristic of a successful radio station is its ability to "program" to the wants and needs of its market.

Since 1923, for over twenty-seven years, WMC has been continually conscious of its program responsibilities in informing and entertaining the 796,450 radio homes that make up the great Memphis market.



Mayor of Skunk Hollow

Here is a successful example of WMC's Memphis Market-Mindedness! Since 1943, Slim Rhodes and his Mother's Best Mountaineers have broadcast continuously over WMC five quarter-hour programs a week for an imposing total of 1,990 quarter hour periods.

—and here's what the sponsor thinks of it!
"Slim Rhodes and his Mother's Best Mountaineers have been a vital factor in making Mother's Best Flour a Mid-South favorite."

"The fine reception our program has enjoyed for nearly ten years is reflected in our sales figures for this area."

(Signed)

R. W. Vollmer
Southern Sales Manager
Nebraska Consolidated Mills

WMC

MEMPHIS

WMC F WMC T

National
Representatives,
The Branham
Company

260 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

NBC-5000
WATTS-790

AD CRACKDOWN

FTC Issues Defense Policy Warning

FOOD and drug advertisers last week were mulling the implications of a threatened crackdown on advertisements of so-called "doubtful appeal" in view of shortages of critical materials.

The warning was contained in a twin-fold "anti-deceptive" advertising and "anti-monopoly" policy statement issued Jan. 26 by FTC Chairman James Mead. The directive charted the course the commission's divisions are expected to follow with respect to certain practices during the present emergency mobilization period, and touches on foods, drugs and other therapeutic products.

Meanwhile, FTC authorities scotched published reports involving complaints of drug firms that the commission had embarked on a long range plan which would overlap the jurisdictional field of the Food & Drug Administration. Some firms felt that, conceivably, if carried to the extreme, FTC policy would result in the necessity of purchasers obtaining prescriptions from doctors for certain drugs.

Commission authorities categorically denying the charges, made plain that there is no question of jurisdiction. They pointed out that FTC concerns itself with the truth of advertising claims, while Food & Drug concerns itself with labeling.

Urges Protection

Warning against "opportunists in the business world," Chairman Mead called on the commission to protect the "health and pocket-books" of civilians "against the false and fraudulent claims of unscrupulous advertisers," and to maintain constant surveillance over advertisements dealing with critical materials.

The Radio and Periodical Advertising Division, Chairman Mead stated, citing its continuing survey of radio and other media copy, "will give particular attention to advertising appeals of doubtful appeal which are related to the mobilization effort."

The division will report to the

CLEAN COPY

Radio-TV Top Other Media

FEWER radio and television continuities were set aside in December by the Federal Trade Commission as being "possibly false and misleading" than any other media advertisements, it was revealed by FTC. On the basis of figures reported by FTC's Radio and Periodical Advertising Division, audio-visual media fared better proportionately than newspaper copy.

Of 9,795 radio continuities examined last month, only 373 (or 3.8%) were set aside for further study. Television continuities totaled 2,056, of which 62 (or 3%) were cited as being questionable. Newspapers rated a 4%, with 645 ads out of 13,433 set aside.

full commission on advertisements "that appear to contain improper references to defense production, the public health, price rises or trends and critical materials." Advertisements which "misrepresent" materials as scarce or their quality as "better than formerly offered" also will be scrutinized, he added.

Anti-Monopoly Work

With respect to anti-monopoly work, Chairman Mead felt that, in view of World War I and II experiences, "unfair acts, practices and methods in connection with obtaining defense contracts will be employed more extensively as the letting of such contracts expands." When government calls for more output from industrial concerns, he noted, some concerns shift their emphasis to securing preferred position on government work.

The FTC defense emergency statement followed within a fortnight a previous enunciation of policy laid down by the commission with respect to use of injunctive powers in food and drug cases. It promised to seek injunctive relief in cases involving alleged false advertising of drug and food firms which threaten "irreparable and substantial financial injury" and where the public interest "requires such action" [BROADCASTING • TELECASTING, Jan. 15].

OWEN NAMED

To Stabilization Post

HENRY B. OWEN, president of KING Broadcasting Co., licensee of KING-AM-TV-FM Seattle, Wash., has accepted appointment as director of the Pacific Northwest Region 13 price stabilization office. He was slated to open district and regional offices for Washington, Oregon and Idaho early last week.

Mr. Owen was appointed a consultant Jan. 25 by Michael V. DiSalle, director of the Office of Price Stabilization (Economic Stabilization Agency). While Mr. DiSalle stressed that the appointment was only temporary, Mr. Owen told BROADCASTING • TELECASTING that he had accepted the director's post, subject to clearance by government authorities. Thirteen other regional consultants also were either named or slated for appointment.

The radio executive was in Washington the past fortnight and attended government price orientation courses held for consultants at the Shoreham Hotel. Region 13 information headquarters will be located in the National Bank of Commerce Bldg., 1110 Second Ave., Seattle.

VINYLITE

Supply Ample—Benedito

THE CRITICAL shortages of vinylite which so beset the manufacturers of transcriptions during World War II are not likely to be repeated during the present emergency period, according to J. D. Benedito, manager of the extrusion and molding material division, thermo-plastic department, Bakelite Div., Union Carbide & Carbon Co., producer of vinylite.

Queried last week by BROADCASTING • TELECASTING following the disclosure that some recording companies have begun asking stations to return old transcriptions so that they may be broken up for reprocessing, Mr. Benedito said that his company is now supplying its customers at the same rate as during the first half of 1950, despite the fact that defense orders are being received, and that so far as he can foresee now, there are no indications that the defense program will cut farther into the supply of vinyl resins.

Disavowing any access to a crystal ball and noting that the situation could change overnight, Mr. Benedito said that the shortages of vinylite in the early years of World War II were due largely to the requirements of the intensive ship-

building program of those years, which is not being duplicated today. Since the war, he said, the production of vinylite has more than doubled and if the situation continues as it is today there should be no critical shortages, despite the fact that vinylite today is used in the production of 33½ and 45 rpm phonograph records as well as in transcriptions. What shortage there is, is due to a lack of basic materials, primarily chlorine, he explained, and not to production capacity.

Sees No Change

Recording companies can depend on getting about the same amount of new vinylite as they did a year ago, he said, barring an unforeseen change in the defense requirements picture. If they want to expand their 1951 production beyond the 1950 rate, the collection of old recordings for reprocessing should be helpful, he stated.



MILTON Q. FORD (l), disc jockey for WWDC Washington, D. C., discusses with Frank Beck, cartoonist, the Feb. 14 return to Mr. Beck's comic strip, "Bo," of Mr. Ford's parrot, "Richard." Last year Mr. Ford and his parrot were featured in the syndicated strip (350 papers) for three months. The parrot has been featured on Mr. Ford's shows for two years. "Richard" operates in front of a live mike and interjects remarks during the show.

KCUL HOMERS

To Air Ft. Worth Baseball

TEXAS LEAGUE baseball games of the Fort Worth Cats, which for four years have been broadcast over KXOL Fort Worth, will be heard over KCUL Fort Worth during the upcoming season, it was announced last week.

W. Bruce Chambers Jr., KCUL president and general manager, and Homer Hogan, KCUL commercial manager, added that the baseball announcing job still was open. Russ N. Lamb, general manager, said that major league broadcasts "will keep us big in the sports picture."

John Reeves, Fort Worth Baseball Club president, said that bids had been received from both stations but that the contract had been given to KCUL because of "quantum merit." KCUL has power of 5 kw. Broadcasts begin April 10.

DRAFT REVISION

Would Affect Technicians

CONGRESSIONAL controversy over whether to draft 18-year-old youths into the armed services will have a substantial effect on deferments of technicians, engineers and other skilled manpower, Defense Dept. officials have indicated the past fortnight.

Mrs. Anna Rosenberg, Assistant Secretary of Defense, told the House Armed Services Committee during manpower hearings that a 18-19 age draft policy "could allow a larger number of deferments than would otherwise be possible" in the technical and engineering categories. Occupational deferments now granted in key industries would have to be curtailed if the youths are not made available, she stated.

Moreover, she told the committee, failure to conscript them would endanger the draft-exempt status of World War II veterans, and also make it necessary to cancel deferments for fathers and husbands in the 19-26 group.

The Assistant Defense Secretary, questioned about the department's reserve policy, said a new policy has been evolved whereby inactive reservists are called after active reservists, all with 30 days notice.

The importance of skilled personnel in the military picture has been stressed again by the U. S. Air Force, which recently appealed for officer specialists in electronics and communications and for airmen qualified in radio and radar maintenance and communications.

THE BRANHAM COMPANY

representing

CHICAGO

NEW YORK

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

SAN FRANCISCO

LOS ANGELES

WABB

KTHS

KFMB

WGBA

WNEX

WTPS

KWKH

WRBC

WCPO

WDEF

WTJS

WNOX

WMC

KFDA

KRIC

KWBU

KAND

KRLD

WCHS

WBLK

WSAZ

WPAR

KFMB-TV

WCPO-TV

WEWS

WMCT

KRLD-TV

RADIO

Mobile, Ala.

Hot Springs, Ark.

San Diego, Calif.

Columbus, Ga.

Macon, Ga.

New Orleans, La.

Shreveport, La.

Jackson, Miss.

Cincinnati, Ohio

Chattanooga, Tenn.

Jackson, Tenn.

Knoxville, Tenn.

Memphis, Tenn.

Amarillo, Texas

Beaumont, Texas

Corpus Christi, Texas

Corsicana, Texas

Dallas, Texas

Charleston, W. Va.

Clarksburg, W. Va.

Huntington, W. Va.

Parkersburg, W. Va.

TELEVISION

San Diego, Calif.

Cincinnati, Ohio

Cleveland, Ohio

Memphis, Tenn.

Dallas, Texas

ATLANTA



TEST MARKET IN AMERICA

CITIES 250,000 TO 500,000 POPULATION

(Sales Management Test Market Survey—Nov. 10, 1950)

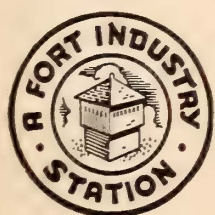
There are many reasons why Atlanta, distribution center of the southeast, rates as the first test market in its population group. Most important to you is its enormous retail buying power—over \$500,000,000 worth last year. Smart advertisers sell this wealthy market most effectively by using the stations Atlantans listen to and believe in . . .



WAGA
 ★ Am · fm · ★ TV.

The loyalty and response of WAGA's vast listening audience make it Atlanta's top station for sales results. WAGA, with the finest in entertainment, look-ahead programming and spirited public service, delivers your sales message with an impact which makes WAGA and WAGA-TV Atlanta's best radio and television buys.

Tops in everything that attracts and holds listeners, all Fort Industry stations, listed below, are geared to put your message across to the responsive audience in their respective markets. For sure-fire sales results, your best radio and television buy is any Fort Industry station.



THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
 WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
 WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
 National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455



Listener Faith

THE POWER of radio advertising is made embarrassingly obvious when the medium is shabbily used, as witness the mail-order campaign placed by the now-vanished Midland Agency of New York.

Midland contracted for spots for several \$1 Christmas items. These were straight contracts for the purchase of time at card rates, and to that extent there was little reason for the stations that accepted the business to suspect they were not legitimate.

But the transcribed announcements that Midland supplied should, we think, have caused thoughtful broadcasters to wonder whether such a bounty of toys or Christmas ornaments as the announcements described could, in fact, be sold these days for as little as \$1.

The announcements, however, were used by many stations—with the inevitable result that large numbers of orders for the merchandise, including the money to pay for it, were received. The Midland episode ended with three undesirable consequences:

- (1) Stations were not paid for the time that Midland had ordered;
- (2) Many listeners were disappointed in the quality of the merchandise when it arrived;
- (3) Some other listeners never received the merchandise or a return of their money.

The loss of reputation suffered by the stations that were taken in by Midland will, we fear, be far bigger than the loss of payment for their time or losses that they suffered by refunding from their own pockets the money to dissatisfied listeners. People who get stung are less apt to place the blame on the advertisers than on the station over which they heard it.

Fortunately, such incidents are rare. The phrase "I heard it on the radio" has come to be accepted as gospel. Radio and TV cannot afford to have their good names besmirched.

The chances of stations' being euchered into fraudulent advertising would, of course, be considerably reduced if an active agency-recognition system existed in radio-TV. On occasions when the question of establishing such an organization has arisen, broadcasters have seemed disinterested. Most stations can spot a phoney from his stationery or his approach. Yet, lots of old heads were taken in by the evaporated Midland of New York (not to be confused with the reputable Midland of Cincinnati).

In the absence of a central bureau, broadcasters must be their own policemen. They must guard against not only their own victimization at the hands of unscrupulous agencies but also, and more important in the long run, the victimization of their audiences.

Listener faith is the most important possession a broadcaster can have. It is his going concern and good will.

IF THERE are those who fear for radio's future as an advertising medium, we happily commend to them the address of Mr. Lloyd Venard, vice president of the O. L. Taylor Co., before the South Carolina Broadcasters Assn. "The world's greatest advertising medium," he calls radio, and marshals facts and analogies to prove his argument that its future is greater even than its past. His speech, reported elsewhere in these pages, is a ringing demonstration that the bell tolls not for radio, but for the notion that its future is behind it.

Televigilance Needed

THE FCC, which frequently has trouble with semantics in cases of this kind, no doubt will be eager to deny that what it has in mind is a Blue Book on program principles for television.

We refer, of course, to its 5-to-1 decision to hold "a public conference . . . for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry" [BROADCASTING • TELECASTING, Jan. 29, 22; also, story this issue].

Symptomatically, the words "programs" and "programming" are found nowhere in the Commission's short announcement. FCC prefers to call it, with a rhetorical flourish, a discussion which "will relate generally to the role of television in serving the needs and interests of the public."

So it means programs.

Broadcasters who went through the battle of the 1946 AM Blue Book will know what this involves. Whatever form it takes, whatever name the FCC gives it, whatever FCC says it is not, it is patently another bald intrusion by a government agency into the program field—a field on which Congress has clearly posted: "No Trespassing."

Admittedly there is plenty of room for betterment in television programming. Admittedly some stations, particularly in one-station markets, have allowed program structure to get out of balance. Admittedly taste has been open to challenge in some instances, and selection of hours for certain types of program has been questionable.

The fact remains that, by Congressional mandate, this is none of FCC's business. It is a matter between a station and its audience. FCC may be sure that the complaints it says it has received are not a handful, when compared to the millions who see television and like what they see. FCC must also recognize and take into account—and we believe that most FCC members do—the fact that television is young and still growing. And it's improving as it grows.

If there is anything good about the Commission's venture, it is the conference procedure to be followed, and the fact that television broadcasters may be prompted toward self-examination—which is, of course, the only proper source of improvement.

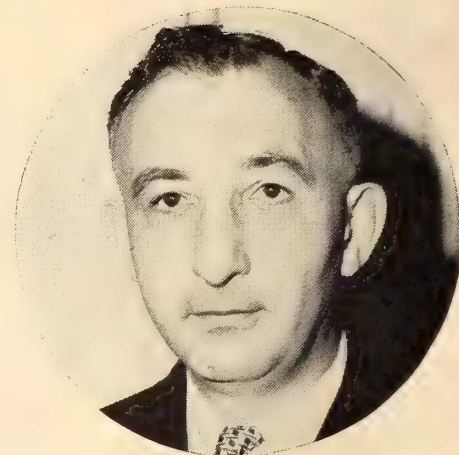
The 1946 AM Blue Book was born full-grown and thrust upon a stunned art. Its 1951 TV counterpart may be no less grotesque. At least, as a result of the conference which FCC has promised, the Commission will have the benefit of telecasters' views during the gestation period.

Television broadcasters may well take a lesson from FCC's just-completed hearing on proposals to set aside TV channels for educational institutions to use at some vague future date. General service broadcasters almost let that one go by default. CBS President Frank Stanton and NAB President Justin Miller may particularly be thanked for balancing FCC's hearing record to the point where, by the time the sessions were over, the Commission had heard both sides of the question and not just the professional educator's pitch.

There can be no default, or near default, on the forthcoming TV program conference. The time to start preparation is now. Self-improvement is a good starting point, but it will take more than that. Facts, persuasive argument, and solid determination to resist governmental encroachment will all be needed. Broadcasters must know by now that in these bureaucratic times, vigilance alone, though it be eternal, is not quite enough to keep radio free.



our respects to:



EDWARD COOPER

SUBSEQUENT events prove that Burton K. Wheeler was a sound judge of character when he bluntly labelled Edward Cooper "a man of good sense" back in 1938.

In that year, Mr. Wheeler, then U. S. Senator from Montana and a Democrat, was in search of a man who could provide the necessary spark to a staff investigation of domestic telegraph companies begun by a Senate Interstate & Foreign Commerce subcommittee.

Ed Cooper was managing editor of the *Congressional Intelligencer*, a factual Washington news service. He was also a contributor to a number of magazines and was Washington correspondent for the *Literary Digest*. At best, Mr. Cooper considered himself a competent news writer and a proven reporter.

That's what he told the Senator. But Senate Commerce Committee Chairman Wheeler brushed aside Mr. Cooper's doubts saying, "You're a man of good sense; that's who we need for the job." And Ed Cooper was hired, after obtaining a leave of absence from the *Intelligencer*—a leave that became permanent.

The two-year probe was conducted in a thorough manner that has become characteristic of Mr. Cooper's work. He supervised hearings, prepared the official report and beaverishly put together recommendations of the committee which were submitted to the Senate. They became part of the Domestic Merger Act.

This was the prelude to more strenuous legislative studies ahead, culminating in his appointment as communications specialist on the professional staff of the Senate Commerce Committee, a position created in the Congressional Reorganization Act of 1948. For the past 10 years Mr. Cooper has, in fact, been concentrating on communications.

On Feb. 1, Mr. Cooper assumed a position that will test the knowledge and experience gained in the legislative field in his decade of study and hard work as key radio staff man on the Senate commerce committee. His new job places him on the staff of the Senate Majority Policy Committee directed by Majority Leader Ernest W. McFarland (D-Ariz.), with whom Mr. Cooper had long been associated while the Senator was (and still is) chairman of the Commerce radio-communications subcommittee.

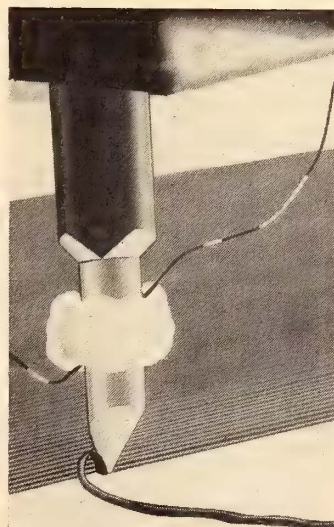
While not directly engaged in communications activities in his new post, Mr. Cooper will have a sharp interest in radio, an interest

(Continued on page 53)

NEW METHOD OF RECORDING AT WFAA BRINGS YOU



Mac Jeffus, veteran recording engineer, tapes a show on the new Ampex Recorder with no loss of quality.



Electrically heated hot stylus needle grooves the master disc as smoothly as a warm knife cuts butter.

CLARITY OF LIVE RADIO through elimination of background and surface noise with no loss in tone quality.

ECONOMY OF PRODUCTION TIME AND EXPENSE... Use of new Ampex Recorder permits editing, eliminates flubs without cutting additional discs. Live show is first taped on Ampex Recorder then transferred to the master disc using the new electrically heated hot stylus needle.

POSSIBLE RE-USE OF MATERIAL as the new Ampex Recorder tape may be combined with portions of previous transcriptions to produce new effects without developing entire new commercials or show.

IDEAL METHOD FOR SPOTS OR AUDITION PLATTERS as editing permits maximum showmanship, takes pressure off the talent and conserves production time and expense. Adequate facilities for delivering top-quality copies overnight.

WFAA-820 WFAA-570

NBC, TQN
50,000 WATTS

ABC, TQN
5,000 WATTS

Martin B. Campbell, General Manager
OFFICES: 1122 JACKSON STREET DALLAS, TEXAS
Radio Services of the Dallas Morning News

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

front office



PAUL C. LOUTHER, program director WVET Rochester, N. Y., elected vice president. He will continue as program director.



Mr. Louthier

HEBER SMITH appointed to local sales staff KNBC San Francisco replacing **LON KING**, resigned [BROADCASTING • TELECASTING, Jan. 22]. He was with KJBS San Francisco.

FRANK E. SHAFFER, general manager WJER Dover, Ohio, to WEIR Steubenville in similar capacity.

HARRY H. HAYES, New England and New York City representative *Standard Rate & Data*, to KWBW Corpus Christi as manager.

RUTH E. KEWDER, ABC Chicago, to Bulmer & Johnson Inc., Minneapolis, as executive secretary.

WALTER DUNCAN, sales manager WPIX (TV) New York, to Paul H. Raymer Co. to assist Mr. Raymer in both radio and TV.

BOB DEAN, commercial manager WIKK Erie, Pa., to WJMO Cleveland as account executive.

MERLE S. JONES, general manager Columbia Pacific Network, KNX and KTSN(TV) Hollywood, moves to temporary offices in KTSN studios in Don Lee Network Bldg., 1313 N. Vine St. pending completion of his own offices at that address. **WILBUR S. EDWARDS** last week began his new duties as director of CPN and KNX, moving into Mr. Jones' former offices at Columbia Square.

EUGENE R. MYERS, time salesman WTAM-AM-FM and WNBK(TV) Cleveland, appointed sales manager WTAM. **JOHN M. McINTOSH Jr.** appointed to WTAM sales staff.

NORMAN J. OSTBY, sales service manager Don Lee Broadcasting System, Hollywood, takes on additional duties of director of station relations. He replaces **PATRICK W. CAMPBELL**, resigned [BROADCASTING • TELECASTING, Jan. 29].



Mr. Ostby

MICHAEL DANN, NBC trade news editor, appointed to NBC-TV sales staff as coordinator of program package sales, effective Feb. 7.

BENNETT O. SCOTT, account executive WIND Chicago, appointed local sales manager.

CHARLES F. DOLAN, account executive Leech Adv. Co., Cleveland, to WJMO Cleveland as director of commercial department.

BERNEICE SAMUELS, CBS Hollywood engineering department, to sales department CBS Pacific Network and KNX Hollywood

WAYNE GRIFFIN named sales manager KSVP Artesia, N. M.

H-R Representatives Inc., N. Y., appointed representative for KMMJ Grand Island, Neb. (ABC affiliate), effective March 1.

ORATHA FREEMAN appointed to sales staff KGWA Enid, Okla.

MARION HARRIS, one-time manager KFSD San Diego and more recently in insurance business, to KFI Los Angeles as account executive. He replaces **ARNOLD J. KAPAN**, shifted to KFI-TV sales.

JOSEPH B. HALL, president Kroger Co., Cincinnati (grocery chain), elected last week as member of board of Avco Mfg. Co. Crosley Broadcasting Corp. is subsidiary of Avco.

ROGER SPAUGH, chief engineer KOOS Coos Bay, Ore., resigns. He has purchased part interest in KFIR North Bend, Ore., where he will be chief engineer and director of operations. His wife, **SARA SPAUGH**, KOOS traffic and program manager, to KFIR in similar capacity.

ADAM J. YOUNG Jr. Inc., appointed U. S. representative for Radio Distribution Ltd., Bridgeton, Barbados, B. W. I. Details will be handled by international division of Young Inc., N. Y.

NATIONAL BROADCAST SALES, Toronto, station representative, moves to 88 Richmond St. W., Toronto. **HARRY R. McLAY** appointed office manager and **WILLIAM MULLETT**, formerly of Vancouver, appointed to sales staff.

CHARLES J. RUDD, manager, and **KENNETH HUTCHESON**, commercial manager CJAV Port Alberni, purchase half interest in station.

RALPH DAWSON, WJR Detroit, to sales staff WXYZ same city. **JOHN G. LYON**, WXEL Royal Oak, also to WXYZ sales staff.

WALTER MILES, manager W. S. Grant Co., L. A. (radio representatives), to Pacific Regional Network L. A., as account executive.

Personals . . .

HUGH B. TERRY, vice president and general manager KLZ Denver, elected to board of directors Industrial Federal Savings and Loan Assn. of Denver. . . **PHILIP G. LASKY**, vice president and general manager KSFO and KPIX(TV) San Francisco, recovering from illness. . . **WILLIAM HOLM**, general manager WLPO La Salle, Ill., will speak on "Using the Right Medium in the Right Way" at U. of Illinois' 50th annual Farm and Home Week. . . **ANGUS D. PFAFF**, general manager of WNMP Evanston, Ill., father of girl, Elizabeth, Jan. 24. . . **J. LEONARD REINSCH**, managing director Cox radio-TV operations (WSB-AM-TV, WHIO-AM-TV, WIOD) in Dayton on business. . . **FRANK GAITHER**, commercial manager WSB-AM-TV Atlanta, in New York on station business. . . **ROGER W. CLIPP**, general manager WFIL-AM-TV Philadelphia, will be honored Feb. 11 as "Citizen of the Month" by Philadelphia lodge of the Moose. He was chosen for "his achievement, accomplishment and leadership in the field of television."

national business up 206% since 1948

see Rambauer

WILS Lansing's Most Powerful Station

LANSING'S BEST SALESMAN

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



CHIEF SAYS:

"Chief sure mixum heap strong potion
Catchum plenty sales for you
Merchandising and Promotion—
Cleveland's strongest signal too!"

GOOD MEDICINE FOR INCREASED SALES

Use WJW—Greater Cleveland's most merchandising-
minded, promotion-minded station—for quick sales results!

BILL O'NEIL
PRESIDENT

CLEVELAND'S Chief STATION

WJW

5000 W. BASIC ABC
WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

STONE NAMED

New KPHO General Manager

HARRY STONE, radio pioneer formerly of WSM Nashville, has been appointed general manager at KPHO-AM-TV Phoenix. This announcement was received last week from John C. Mullins, president of the Arizona stations.

Mr. Stone resigned from the Nashville station Oct. 1 because of poor health. He had been WSM vice president and general manager and served 22 years with the station.

In 1922, Mr. Stone entered the then new field of radio when he helped construct WCBQ, Nashville's first station. At the outset of WCBQ's operations, he served as the announcing staff, program director and press agent.

A year later he took a job as set salesman for a local store, and in 1924, when the station was sold and the call letters changed to WBAW, he was called in to become commercial manager. He was instrumental in selling Maxwell House Coffee Co. its first radio show.

In 1928 Mr. Stone joined WSM, which had been established by the National Life & Accident Insurance Co., and in 1932 was made general manager.

He has been closely identified with the *Grand Ole Opry* program almost from its birth, and was its only announcer and emcee for years. Many entertainers of national prominence such as James Melton and Dinah Shore can trace their starts up the ladder of fame to him.

Mr. Stone is a former chairman of NBC's Station Planning and Advisory Committee and also was first chairman of the Clear Channel Group (later CCBS) of stations. He was named president of the Tennessee Associated Press Broadcasters when that unit was formed last fall.



Mr. Stone



TAPPING at the source, WWL New Orleans Sportscaster Bill Bengel interviews officials of the Jackson Brewing Co. and the Fitzgerald Advertising Agency at the annual "Bock Beer" party held in the well-known Jax Stein Room. Recordings made were used on Mr. Bengel's *World of Sports* which Jax has sponsored for the past eight years. Present were (l to r) Robert J. Fabacher, Jax advertising director; Mr. Bengel; Lawrence J. Fabacher, Jax's territorial sales manager; Richard G. Jones, Jax vice president and general manager; Joseph H. Epstein, co-owner, and Aubrey Williams, radio director, of the Fitzgerald agency.

AAW AWARDS

Radio Plans Set

FOURTH ANNUAL Advertising Assn. of the West competition for the best commercial radio programs and spots in the 11 western states and western Canada has been announced by Robert J. McAndrews, managing director of the Southern California Broadcasters' Assn. and chairman of AAW Radio Commercial Awards Committee.

Competition, aimed at encouraging the best in western radio advertising, is open to all radio stations, advertising agencies, advertisers and individuals in those areas. Awards will be presented at the annual AAW convention being held this year June 17-20 at the Cosmopolitan Hotel, Denver.

Total of five awards will be given in all. They include four certificates of merit—one for best commercial programs used in cities of 100,000 or over on radio station or on networks; one used in cities of less than 100,000, and one certificate each for best commercial spot announcements in each of those population categories—and the Vancouver Trophy, donated by the Vancouver Advertising and Sales Bureau, to one of the four winners judged to have done the best overall job.

Qualifications

To be eligible, commercials will have had to have been created and broadcast between June 1, 1950, and May 15, 1951, on a radio station or network in the competing area. Entries are to be submitted on transcriptions, accompanied by a copy of the script and a filled-out entry blank. They will be judged on five bases: Creative originality, information imparted, effectiveness of selling message, listenability and results, where obtainable. Competition closes May 15.

Claude Palmer, manager, Oregon Advertising Club, Portland, has

been named chairman of the Competition Committee, members of which have not yet been chosen.

Names of judges will also be announced at a later date.

Entry blanks and rules for the contest may be obtained from advertising clubs in the AAW area or from Mr. McAndrews, c/o Southern California Broadcasters' Assn., 6253 Hollywood Blvd., Hollywood 28, Calif.

RCA VICTOR SHIFTS

Makes Three Appointments

THREE NEW personnel appointments were announced last week by RCA Victor, Camden, N. J.

Theodore A. Smith, for five years head of sales activities of the RCA Engineering Products Department, has been named assistant department general manager. Mr. Smith assumes duties of W. Walter Watts, vice president and general manager of the department, who has been granted a leave-of-absence to serve with the Defense Production Administration in Washington [BROADCASTING • TELECASTING, Jan. 8].

Other appointments announced were those of A. R. Hopkins as department general sales manager, and Barton Kreuzer, as general product manager. Mr. Hopkins had been responsible for sales administration, advertising and promotion of the department's product lines, while Mr. Kreuzer's duties included product planning and manufacturing functions.

Increases Power

KYUM Yuma, Ariz., 250 w NBC affiliate, Feb. 14 increases its power to 1 kw. To celebrate the occasion NBC is preparing a special half-hour salute to the station, with NBC stars recording congratulatory messages to be aired on that date.

"MOO-LA" BUYS YOUR CORN FLAKES IN WISCONSIN

WKOW COVERS THE RICHEST MARKET IN AMERICA'S RICHEST DAIRYLAND

Cows don't actually eat corn flakes, but Bossy's "moo-la" is what pays for the food in Wisconsin. The milk checks add up to a whopping half-billion dollars every year for city folks and farmers alike. To sell the biggest buyers in the heart of America's dairyland, you need WKOW's big half-millivolt area, where 874,000 people spent 183 million dollars in 1949 on food alone.



WKOW-CBS

WISCONSIN'S ONLY 10,000 WATT STATION

For coverage, buy WKOW. Wisconsin's most powerful signal delivers a primary area of 13 prosperous counties, PLUS a proven daily audience of responsive listeners the length of the state. That's why your best three-way advertising buy in Wisconsin is WKOW-CBS—10,000 watts.

1070 K.C.

WKOW



Madison, Wisconsin

Represented by
HEADLEY-REED COMPANY



WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

\$575,744,000
in Retail 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

air-casters



DEAN SEATON to KXOA Sacramento as program director, replacing **EARLE RUSSELL**, resigned.

DON BELL, disc jockey KRNT Des Moines, Iowa, presented citation by *Coronet* magazine "for outstanding achievement within the field of radio entertainment." **JEANETTE COTTINGHAM**, assistant promotion manager, appointed promotion manager KRNT Theatre, legitimate playhouse owned and operated by station. She succeeds **MARY LITTLE**, resigned. **MARIE MANNING**, KMTV (TV) Omaha, replaces Miss Cottingham.

TOM STEMM, KLPR Oklahoma City, to KGWA Enid, Okla., as staff announcer. He replaces **HI ROBERTS**, resigned. **PAT SPELLMAN**, KBYE Oklahoma City, appointed continuity chief.

WILLIAM CORRIGAN, continuity writer WRC Washington, to WRC-WNBW (TV) production staff. **JACK MAY** appointed executive producer for *Nancy Osgood Show* on WNBW. **JEFF BAKER**, production staff WRC, to WNBW production staff.

BING CROSBY named general in Florida Gov. Fuller Warren's army of honorary colonels.

JAMES MATTHEWS replaces **JOHN JACOBS** as announcer on CBS *Your Tropical Trip*.

HANK SYLVERN, musician of radio and TV, signed as musical conductor on new *Sam Levenson Show* over CBS-TV which started Jan. 27.

WILLIAM KETELSEN appointed announcer-engineer KSVP Artesia, N. M. **LUCILE SMITH** appointed bookkeeper for station.

GRANNY HAMNER, infielder for Phila. Phillies, featured on *Granny Hamner Show* over WCAU-TV Phila.

LeROY MILLER, disc jockey WFIL Phila., has signed new two year contract with station. He handles two shows daily.

ROBERT COWHIG, **HARRY BURGARD**, **DAVID HICKMAN**, **JACK CASEY**, **ROLAND TWIGG** and **GEORGE SMITH**, February graduates Columbia Institute, Philadelphia, to WCAU-TV Philadelphia for work on *Big Top*, network show originating from Camden, N. J.

JACK OGILVIE, **WBN Buffalo**, to WJTN-AM-FM Jamestown, N. Y., as director of special events and chief announcer.

GENE BERGER to staff announcer WOL Washington. Was with WGAY Silver Spring, Md., and WINX Washington.

JOHN OTTERSON, floor manager WMAL-TV Washington, called to duty with Army.

JACKSON WEAVER, WMAL-TV Washington personality, made honorary member on *Modern Woman* TV program, by Young Married Women of YWCA.

JOAN VAN ARMAN, floor manager WXYZ-TV Detroit, named production assistant. **MARY ANN LIXIE** becomes floor manager.

MAURIE LISHON, staff musician WBBM Chicago, father of boy, Martin, Jan. 23.

MARY MORGAN, fashion and beauty editor CKLW Windsor, elected president of Detroit Fashion Group.

BILL ANSON, disc m.c., KTTV (TV) Hollywood, presented citation for "outstanding achievement within the field of radio entertainment" by *Coronet* magazine.

CARROLL RIGHTER, astrologer-columnist, starts five weekly quarter-hour *Carroll Righter, Astrologer* on KTTV (TV) Hollywood.

DURWOOD POWELL, program director WCAV Culpeper, Va., father of daughter, Sharon Lee.

SAM ELBER, WIP Phila., to Jewish Communities Relations Council, same city.

BOB CRANE, chief announcer and disc jockey WLEA Hornell, N. Y., to WBIS Bristol, Conn., as disc jockey.

ALICE FREER, society commentator WMAL Washington, selected as one of five outstanding "queens of beauty and fashion" by the Washington Fashion Group.

ED FISHER, morning announcer WHIZ Zanesville, recalled to active duty with Marine Corps.

JACK DONAHUE, director of advertising, publicity and public relations California Central Airlines, named merchandising manager KNX Hollywood Housewives Protective League. Succeeds **ROLAND KAY**, recently named account executive for KNX and Columbia Pacific Network.

EDWARD BLEIER, program service coordinator DuMont TV network and WABD (TV) New York, recalled to active duty with Army Feb. 4.

News . . .

CASS KELLER, news chief WRC Washington, named chairman of NARND government liaison committee in Washington.

JIM RUSSO, sports director, and **BETTY MILLER**, traffic manager, KPRO Riverside, Calif., married Jan. 20.

BETTYNELLE BOLTON appointed news editor KSVP Artesia, N. M.

REX LORING, news editor-news-caster, and **JILL BURRIDGE**, continuity writer CFCF Montreal, married.

FRANK SHEEAN, night news editor ABC Chicago, transfers to ABC news staff, N. Y. **DICK JACOBS** to ABC Chicago news staff as writer.

JANE WESTON, women's news commentator CBL Toronto, conducting her daily broadcasts from a hospital bed at Toronto where she is confined following a recent injury.

AUBREY WICE, news writer CKEY Toronto, father of girl Jan. 18.

FRANK ARMSTRONG, announcer CFPL London, Ont. to news announcer CKEY Toronto.

PHIL WILSON, announcer-writer WNOR Norfolk, Va., appointed news editor.

GEORGE M. STOREY, summer replacement newscaster CBN St. John's, Newfoundland, named 1950 Newfoundland Rhodes scholar, and will go to England for studies next September.

WILLIAM C. PARK, documentary editor KTTV (TV) Hollywood, signed as editor KNBH (TV) Hollywood *Ford Television News and Weather* newsreel.

DEL CRARY, announcer CHEX Peterborough, to news and production staff CKXL Calgary.

JIM GIBBONS, sports director WMAL-TV Washington, voted "most popular sports announcer seen on TV in the Washington area," in *Teleguide* poll.

ATOMIC SERIES WIP Schedules Four Shows

IN RESPONSE to the overwhelming success of a December broadcast which warranted repeating within two days [BROADCASTING • TELECASTING, Jan. 8], WIP Philadelphia will present a four-program series featuring Dr. Richard Gerstell on "How to Survive Atomic Bombs."

The new and exclusive series will be heard on four successive Fridays, Feb. 9, 16, 23 and March 2, 9:30-10 p.m. EST.

Benedict Gimbel Jr., WIP president and general manager, in announcing the new series, said, "I have rarely been so excited about any broadcast."

Dr. Gerstell is the author of the book, *You Can Survive An Atomic Bomb*, and a consultant on civilian defense for the office of National Security Resources Board, Washington, D. C.

NBC Negotiations

NEGOTIATIONS for a contract to cover members of the NBC Hollywood publicity department are now under way between the network and Screen Publicists Guild following unanimous vote for certification of the guild as bargaining agent by the publicists at NLRB elections last week in Hollywood. Five publicists involved also voted for a guild shop.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in
the rich industrial market of
Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Put Yourself on

a spot!

Reach 1,000 radio homes for 44¢*

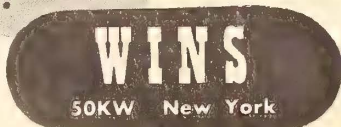


WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples! WINS spots have a high Pulse but a low rate per thousand homes. Let us show you! WINS spots, in other words, sell more, cost less. Get the straight facts on a WINS spot buy.

Call your WINS representative
... see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS...
it Sells!



CROSLY BROADCASTING
CORPORATION

Respects

(Continued from page 48)

fundamental in his makeup.

Mr. Cooper was born Oct. 21, 1903, in New York. When he was 12, his parents, Louis and Regina Cooper, moved to Montana where his father, now deceased, took up farming and ranching. It is this western state that he calls home, although his parents moved to Arizona 10 years ago, where his mother now lives.

Few men have had as varied a background: Born in a metropolis, he was raised on a ranch, and interrupted his schooling for seven years to learn of life the hard way.

He worked on his father's ranch. Then, while still a barefaced boy, young Cooper wandered about the country from state to state, finally tramping by freighter as a deck hand to South America.

Ed Cooper was born jack-of-all-trades. He tried his hand at irrigation projects, lumber camps and during World War I became a laboratory aide in a dynamite plant. His ability showed even then, for by the time the plant closed, he was in charge of a sulphuric acid house, the youngest person on any job in the plant.

While attending high school in Butte, Mr. Cooper was again hard at it, operating a retail milk route which meant getting up at 4 a.m. to milk cows, bottle the milk and deliver it before getting to school.

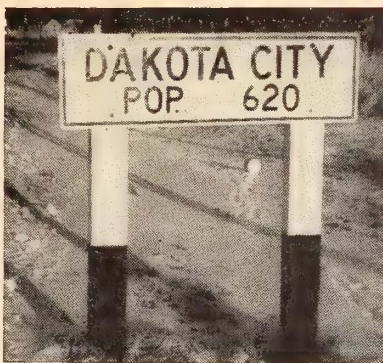
But this constant grind interfered with school work, so Ed got a job in the Butte copper mines when a sophomore, the first student to work in the mines while attending high school. His final year in high school, Mr. Cooper was night clerk in the then plush Silver Bow Club.

College Jobs

That was the "boyhood" of Ed Cooper. Entering manhood and also Montana State College in Bozeman, Ed earned his way by clerking in a clothing store, instructing students in English, preparing laboratory specimens, night clerking in a hotel and working summer vacations in the mines at Butte.

Since he was editor of his high school paper and correspondent for the local Butte papers, Mr. Cooper joined the staff of the college paper and continued as part-time correspondent for the Bozeman daily as well as for Salt Lake City and Butte newspapers.

In 1928, upon completing college, Mr. Cooper became cub reporter on the *Anaconda Standard* in Butte, and when it merged with *Montana Miner* to become *Montana Standard*, the state's largest daily,



1950 census figures show that Dakota City, Neb., where KCOM Sioux City's transmitter is located, has a population of 620, which also happens to be KCOM's frequency! Commented Shel Singer, KCOM commercial manager, "Radio moves on to new realms of influence."

he was court house reporter and also filled in on sports, desk work and the job of assistant city editor.

For nearly five years after 1934 when he went to Washington, D. C., Mr. Cooper worked for the *Intelligencer* as reporter, writer and finally managing editor. But Ed was still the hard-worker from Montana—he edited and supervised publication of a number of daily and weekly reports while doing the same for the news service's five-volumed "Factual History of the New Deal."

Since those days of the 76th Congress, Mr. Cooper has been the key radio staff man under three committee chairmen, Wheeler, Wallace White (R-Me.) and now, Sen. Ed C. Johnson (D-Col.).

From July 1942 until May 1945 Mr. Cooper was a Lieutenant, jg., in the Navy, coming out as lieutenant commander. He served in the office of the Director of Naval Communications, then Admiral Joseph R. Redman, now with Western Union.

Although not a lawyer—he studied at the Washington College of Law for 1½ years—Mr. Cooper has extensive knowledge of legal affairs. He is one of the ablest experts on parliamentary procedure, an asset invaluable on Capitol Hill. And he has earned respect from both sides of the aisle.

During his tenure as specialist in communications, Mr. Cooper has seen the electronics art of AM-FM radio and television blossom to their technical perfection, a development which he firmly regards as one of the greatest contributions to mankind by modern man.

This span in Mr. Cooper's life parallels the battling strides taken by the audio-visual art. Although his committee stay covered the entire category of communications, he has maintained particular interest in the broadcast field. And during his term on the committee staff the wide field of government regulation of communications has become more complex and basic to multi industries.

Highpoints of his career on the Hill can be outlined briefly as follows:

Activity concerned with the first bill to change the Communications Act which arrived on the Congressional scene in 1939 in the form of the Wheeler-White Bill.

Similar work with the introduction of the White Bill when that legislation, also to substantially amend the Act, appeared on the Hill.

Highpoint of Work

Association with the now famous McFarland Bill which was introduced in the Senate and passed twice by the upper chamber in the 81st Congress. He looks to this legislation, now reintroduced, as perhaps the highpoint of his work with the committee and feels that if it is enacted by the 82d Congress the action will be a landmark in committee efforts dating back at least a decade to get through Congress a major measure essential to broadcasting.

Consideration by the FCC in the early 40's as an assistant secretary of the Commission.

International communications conferences, in which he accompanied delegates or committee members, such as: The meeting in Mexico City in 1947 on high frequencies; trips to Europe and the Near East to study communications; two years before that (May 1945) a trip to inspect American communications systems throughout the world, taking in the Pacific, Orient and Australia. The latter

tours were taken with Sen. McFarland, whose common carrier-radio philosophy embraces the vision of world communications, American-owned and equivalent to the British interlocking global system, i. e., communications which are faster and cheaper for American overseas interests—including such services as the news wires.

Mr. Cooper married Mary O'Hagan, a Butte girl, in 1934 (she worked in the business office of the *Montana Standard*). They make their home in northwest Washington where Ed, a member of the National Press Club and the Masonic order, likes to putter with gardening.

Communications Value

His current thoughts on communications—that it is perhaps fundamental to civilization as we know it today—"it can solve many of our problems such as misunderstanding between peoples and nations"—have come a long way in the past years.

Not that he ever brushed radio off—he remembers his first contact with radio back in the early '30's when a Butte station began operating with low power. At that time his paper picked up the debut as a "novelty" but newsworthy. He recalls an editor called it a "passing fancy," and, he muses, that's what they said about the automobile, the locomotive, maybe even atomic energy.

THE SERIA STATION

WMRY

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600 KC John E. Pearson, Nat'l Rep.

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW

The Voice of Kansas
in TOPEKA

weather station

WIND SPEED, DIRECTION, TEMPERATURE

The ACI Windometer is in use by airlines, govt., yachtsmen, flyers, industry—self contained—complete precision units—continuous reading—Send for free booklet—write Dept. K-2 \$89.50

"Aviation's Leading Supply House!"

CRAFT COMPONENTS, INC. Benton Harbor, Mich.

allied arts



HARRY COLSON, veteran radio executive, elected president Colson & Co. Inc., Dallas, new package firm. Has been with WHAS Louisville, WFAA Dallas and KGU Honolulu. Firm will package shows featuring Dizzy Dean, Doak Walker and other personalities.

ALL STATE-NEW JERSEY Inc., Newark, newly formed firm, will handle distribution to state dealers of Mercury records, London FFR records, record accessories and phonographs. **MELVIN KING** is president; **IRVING RUSSELL**, vice president; **SHERMAN KOENIG**, secretary and **SIDNEY M. KOENIG**, treasurer. Offices are located at 32 Warren Place.

ALLAN SWIFT, freelance writer, named script editor Demby Co., N. Y., radio-TV production agency and public relations counselors.

DAVID C. GILLIS to sales and contract staff Jam Handy Organization, Detroit.

DONALD HYDE, executive Famous Artists (talent agency), Beverly Hills, Calif., resigns to engage in TV production and motion pictures.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for KLIX Twin Falls, Ida.

Equipment . . .

A. W. BERNISOHN, television specialist in RCA Victor's public relations department, to National Appliance & Radio Dealers Assn., Chicago, as managing director. He succeeds **CLIFF SIMPSON**, resigned.

EDWIN WEISL Jr. appointed advertising and sales promotion manager, Air King Products Co. Inc., Brooklyn, N. Y.

JOHN T. BURDICK, manager of Central Lighting Sales Div., Chicago, appointed director of midwest sales Sylvania Electric Products Inc., in charge of midwest lighting, photoflash, radio and TV tube and radio and TV set divisions.

H. D. WIDDEKIND appointed Washington State representative for Crest Transformer Corp., Chicago. He will cover northwest territory including Montana, Idaho, Oregon, Washington, British Columbia and Alaska.

ANDREW Corp., Chicago, announces new folded unipole antenna, designed for station application in emergency communication service.

PHILCO Corp. Philadelphia, releasing new documentary film to distributors prepared by company's TV station WPTZ same city. Film entitled "Philco Advanced Design" will be shown at dealer meetings in all parts of world. It tells of developments of different products firm produce.

HENRY T. HEALD, president Illinois Institute of Technology, elected to newly-created seat on board of directors Stewart-Warner Corp., Chicago, in move which expands board from seven to eight persons. He is former president of Western Society of Engineering and regional representative of War Manpower Commission.

EVERETT S. LEE, executive engineer in Engineering Lab., General Electric, Schenectady, appointed editor of *General Electric Review*, monthly engineering magazine published by company. He replaces **EDWARD C. SANDERS**, retired.

PRECISION PLASTIC PRODUCTS Inc., Chicago, announces production of new plastic tube holder designed to fit all requirements of TV servicemen. Device will hold any size tube safely and minimize present danger of tube breakage, firm says.

Technical . . .

LEE HON, assistant program director in charge of operations WBBM Chicago, appointed technical operations director.

WALTER SCOTT to KECA-TV Hollywood engineering staff.

EDWARD CARTWRIGHT Jr. appointed chief engineer KSVP Artesia, N. M.

H. N. BLACK, chief engineer KSMO San Mateo, Calif., to U. S. Dept. of State as foreign service staff officer assigned to Tangier, Morocco. **DOUGLAS MARISKA**, NBC, replaces him as chief engineer.

C-P-P Promotions

COLGATE-Palmolive-Peet Co. has announced a number of promotions in its soap department. They are:

Marshall Lachner, division manager of the Berkeley, Calif., division for the past two years, has been named sales manager of the soap department; **A. A. Lynn**, merchandising manager of Palmolive and Cashmere Bouquet soap, named manager of the merchandising department of Home Office Soap Sales; **Lionel E. Lee**, district manager of Atlanta district, named assistant sales manager; **Frank Reif**, divisional manager of the Atlanta division, appointed divisional manager of the New York Soap Sales division, and **Jerry Marshall**, divisional manager of the New York division, to the home office staff as administrative assistant to Mr. Reilly.

EMIL BRISACHER

Founder of Ad Firm Dies

EMIL ELI BRISACHER, 54, founder and president of Brisacher, Wheeler & Staff, died in San Francisco Jan. 26, Funeral services were held Jan. 28, with entombment following at Home of Peace Cemetery, Colma, Calif.



Mr. Brisacher

Mr. Brisacher died of complications of a kidney ailment at San Francisco's Mt. Zion Hospital.

A native of Centerville, Calif., Mr. Brisacher attended school in Oakland and entered the advertising business there shortly after graduation from high school in 1914.

In 1919 he opened his own agency under his name, following his discharge from the Navy, in which he served during World War I.

While building his advertising business, Mr. Brisacher also became a leader in developing western industrial independence. Even after his firm became national, with offices in Los Angeles and New York, he still maintained his headquarters in San Francisco and his firm remained, primarily, a western organization.

By 1945, when Franklin C. Wheeler joined the firm as executive vice president and his name was added to the firm name, the agency already had achieved its status as the West's largest in volume of business placed. Much of the agency's business was in the grocery products field, but its accounts generally were as diversified as western industry.

At Mr. Brisacher's death, the firm employed more than 100 persons and its billings ran in excess of \$10 million a year.

Mr. Brisacher was a Mason and a member of the Lake Merced Golf Club and the Concordia Club.

He is survived by his widow, Mrs. Isabelle Cheim Brisacher; a son, Robert, who is secretary-treasurer of the agency; a daughter, Elaine and his mother, Ottilia Brisacher.

Want to Sell



Syracuse University Students?

WSYR and WSYR-TV are the only radio and television stations that carry a regular advertising schedule in the students' own newspaper, the Syracuse Daily Orange.

That means exposure to your story — and sales of your product to an important segment of the Syracuse market.

WSYR ACUSE
AM • FM • TV

The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

Dennison's

BUYS NEWS

One of the West's finest food brands, Dennison uses KJR Noon News—their only spot program buy in Western Washington.



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